



# SOUTHERN AIR

THE NEWSLETTER OF THE

SOUTHERN ASSOCIATION FOR INSTITUTIONAL RESEARCH

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Maryann Steele Ruddock, editor

## COME TO BIRMINGHAM - SAIR 1982

The theme of the 1982 SAIR Forum will be "Resources of Institutional Research." When we assemble in Birmingham, Alabama on October 28 - 29 we will be exploring both the role of Institutional Research as it supports other offices and agencies and also looking at the resources available to use in IR activities. The conference will run from Thursday morning to Friday noon with a keynote speech at Thursday lunch by Bill Lasher, currently Vice President of AIR. The meeting will be preceded on Wednesday by several workshops. Of course there will be the traditional social and conversation function on Thursday night.

Birmingham, Alabama, the host city for the 1982 SAIR conference, has been a city of growth, change and action since its beginning over a century ago. The "magic city" offers something for everyone. If you want to spend your free time sightseeing, then the greater Birmingham area has an abundance of attractions and places to visit including Arlington Ante-Bellum homes, Vulcan, the largest cast iron statue in the world, museums, parks, and the Birmingham Zoo and Botanical Gardens. If you look forward to sampling the local cuisine, the city offers a mouth-watering assortment of dining opportunities for all tastes and desires. The site of the 1982 conference, the Holiday Inn Downtown Medical Center, on the edge of the University of Alabama in Birmingham Campus, combines convenient location and good meeting facilities. If sufficient interest is shown, we will have a SAIR road run. Numerous jogging trails lead outward from the Holiday Inn for the adventurous.

Put the dates on your calendar and bring your staff.

Gerry McLaughlin

## 1981 SAIR CONFERENCE EVALUATION

As head of the conference evaluation for the 1981 SAIR conference in Charlotte, N.C., I would like to thank everyone who took the time to fill out their conference evaluation form. In addition to the regular conference evaluation questions, the Executive Committee asked a series of questions concerning the structure and format of the annual conference. Sixty-eight evaluation forms were completed. Some interesting results were obtained.

Concerning the conference schedule, the members overwhelmingly liked the Thursday noon to Friday noon schedule, with extra sessions on Wednesday and Thursday morning. The next preferred schedule was to expand the conference to two days: Wednesday noon to Friday noon. The membership also preferred a combination of formats: presented papers, panels, workshops, etc. Combining the annual conference with a state meeting was seen as favorable. There was also strong support for kicking off the conference with a keynote speaker at a luncheon. These recommendations will be taken into consideration by the Executive Committee in planning future conferences.

Maryann Ruddock

## 1981 SAIR CONFERENCE PROCEEDINGS

The Conference Proceedings for the 1981 SAIR conference in Charlotte will be mailed out in April. Since it was a combined conference (SAIR and NCAIR), if you are a member of NCAIR you will receive your copy through your organization. Copies of previous proceedings may be purchased by sending \$3.00 to Denise Strenglein, University of South Florida, Adm 214, Tampa FL, 33620. Checks or money orders should be made payable to The Southern Association for Institutional Research.

## SAIR at AIR in DENVER

On Sunday, May 23, there will be a Special Interest Group Fair at the AIR Conference in Denver. The Southern Association for Institutional Research will man a table to display copies of various conference proceedings and newsletters, to talk about SAIR and to provide information on Birmingham, the site of the next SAIR conference. At the present time, Liz Fox of the University of Alabama at Birmingham and Maryann Ruddock of St. Edward's University are scheduled to staff this table. Please stop by and help us let everybody know what a fine job the Southern Association is doing.

Also at Denver, during SAIR's scheduled time on the program (Wednesday, 7:30 am) Richard Howard from West Virginia University and Alton Taylor from the University of Virginia will be reporting the results of a national study concerning career paths of institutional researchers, particularly at the director's level. They plan to conclude with some remarks concerning future roles of institutional researchers and some comments about the transitions taking place in colleges and universities today. This is sure to be a presentation no one should miss. See you there.

## SAIR at AIR - PART II

The Southern Association has always been strongly represented on the programs of AIR forums and this year is no exception. While the number of contributors to the program from SAIR is too great to count, an indication of our scope of involvement may be gleaned from looking at the Pre-Forum Professional Development Opportunities and Pre-Forum Workshops that are being offered by members of SAIR. A sample of these are:

### Changes in Technology: Implications for Institutional Research and Planning

E. Michael Staman -- University of Missouri at Columbia

Norman Uhl -- Mount St. Vincent University

### Newcomers' Workshop: Applying Institutional Research to Academic and Administrative Problems

Donald Norris -- University of Houston

Mark Johnson -- Washington State Council for Postsecondary Education

### Building a Student Retention Data System

Timothy Sanford -- University of North Carolina at Chapel Hill

### Conducting Survey Research

Suzanne Larsen -- University of Tennessee

Richard Howard -- West Virginia University

W. Kevin Hunt -- Tidewater Community College

Gerald McLaughlin -- Virginia Polytechnical Institute and State University

### Introduction to the Use of the Statistical Analysis System (SAS) for Research and Data-File Management

Linda Pratt -- North Carolina Central University

Sandy Davis -- North Carolina Central University

Norman Uhl -- Mount St. Vincent University

### Developing an Institutional Fact Book

Charles Bryson -- Georgia State University

Steve Batson -- Georgia Southern University

Horace Griffiths -- Tarrant County Junior College District

Gerald Lunney -- Council of Independent Kentucky Colleges and Universities

James Nichols -- University of Mississippi

All of these sessions require special registration. If you are interested in any of these sessions or the many others being presented by SAIR members, please show your support by attending.

