



President’s Message - Meaghann Wheelis, 2023-24

I hope you had time to recharge this summer and feel ready for the term ahead. As we embark on the start of the Fall semester, we find ourselves entering a busy and exciting season. We are also preparing for the upcoming SAIR 2024 conference, where we will look back on the history of SAIR and look forward to the future of our field.



2024 SAIR Conference

SAIR 51 is just around the corner! James Hunt, Vice President and Program Chair, has been hard at work organizing a conference like no other to celebrate the 50th anniversary of the first SAIR conference. If you want to enhance your conference experience, [pre-conference workshops](#) are offered on Saturday and Sunday and there are still a few seats available. I hope you’ll join the [President’s Reception at 6 pm on Saturday, September 28th](#). This casual reception is a great way to connect with colleagues and is open to all conference attendees. You’re also invited to attend the SAIR Business Meeting which will be held on Monday at 1:45pm.

Recognition of Board Members

Kristy Neal and the Nominations and Elections Committee did an excellent job with this year’s elections and we have an incredible slate of future SAIR leaders joining the Board in October. Thank you to everyone who submitted nominations, voted, and volunteered for positions! This time of year is bittersweet as we say goodbye to Board members whose term ends in October. If you see Kristy Neal, Marc Turner, or Eric Atchison, please join me in thanking them for their service and leadership on the SAIR Board!

SAIR Logo

Thank you to everyone who submitted a logo design and who voted on their favorite design for a new SAIR logo. After careful consideration of feedback from our membership, the SAIR Board have decided not to select a new logo at this time. While we received some creative ideas, no design had a majority vote and the Board determined that further discussion is needed on how best to visually represent the organization’s trajectory.

Financial Advisory Committee

I want to thank this year’s Financial Advisory Committee- Allen Gale, Denise Gardner, and Sara Gravitt- for their time and effort reviewing financial documents from 2022 and 2023. Additionally, I would like to thank Erica Hughes, SAIR Treasurer, for compiling all of the information needed for the review. The final report will be shared during the Business Meeting and will be available on the SAIR website following the conference.

SAIR Website

Speaking of the website- earlier this year, SAIR contracted with MemberLeap to develop a membership management system in conjunction with a new website. I am happy to report that the conversion is almost complete and the website will be launched before the end of the year! This new site will give members the opportunity to manage their membership, register for events, and access members-only content. Stay tuned for an announcement later this year!

I look forward to seeing you in Atlanta in a few weeks!

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UPCOMING SAIR CONFERENCE DATES & LOCATIONS	SAIR 2024 Atlanta, GA Sep. 28-Oct. 1	SAIR 2025 Alexandria, VA Sep. 27-30	SAIR 2026 Little Rock, AR Oct. 24-27	SAIR 2027 Houston, TX Nov. 13-16
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SAIR

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

President

Meaghann Wheelis
Baylor University, TX

Vice President

James Hunt
Florida State University, FL

Past President

Kristy Neal
Louisiana State University, LA

Treasurer

Erica Hughes
Southwest Tennessee
Community College, TN

Secretary

Eric Atchison
Arkansas State University
System, AR

Members-at-Large Member Engagement & Awards

Carley Dear
University of Mississippi
Medical Center, MS

Professional Development

G. Marc Turner
Texas State University, TX

Registration

Wendy Broyles
Troy University, AL

Sponsors & Exhibitors

Samantha James
Georgia Tech, GA

Vice President & 2024 Conference Program Chair James Hunt, 2023-24

SAIR's 50th Anniversary conference is just a few weeks away!

