



SOUTHERN AIR

THE NEWSLETTER OF THE

SOUTHERN ASSOCIATION FOR INSTITUTIONAL RESEARCH

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Maryann Steele Ruddock, Editor

Institutional Research and the Challenge of Change

The theme for the 1983 SAIR Conference in Daytona Beach, 'Institutional Research and the Challenge of Change' presents many opportunities for a full, exciting program. The keynote address will be made by Dr. Elaine El-Khawas, Vice President for Policy Analysis, American Council on Education. In addition to paper sessions, there will be two theme panels: one

dealing with technological change and its effect on institutional research, and the other will be a follow-up to the keynote address which will deal with changes and trends in higher education. Appropriate opportunities for social interaction will of course be provided. See you in Daytona Beach.

Rich Howard

Come to Daytona Beach SAIR — 1983

Plans for the 1983 SAIR conference in Daytona Beach are well underway. I have been to EPCOT Center to peruse the surroundings, and believe you me, it is impressive! The exhibits are tremendous and the technology is terrific. Now I am beginning to make arrangements for any or all who are interested to take a tour of EPCOT in conjunction with our Meeting.

Arrangements are being finalized with the convention facilities, the Holiday Inn Surfside. We have a written commitment from them for our room rates which I had earlier quoted of \$30 per night single or double occupancy. We are also beginning our "serious" negotiations with Eastern Airlines for reduced rates for flights into Daytona (and the Embry-Riddle Campus) for participants in the SAIR Meeting and we will keep everyone posted as to our progress.

We have a commitment from our local Chamber of Commerce to also provide assistance with our convention needs. The groundwork is being laid for a very enjoyable and productive session in one of the best places around - DAYTONA BEACH!

Wayne Bottomley

1982 SAIR Conference Evaluation

One of the most striking findings to come from the evaluation of the 1982 SAIR conference in Birmingham was the participants' satisfaction with local arrangements and the more informal aspects of the conference. Eighty percent of the 53 respondents to the evaluation form were "very satisfied" with the opportunities to develop and maintain contacts with professional colleagues, the wine and cheese party, and the local arrangements.

Concerning the other aspects of the conference (contributed papers, SIG meetings, etc.) those people attending these sessions were "very satisfied" or "satisfied" in all but a handful of cases.

When asked to rank order statements concerning their reasons for attending the conference, gaining information about the practice of institutional research ($n = 25$) and professional contacts ($n = 20$) garnered the most first place rankings. "Learning how others have handled the same type of problems I have" was ranked second by 53% of the respondents. Third place rankings were pretty evenly divided between learning how others handle problems, professional contacts, and gaining information about the practice of IR. Social aspects as a reason for attending the conference was ranked fourth out of four by 87% of the respondents.

Comments overall reflected the participants' satisfaction with local arrangements and the good job done by Liz Fox.

Maryann S. Ruddock

SIG Fair at Toronto

Special Interest Groups are an important part of AIR and the Forum. Again this year, there will be a SIG Fair — on Monday afternoon, May 23, from 2:00 until 3:45 — which will allow for SIG exposure early in the Forum. The Forum SIGs Committee Chair for the forum in Toronto is Edith Carter from New

River Community College. Coordinating SAIR's table at the SIG Fair will be Wayne Bottomley of Embry-Riddle Aeronautical University. Stop by and see SAIR's table featuring information on the conference in Daytona Beach and things to do in Daytona Beach.

From the President's Desk

The Southern Association of Institutional Research continues to develop its ability to support professionals who perform the functions of institutional research in our region. At the same time, it is important to realize that we in SAIR, along with other professionals who function in postsecondary education, are facing increasing pressures. Occasionally these pressures focus into a critical event. More frequently, however, these pressures are similar to our colleagues asking us "What have you done for me today?" This is a question which SAIR must also be prepared to answer if we are to continue in our development.

First and foremost, we must tie our relevance to the professional needs of those who do institutional research in our region. To do this requires that we have a general understanding of what our functions are and what appropriate skills are required to perform these functions. Next we must provide alternative mechanisms for developing and refining these skills. The definitions of our functions have been discussed and continue to be a topic of discussion in both our conferences and in the broader literature. While a summary of these discussions is beyond this short piece, I encourage you to read the monograph by Joe Saupe on the functions of institutional research (AIR, 1982), **New Directions in Institutional Research**, monographs of "Professional Development" (Vol. 23, 1979) and "Increasing the Use of Institutional Research" (Vol. 32, 1981), "Between Forums" by Cameron Fincher in **Research in Higher Education**, and presentations at SAIR meetings over the last several years.