## MEMORANDUM FROM THE PRESIDENT

What have we built? A friend of mine recently recalled when the old Southern Conference on Institutional Research (SCIR) consisted of about thirty people and that the primary reason for getting together each October was to exchange ideas on an informal basis and to participate in a Thursday evening social. When I look back over the intervening years I find that although much has changed, the camaraderie of the membership remains as one of the positive forces that holds us together. We have grown to a point where we now have newsletters, proceedings, workshops, special interest groups, and, for better or for worse, a growing committee structure that would do justice to most small bureaucracies.

Now all of this is not necessarily bad. In fact, the structure to which SAIR has evolved is, it seems to me, indicative of a need for the services provided by the organization. Our contributed papers get a little better every year, and our workshops continue to receive high marks by the participants. Interestingly, each conference chairperson finds it a little more difficult to fit a program into the noon-to-noon time period established for the annual conference. Each seeks inventive ways to extend the format just a bit -- some with "special" sessions the morning prior to the keynote address, others with special interest group meetings and workshops the day before and the morning of the conference.

If the trend continues the quality and number of papers which are submitted for presentation each year may soon reach a point where refereeing will be necessary and not all papers can be accepted, a radical departure from the past. One of the strengths of SAIR has been that of providing a forum for those who wish to explore new ideas or who wish to receive the benefit of counsel and criticism of some early results of their research. It may be time to ask whether we wish to continue to develop as we have.

SAIR has frequently provided a place to start, whether the situation involved the needs of a new member of the profession looking for contacts, the need for a more experienced researcher to test a paper, the need to become involved through volunteerism, or for the truly masochistic, the need to enter the political fray on a local, regional, or national level. In the past these needs have been met primarily through the open and relatively informal structure of SAIR and by the strengths that SAIR has within the national association. I believe that SAIR has been able to do a great deal for its membership; the question has now become whether what has been done is enough, too much, appropriate, or inappropriate. Questions exist relative to our structure, our services, our size, our geographical base, the level of participation on the part of our members, the strengths of our program and probably a host of other areas where the issues have yet to be articulated.

At present, progress toward resolution has been limited to discussions about how to discover the answers. The membership's participation in the discussions are clearly vital to their success, and I therefore welcome any thoughts that you have on the issues of what the questions might be and/or how to determine answers to the questions. If your thoughts have evolved to a point where you have an opinion on the resolution of a question, then by all means please make your suggestions known to any member of the Executive Committee.

On a very different note, I wish to direct the attention of the membership to the fact that this Newsletter has been edited, in fact designed and to a large extent written by Maryann Steele Ruddock. This is but one of a number of special projects that Maryann has conducted for SAIR and I am sure that each of you will join me in recognizing her contributions. Thanks Maryann -- SAIR continues to benefit through the freely given efforts of members such as you.

E. Michael Staman

## OUTSTANDING PAPER AWARD

Every year at the conference business meeting the winner of the Outstanding Paper Award from the previous conference is presented with a certificate. At the business meeting in Charlotte, President Larry Jones presented the 1980 award to Timothy Sanford of the University of North Carolina for his paper "Helping Admissions with Predicting Graduation Equations for Freshman Applicants." Congratulations to Tim on his noteworthy effort.

## CALL FOR SITE PROPOSALS

At the 1981 conference in Charlotte, the members attending were polled to see whether they preferred to have the conference held every year in Atlanta or at various locations throughout the South. Of the 56 people responding to this question, 77% preferred that the conference be held at various locations throughout the South. Now that a preference has been stated, the Executive Committee is seeking proposals for sites for future conferences. A Site Selection Committee has been organized, consisting of the following individuals:

E. Michael Staman -- University of Missouri at Columbia

Charles H. Bryson -- Georgia State University

R. Gregory Litaker -- University of Louisville

Charles I. Brown -- Fayetteville State University

Maryann S. Ruddock -- St. Edward's University

The Committee plans to make recommendations to the Executive Committee at the AIR Forum in Denver. Individuals wishing to host a SAIR conference, or who have suggestions for locations of future conferences, are invited to submit their suggestions to any member of the Committee. Please have your suggestions submitted by May 1. For a good idea on some things to consider when proposing a site for a conference, read the article by Greg Litaker (Louisville, 1980) in this issue.