As you are finalizing your plans for travel and time at the conference, here are a few resources and notes that may be useful:



- The [Conference Schedule](#) is available on the SAIR website. We have made two key changes in the schedule this year with an Awards Luncheon on Monday and the Business Meeting now occurring during Monday 1:45 PM concurrent session block. I am excited for the opportunity the luncheon will give us to recognize the outstanding work across the region!
- And new this year is a [dashboard of workshops and concurrent sessions](#), including dates, times, rooms, and abstracts! We have over 100 workshops and sessions in a wide range of topics, so come to Atlanta ready to network and learn! In addition to the printed program, we will also have a mobile-friendly dashboard at the conference.
- One of the many advantages of having our conference in Atlanta and the Buckhead area is the [plethora of restaurants within walking distance](#) of the Westin Buckhead. In addition to [The Palm restaurant](#) in the hotel, there are over a dozen restaurants within a 15-minute walk of the hotel and many more accessible via a short drive or MARTA. There are plenty of great spots for reconnecting with colleagues over dinner!

Opening Panel

At the Opening Session on Sunday at 4:30pm, we will take some time to celebrate our anniversary, and I am pleased to share more details on our opening panel session. As we gather to celebrate this momentous occasion, we should look back on our history as an association and as a field, while looking forward to future challenges and opportunities that await us in a rapidly changing and complex environment. The Opening Session Panel brings together four outstanding contributors to SAIR and the IR/IE field:

- Dr. Christine Keller, Executive Director and CEO of AIR
- Dr. Mary Sapp, SAIR President 1989-90 and AIR President 1997-98
- Dr. Glenn James, SAIR President 1998-99 and AIR President 2016-17
- Dr. Rick Burnette, SAIR President 2019-20

During the session, the panelists will reflect on their professional journeys, discuss the evolution and impact of SAIR and IR/IE over the past five decades, and offer their perspectives and advice on how to thrive and innovate in the next 50 years. I will be moderating the discussion, and we will have time at the end of the session for audience questions. I am incredibly appreciative of our esteemed colleagues agreeing to participate in this panel, and I am excited for the event to unfold!

I hope you will join us for this insightful and inspiring conversation!

SAIR 2024



LOOKING
BACK
MOVING
FORWARD

Kristy Neal - Past President, 2023-24

2024 SAIR Election

As we look forward to SAIR 50th Anniversary in Buckhead Atlanta, we also look forward to new members on the SAIR Board of Directors. Thank you to all SAIR members who cast their vote in the July elections and elected eager leaders to move SAIR into its next 50 years. Congratulations to the members who will take office at the end of the 2024 conference.



- Vice President/2025 Program Chair – Wendy Huckabee-Broyles, Troy University
- Secretary – Molly Hall, Virginia Tech
- Member-at-large, Registration – Samantha Nix, Florida State University
- Member-at-large, Professional Development – To be appointed by the Board
(Due to unexpected circumstances, the member elected will be unable to fulfill the position.)

In July, we also selected the 2025 Nominating Committee. They will be responsible for nominations for officers on the 2025 ballot. Congratulations to:

- Carolina Benavides, Texas State University
- Shalena Johnson, Grambling State University
- Melissa Lewis, University of Louisiana at Lafayette
- Will Miller, Embry-Riddle Aeronautical University
- Justin Shepherd, Emory University
- Qiong (June) Zhou, Baylor College of Medicine

I wish to extend a sincere appreciation to each SAIR member on the ballot who so eagerly volunteered to serve. I truly enjoyed getting to know you a little better, and I look forward to your continued contributions to SAIR.

Also, thank you to the 2024 Nominating Committee who provided valuable feedback during the nominations and elections process. You were instrumental in selecting such a strong slate of candidates. 2024 Nominating Committee members include Matthew Campbell, Eric Godin, Suzanne Klonis, Susannah Livingood, and Jason Wang.

Welcoming new board members means they are replacing current board members whose terms have expired. Wendy Huckabee-Broyles will remain on the board as she transitions from the Member-at-large, Registration to the Vice President/2025 Program Chair position. Eric Atchison (Secretary) and Marc Turner (Member-at-large, Professional Development) will leave the board as their terms have expired. They have provided invaluable ideas and contributions, and I know we will see them again in new leadership roles.