Basically the skills required are those summarized by B. S. Sheehan (NDIR, Vol. 15, 1977) as (1) converting the decision-maker's needs into a requirement for information, (2) develop-

ing a study which sheds light on the requirement, (3) evaluating the results of the study and (4) conveying the outcomes back into the decision process.

SAIR must endeavor to strengthen these skills. G. A. Peirce (NDIR, Vol. 23, 1979) among others noted the unique opportunity which a regional association has to develop professional skills. In general our members function in a consistent context facilitating the exchange of ideas and data. We have strong regional educational associations such as SREB and SACS. Interactions are strengthened by shorter and less expensive travel distances. To take advantage of these proximities and relevance of shared experiences, we must emphasize our opportunities for mutual development for experienced practitioners as well as students and newcomers. Certainly our annual meetings and workshops will continue as central elements in our professional development. In addition, I have asked Peggy Moore to work with various state and special interest groups to identify and strengthen mutual opportunities for professional development. Maryann Ruddock continues to reinforce these efforts as editor of our newsletter. Greg Litaker has agreed to review the effectiveness of our current efforts and suggest future directions we need to consider. I hope you will share your comments with these individuals as well as with each other.

The final theme is becoming evident in many ways. Our future as a regional association and as practitioners ultimately resides in our willingness to work with each other to develop our skills.

Gerry McLaughlin

SAIR News Round-Up

TBCU News

At its December 1982 meeting, SAIR affiliates of TBCU and NCAIR joined in with Jeff E. Smith, Director, Institute on Desegregation: A Center for Cooperative Interinstitutional Research located at North Carolina Central University to initiate plans for a Second National Institute on Desegregation. The initial proceedings entitled **The Impact of Desegregation on Higher Education** was edited by Jeff Smith and published by the American College Testing Program.

Ever one to keep busy, Jeff along with Cathy Henderson (ACE) are the co-authors of the Institute on Desegregation's most recent monography publication entitled **Enrollment and Retention In and Desegregation of Postsecondary Education Institutions: An Abridged Bibliography**. These and other Institute publications may be obtained by writing to Jeff at NCCU.

Charlie Brown

North Carolina AIR

Twice now, and in back-to-back years, SAIR accolades have been handed to NCAIR members Timothy R. Sanford and James L. Morrison (both of UNC at Chapel Hill) for having written prize winning papers. In recognition of this quite unusual accomplishment and to further the edification of NCAIR members a special bonus for readers of NCAIR's 1982 Proceedings will be a reprint of the 1980 winner Tim Sanford's "Helping Admissions with Predicting Graduation Equations for Freshman Applicants" and 1981 winner Jim Morrison's "Policy-Impact Analysis: Implications for Institutional Research."

Charlie Brown

Virginia AIR

On November 16 and 17, 1982, VAIR held its annual fall meeting at the University of Virginia in Charlottesville. In attendance were 53 persons from public and private four-year institutions, community colleges, and the State Council of Higher Education. Primary issues discussed at the meeting concerned funding, academic program evaluation, and desegregation at the state level for higher education. Highlighting the meeting was a dinner address given by the past president of SCUP, Raymond M. Haas. His address very appropriately recapped the theme of the meeting, "Institutional Responses to State Demands."

In addition, for the first time, workshops were offered to enhance the meeting. Preceding the meeting was an introductory workshop on SAS; following the meeting's last day was an intermediate workshop on SAS. Evaluations from participants indicated that both were well conducted.

Officers elected for 1982-83 were William Fendley (University of Virginia) president, and Jean C. Keating (State Council of Higher Education) secretary-treasurer.

Bill Fendley

Tennessee AIR

Institutional researchers from Tennessee are in the process of "starting up" following a period of inactivity. Members met for an organizational meeting at the SAIR conference in Birmingham. It was agreed that meetings of the group should be informal and organized around problems of interest to Tennessee. A session will be scheduled for the Forum in Toronto.