## NOTES ON BEING A LOCAL ARRANGEMENTS CHAIRPERSON

When the dust settled after the 1980 SAIR Conference in Louisville I promised myself that I would put together a useful collection of notes for the potential local arrangements chairperson. This desire coupled with SAIR's official request for site proposals has finally prompted me to action. These notes are intended to be a guide for those among you who are considering or might someday consider having the SAIR Conference in your home city.

Space (the final frontier). The conference attracts an average of 150 attendees each year. To the hotel this will mean 15 - 20 rooms for the first night, 50 rooms for the second night and 75 - 100 rooms the third night. The rooms should be of sound construction and contain all the standard conveniences.

Comfortable and convenient meeting rooms can greatly enhance the enjoyment of the conference. The usual room requirements are one large room which will seat everyone, and one or two smaller rooms which can seat 40 - 50 people each. Reviewing previous conference programs will show how these rooms have been scheduled and for what types of sessions.

While I will refer to the meeting place as a hotel, it could of course be a conference center, nature camp, or what-have-you. The variety of arrangements for past conferences points out that a number of alternatives exist for our locations and meeting facilities.

Travel. Air travel to and from your location should be as direct as possible. Ground transportation from the airport to the hotel and around town should be considered for its impact on unfamiliar visitors.

Hotel Catering. Food service at the hotel should be able to provide at least one reception-type affair or a luncheon for the entire group. They should also be able to provide coffee and danish service at the early morning sessions. Restaurants and lounges located on the premises are added conveniences that everyone appreciates.

Required Personnel. The ability and willingness to provide the personnel necessary to carry out the behind-the-scenes work at the conference is most important. A minimum of four people are required. Some of the job opportunities are: registration clerk, audio-visual equipment distributor, cashier, workshop registration clerk, finger-pointer and general arbitrator.

Resources. The two most likely sources for information about facilities and services for a conference are a convention bureau or the Chamber of Commerce. These groups can save you a lot of time by providing much of the basic planning information. By far, the best resource available will be the convention manager of the hotel. This person will help you plan the majority of the details for the conference.

These are some of the basic things that you and the SAIR Site Selection Committee need to know prior to presenting a conference. Think them over, talk to your co-workers and other people who have hosted conferences and then decide if you can propose to host our organization in your city. It's a great experience.

R. Gregory Litaker



## SAIR MEMBERSHIP

With the cost of everything rising these days, one of the best deals around is a yearly membership in the Southern Association for Institutional Research for only \$10. For this price you will receive the Conference Proceedings, the Newsletter, and be eligible to vote in elections. Questions frequently arise as to whether or not an individual's dues have been paid. To alleviate this problem, the mailing label for this newsletter has been marked to show whether or not your dues for this year have been paid. If the words "member - 1982" appear on your mailing label, your dues have been paid. If not, to become a member of SAIR just fill out the application form at the bottom of this page and send it along with your membership dues to Charles Bryson, Office of Institutional Planning, 137 Sparks Hall, Georgia State University, University Plaza, Atlanta GA, 30303. Checks or money orders should be made payable to The Southern Association for Institutional Research.

### WORKING FOR YOU

The following is a compilation of the names and affiliations of the members of the committees of SAIR.

#### Executive Committee

President: E. Michael Staman -- University of Missouri at Columbia  
Vice President: Gerald McLaughlin -- Virginia Polytechnical Institute and State University  
Secretary: Charles Bryson -- Georgia State University  
Treasurer: Denise Strenglein -- University of South Florida  
Past President: Larry Jones -- University of Georgia  
Member-at-Large: Charles Brown -- Fayetteville State University  
Member-at-Large: Gregory Litaker -- University of Louisville

#### 1982 Conference Program Committee

Chair: Gerald McLaughlin -- Virginia Polytechnical Institute and State University  
Workshops: Richard Howard -- West Virginia University  
Presented Papers: Linda Pratt -- North Carolina Central University  
Exhibits: Fletcher Carter -- Radford University  
Local Arrangements: Liz Fox -- University of Alabama at Birmingham  
Proceedings: Larry Jones -- University of Georgia  
Evaluations: Maryann Ruddock -- St. Edward's University

#### Nominating Committee

Larry Jones -- University of Georgia  
W. Kevin Hunt -- Tidewater Community College  
Peggy Moore -- Old Dominion  
Shirley Chapman -- Voorhees College  
Diana Joseph -- Marshall University  
Sandra Storrer -- Georgia State University

These people are working for you. Let them know your ideas on the different issues concerning SAIR.

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#### APPLICATION FOR MEMBERSHIP - THE SOUTHERN ASSOCIATION FOR INSTITUTIONAL RESEARCH

Name: (please print) \_\_\_\_\_

Title and Department: \_\_\_\_\_

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

Telephone Number: ( ) \_\_\_\_\_ Are you a member of AIR? ☐ yes ☐ no

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