2027 Site Selection

After a 10-year absence, SAIR is returning to Texas! SAIR 2027 will be held at the Royal Sonesta Houston, located in the heart of the Houston Galleria, November 13 through November 16, 2027. The newly renovated Royal Sonesta Houston is in the shopping, dining, and entertainment hub of Uptown Houston. It is conveniently positioned near key destinations such as the Galleria, the Houston Zoo, Reliant Park, and the Museum and Theater Districts. There is a complimentary local shuttle that operates within a 3-mile radius to take you to nearby cultural landmarks, premiere shopping locations, and lively entertainment venues. See page 9 for a picture of the 2027 conference location!

Fun Fact: Did you know that each Royal Sonesta property has a royal mascot? As home to the largest livestock show and rodeo in the world, it is only fitting that the larger-than-life bull reign over the Royal Sonesta Houston. With the bull symbolizing strength and tenacity, The Lord of Houston elegantly embodies Houston's roots of space exploration. Maybe this will become the hidden icon in the 2027 Facilitator newsletters?



**Southern Association for Institutional Research
Statement of Financial Position
As of June 30, 2024
Erica Hughes - Treasurer, 2023-25**



ASSETS	
Current Assets	
Bank Accounts	
Banks	
PayPal Account	480.20
Vanguard Mutual Fund	77,942.25
Wells Fargo Checking	26,551.70
Wells Fargo Savings	6,146.80
Total Banks	111,120.95
Total Bank Accounts	\$111,120.95
Accounts Receivable	
Accounts Receivable	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
Uncategorized Asset	350.00
Undeposited Funds	3,000.00
Total Other Current Assets	\$3,350.00
Total Current Assets	\$114,470.95
TOTAL ASSETS	\$114,470.95
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Net Assets	172,021.53
Opening Balance Equity	0.00
Retained Earnings	-62,362.96
Net Revenue	4,812.38
Total Equity	\$114,470.95
TOTAL LIABILITIES AND EQUITY	\$114,470.95



**Southern Association for Institutional Research
Profit & Loss, Accrual Basis
April through June, 2024
Erica Hughes - Treasurer, 2023-25**

	TOTAL
Revenue	
Bank Interest	4.11
Change in Mutual Fund	2,730.61
Conference Revenues	24,958.48
Direct Public Support	1,092.38
SAIR Memberships	450.00
Webinar Registrations	420.00
Total Revenue	\$29,655.58
GROSS PROFIT	\$29,655.58
Expenditures	
Conference Expenditures	5,189.46
Overhead Expenditures	2,366.90
Total Expenditures	\$7,556.36
NET OPERATING REVENUE	\$22,099.22
NET REVENUE	\$22,099.22

SAIR Fall Word Search

P B E V A W Q A L X F Q Q M G D M Y F P D T Z U I
 A K Y U G M I R U I S Y V B E G S Y I T W J O O A
 W A Y O P A Y V M U M R S M O T S L F G M Q G O B
 A Y G O V T R Q Y O I Y L Y R D P C T R O Q W L U
 R R R E P H O C D R W X G U G W O G Y K M D J R C
 D P N S D M E S J W E D T N I G N N Q H U Z O G K
 S J G U L H N E A C M C B X A V S X Z P S Q X E H
 O C O L L E A G U E S B E F P G O E S M Y F V T E
 Y J D V X F O N J W J X N P P Z R O W R A R A A A
 T N M M W I I B T L P I U J T X S R I A R S W L D
 A Z Z C W C C V C X V R Q F Q I X C L B W V O M L
 T M W B J E O K O B E M E J T K O R A O L H R I P
 L R O U Q N G N U L I M E S F Z Z N Y T G P K F B
 A N L S W J U B F G U F D O E A M D J C X N S L L
 N H K I O J W C U E L N R O G N C C E F W M H E K
 T B X N V R Q L J U R Y T H H V T I R T A Y O T E
 A J D E V S Y V A J R E R E R Y O A L H M Q P G Y
 V J S S M F D S N R X D N G E X J C T I R Y S T N
 N X A S N Y L W E X D B X C V R I E Z I T X E O O
 R H A M G M F E W S H P G N E E T C Y X O A S V T
 W H Y G Z P O J C X C G B N A N S H A I I N T S E
 C V A Q V V K U O V E S L A Z N G P T C E Q S O W
 Y W U E C B B B M B X A B P K O L U N U S N R A R
 W H O J O S W S E C O N C U R R E N T U T A C A X
 O I S H W J H B R B C M B H X U J N P A F D S G R

Atlanta Art Week[®]

Click the image above to learn more about the Atlanta Art Week (September 30 - October 6).

- | | | |
|------------|-------------|---------------|
| ATLANTA | CONFERENCE | NEWCOMER |
| AWARDS | FACILITATOR | RECEPTION |
| BUCKHEAD | FALL | PRESENTATIONS |
| BUSINESS | FIFTY | SPONSORS |
| COLLEAGUES | GEORGIA | VOLUNTEER |
| CONCURRENT | KEYNOTE | WORKSHOPS |



Looking for a chance to enjoy free live music? Click the image above to learn more about the Sweet Auburn Music Fest (September 28 - 29).

Secretary - Eric Atchison, 2022-24

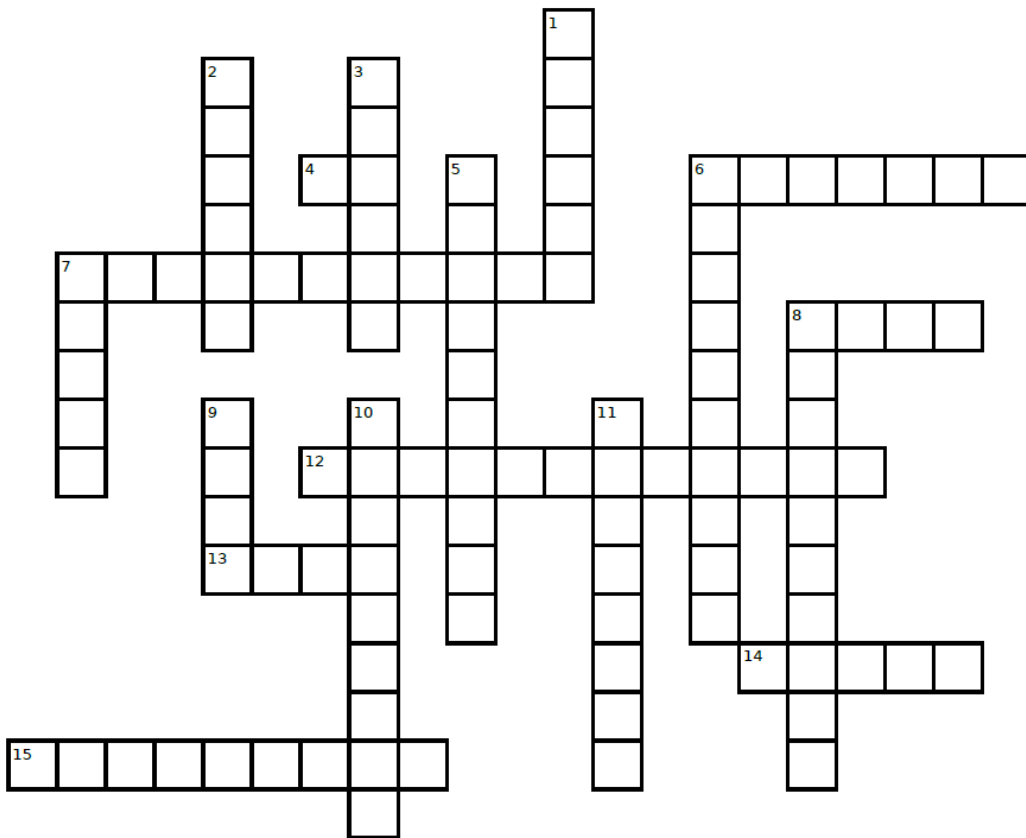
Minutes, Days, Years - A Look Back to Look Forward

Time can be tricky - especially in the busy season we find ourselves when the fall semester gets underway, the weather begins to shift cooler, and days get shorter. Keeping with this year's celebratory theme, I've been reflecting on my time on the SAIR Board of Directors. Although the SAIR conference lasts just a few short days each year, keeping the meeting minutes, sending Weekly Updates, and producing a [quarterly newsletter](#) is vitally important to learning from our past and continuing to tell our story to future generations. I hope that my service on the board has kept you informed (and entertained) and I am grateful to have served alongside my fellow board members, who brought their own talents and passion to this organization. The 2024 conference will mark my 16th year as a member of SAIR and I am proud of its record of service to the IR/IE community. I look forward with great anticipation to the next 50 years.



Facilitator Peach Game

Congratulations to the second winner for 2024 from the Spring Issue, **Jessica Harber** (Florida SouthWestern State College)! In this issue, we have hidden 3 peach icons like the one below within this newsletter. The first person to find all three peach icons and send their locations to secretary@sair.org will win a prize to be handed out at the 2024 conference! Here's an example of the peaches hidden in the issue (actual size may vary - *this one does not count!*):



Down

1. One of the two co-chairs of the first SAIR meeting, Edith ____
2. Our 2024 conference hotel
3. SAIR Board Member completing their term as Past-President
5. Benefit of meeting colleagues from across the southeast in the same field
6. Location of the 2025 SAIR Conference
7. The number of years SAIR has been incorporated
8. One of the two co-chairs of the first SAIR meeting, James ____
9. Number of SAIR Board members
10. Workshop for those new to SAIR or the field of IR/IE
11. Atlanta suburb where the 2024 SAIR Conference will be held

Across

4. Keynote topic for the 2023 SAIR Conference
6. Site of the first SAIR conference
7. SAIR volunteer opportunity and the name of the newsletter
8. SAIR Board Member completing their term as Member-at-Large for Professional Development
12. Regular communications from SAIR (don't forget to sign up!)
13. SAIR Board Member completing their term as Secretary
14. SAIR Board Member completing their term as Member-at-Large for Registration
15. What we call past-presidents

Don't forget to [submit your news and updates](#) for the next issue of *The Facilitator!* 🍑

Member Engagement and Awards - Carley Dear, Member-at-Large, 2023-25

Awards - Conference Update

I'm looking forward to announcing the winners of our Best Practice awards at SAIR 2024 in Atlanta. We received many applications for the Best Website, Best Interactive Report, Best Print Report, and Best Innovative Practice Awards. I can't wait to show you the amazing projects our colleagues are producing.



Connecting While New in the Profession – Newcomer's Pre-Conference Workshop Offering

One of the highlights of my career in IR, IE, and Accreditation, was meeting wonderful mentors who held similar jobs at different institutions. Within the first few months of becoming the Director of IR/IE, I had several colleagues who initiated conversations with me and helped me figure out the ropes. Over the years, we worked on projects together to help our institutions and state office better tell the story of higher education in Mississippi. 🎧

If you are new in this field or this role, the Newcomer's Pre-Conference Workshop is an all-day pre-conference workshop focusing on tips, terms, and best practices for IR, IE, and accreditation professionals. The content is designed for practitioners with less than three years of experience in the field, but anyone is welcome to join and get a refresher on why we are one of the most influential offices on campus. We will have joint teaching times as well as break-out sessions focused on institution size and common roles.

Connecting with SAIR Members – At the Conference

At SAIR 2024, I hope you will make a special effort to meet with a colleague you've met previously and meet someone new. The hotel has areas to easily meet up on the Mezzanine level or in the lobby, and there are great restaurants nearby in [Lenox Square](#).

Connecting with SAIR Members – Not at the Conference

If you are unable to join us at the SAIR 2024 meeting in Atlanta, we'd love for you to maintain or renew your membership. Being a member ensures that you receive the weekly updates, the quarterly newsletter, and notifications about ongoing professional development opportunities throughout the year.

You can also follow SAIR on [LinkedIn](#) where we post information about IR, IE, and accreditation. Meet colleagues doing similar work and connect using LinkedIn's digital platform.



Atlanta's Little Five Points neighborhood provides plenty of dining and unique shopping experiences. Source: The Signal

Professional Development - G. Marc Turner, Member-at-Large, 2022-24

I'm excited to announce we currently have a third of our conference attendees registered for pre-conference workshops and are looking forward to seeing all of you in Atlanta in a few short weeks! There is still time to join us for workshops on Saturday and Sunday if you haven't signed up already.



Professional Development Workshops

This year we have an exciting mix of full- and half-day workshops including topics ranging from Assessment to Visualizing Data. With sessions on creating a data governance program, leveraging IPEDS data to examine student and institutional success, rethinking assessment, and strategies for effective teamwork, you will be able to plan for the needs of your office and institution both now and in the future. For those looking to learn more about specific tools, there are workshops on using Tableau, IPEDS tools, and a variety of Microsoft applications (Access, Excel, PowerBI, Teams, and more)! We also encourage all attendees new to the profession to consider signing up for the Newcomer's workshop to learn more about the exciting and rapidly evolving field of Institutional Research.

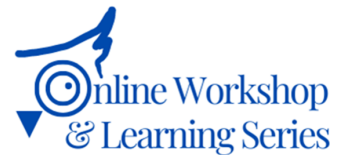
Reminder - Separate Registration for IPEDS Workshops

We are excited to offer three AIR-sponsored IPEDS workshops this year! Everyone who selected these options in the SAIR registration form needs to also register separately with AIR via the below links:

- [IPEDS Data and Benchmarking](#) (9/28 | 8:30 AM)
- [IPEDS Data Tools](#) (9/28 | 1:00 PM)
- [Beyond Compliance: How to Use IPEDS Data to Examine Student and Institutional Success](#) (9/29 | 8:00 AM)

Online Workshop Learning Series

We are still collecting ideas for the SAIR Online Workshop and Learning Series (OWLS). This series provides a chance for low-cost, year-round virtual professional development. If there is a topic you would like to see included, or if you are interested in presenting, please reach out and let us know!



Southern Association for Institutional Research

Thank you!

As my time as the Member-at-Large for Professional Development comes to a close, I want to thank all of you for the support and encouragement you have shown for SAIR's professional development activities over the past two years. It has been a privilege to work with the SAIR Board and an amazing group of members who have volunteered their time to lead workshops at our annual conferences. I've enjoyed getting to know so many of our members and look forward to meeting more of you this year in Atlanta!



Atlanta's Buckhead neighborhood. Source: Discover Atlanta

Registration - Wendy Broyles, Member-at-Large, 2022-24

Are you ready to celebrate SAIR's golden anniversary in Atlanta later this month? The SAIR 2024 Conference is coming up soon, and I'm looking forward to seeing everyone in the city where our organization began. If the count-down widget on the [registration site](#) doesn't help you get excited, then maybe you need to take another look at the [conference website](#) and seriously consider volunteering during the conference. The on-site registration desk is a great place to see our SAIR colleagues. The registration desk will be open during the following times:



- 8:00am to 6:00pm on Saturday, September 28 (outside of Arden)
- 8:00am to 5:00pm on Sunday, September 29 (Grand Ballroom pre-function)
- 8:00am to 5:00 pm on Monday, September 30 (Grand Ballroom pre-function)

[Contact me](#) if you're interested in volunteering for an hour (or more) at the registration desk. I've sent Calendly links out to conference registrants who had indicated "yes" or "unsure" on the registration form, and I would be happy to share the same information with other volunteers.



As a reminder, we'll be in the [Buckhead](#) area of Atlanta for this year's annual conference. Buckhead offers lots of options for shopping, restaurants, and nightlife, even within walking distance of the Westin, and I'd love to see folks meet up at the registration desk to share ideas and make plans for afterhours.

Don't forget: The registration desk is a great place to get information even after you've checked in for the conference, so stop by anytime. See you soon!



The Royal Sonesta Houston will be the location of the 2027 SAIR Annual Conference.

Sponsors & Exhibitors - Samantha James, Member-at-Large, 2023-25

 **Get Ready for Some Fun at the SAIR Exhibit Hall!** 

The SAIR Board is thrilled to extend a huge thank you to our amazing sponsors and exhibitors for their incredible support and generosity! Make sure to swing by our sponsors' booths and get your Sponsor Passport punched. Why? Because you could win some fantastic prizes, including a sleek laptop backpack and other awesome swag! Exhibit Hall Hours: Sunday, September 29th: 3:00 PM – 7:00 PM and Monday, September 30th: 8:00 AM – 5:30 PM.



Don't forget to drop off your completed passports at the SAIR registration desk for a chance to win. Let's make this event unforgettable! See you there!

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GRAY DI™



Lumina™
FOUNDATION

Partner

SREB

Southern Regional
Education Board

Updates from SAIR State Affiliate Organizations



Nominations are now open for 2025-26 Association for Institutional Research leadership. Submit a nomination for yourself, a colleague, or a SAIR member who has inspired you before the deadline on September 22! More information can be found on the [AIR website](#).



The **Arkansas Institutional Research Organization** is in full planning mode for the 2024 Annual Conference. This year's theme is: The Best of AIRO: Highlighting Institutional Research and Effectiveness. The event will be held at Arkansas Colleges of Health Education in Fort Smith on November 11-12. The first day of the event is slated for [JPEDS training](#) which is open to anyone. AIRO also recently debuted their new website. [\[Details\]](#)



The **Florida Association for Institutional Research** annual conference will be held virtually on February 19, 2025.



The **Kentucky Association for Institutional Research** newly elected officers are Jennifer Green (President), Sierra Smith (Vice President for Programming & Events), Alyse Bergman (Vice President for Membership & Communications), Delandual Conwell (Treasurer), and Brittany Inge (Secretary).



The **Louisiana Association for Institutional Research** 2025 conference will be held at the University of Holy Cross in New Orleans. Newly elected officers are Steven Brouillette (President), Will Luton (Vice President), and Stacy Lynch (Secretary).



The **Mississippi Association for Institutional Research** Annual Conference will be held in Long Beach February 10-12 with the call for proposals currently open. [\[Details\]](#)



The 2025 **Tennessee Association for Institutional Research** Annual Conference will be held August 6-8 at the Chattanooga Hotel in Chattanooga. The 2024 Conference in Murfreesboro this past August had 92 attendees, 2 keynote sessions, 2 pre-conference workshops, and 18 concurrent sessions. The newly elected officers for 2024-25 are: Rion McDonald (Vice President) and Amy Heckman (Treasurer).



The 2025 **Texas Association for Institutional Research** Annual Conference will be held February 25-28, 2025 at the Omni Hotel in Corpus Christi. The 2024 Conference in Frisco, TX this past March had 232 attendees, 2 keynote sessions, 9 pre-conference workshops, and 50 concurrent sessions. [\[Details\]](#)

Affiliate Organization Updates

Are you an officer of a state affiliate IR/IE association?

Please send announcements to be included in the SAIR newsletter to secretary@sair.org.