Douglas I. Blom

Analysis of SAIR Financial Condition — Fiscal Year 1982

Total income was \$7,942; total expense \$6,902 giving an excess of \$1,040 for the year. Cash on hand as of December 31 is \$6,185.

Comparing actual to budgeted figures, membership brought in \$265 over budget, conference registration \$335 over budget. The excess in registration fees is mainly due to collection of the late fee from about half of the registrants. We have also had an increase in memberships from people who cannot attend the conference. Only the workshop registrations income was less than budgeted, but workshop expenses were also under budget. In the final analysis the workshops, which were intended to show a profit of \$1,160, actually earned \$1,174.

We had an unbudgeted income of about \$1,050, mainly from luncheon income and a contribution from Systems and Computer Technology which helped defray the additional expense

for the entertainment supplied by local arrangements. With the additional income local arrangements spent about \$50 less than budgeted. There was also a trade-off between the luncheon, which was subsidized by about \$500 and the remaining refreshments which cost \$460 less than budgeted.

The only major item of expense not budgeted was the attorney's fee to incorporate. This cost \$350.

Publicity, administrative costs and publications were all slightly under budget.

In conclusion, the organization is in good financial health, the year's expenses, with some appropriate adjustments, were well within our planned parameters and we face the coming year with an adequate reserve to cover any contingency.

Denise Strenglein

AIR Notes

First of all, I want you to know how much I enjoyed being with many of you in Birmingham, last October. I am sorry I couldn't stay for the entire meeting; but from what I saw, Gerry McLaughlin had prepared a stimulating program, and Liz Fox was making sure you saw the high spots of the city.

As I indicated at that time, 1982-83 continues to be a busy year for AIR. From all reports, the regional meetings held thus far have been first rate. A few more will be held in the coming weeks.

By the time you read this, the Executive Committee will have held its budget preparation session for 1983-84. Financially, the Association continues to be strong. However, we are still assessing the impact of the new membership year on

our membership levels. This will be an important issue in our planning.

By now, you should have received your membership renewal material, your ballot for next year's officers, and your registration packet for the Annual Forum. I hope you will renew your membership and vote as soon as possible. With regard to the Annual Forum, I know that many of you are pointing towards May 23-26, in Toronto. I look forward to seeing you there. If you've never been to a Forum, I urge you to ask around. I think you will find that your colleagues find our annual meeting to be a very rewarding experience. I hope you can join us.

Bill Lasher

SAIR Nonprofit Status Denied by IRS

SAIR has been denied 501C3 nonprofit status as an educational organization by the IRS on a technicality. In order to be reconsidered for 501C3 status, the organization must rewrite its articles of incorporation to reword our purpose and include articles which are currently stated in the Bylaws.

Our lawyer has been contacted concerning this harassment by a government clerk. He advises that it is less expensive to go ahead and change the charter than to file an appeal. Acting on this advice, the amended charter has been drawn up for approval at the October meeting. In the meantime, we will have to file a Corporate Income Tax form and pay taxes on this year's profits. We can probably recover this payment when and if the IRS changes the current ruling.

The recommended amendments to the Charter will be sent to the membership prior to the 1983 Conference and after they have been approved by the Board of Directors.

Denise Strenglein

Working For You

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

Executive Committee

President: Gerald McLaughlin — Virginia Polytechnical Institute and State University
Vice-President: Richard Howard — West Virginia University
Secretary: Charles Bryson — Georgia State University
Treasurer: Denise Strenglein — University of South Florida
Past President: Michael Staman — Western Michigan University
Member-at-Large: Margaret Moore — Old Dominion University
Member-at-Large: Greg Litaker — University of Louisville

1983 Conference Program Committee

Chair: Richard Howard — West Virginia University
Workshops: Don Reichard — University of North Carolina at Greensboro
Presented Papers: Dennis Heingster — University of North Carolina-Ashville
Local Arrangements; Wayne Bottomley — Embry-Riddle Aeronautical University
Conference Marketing: Peggy Moore — Old Dominion University
Evaluations: Greg Litaker — University of Louisville

Nominating Committee

Michael Staman — Western Michigan University
Allan Bloom — Virginia Polytechnical Institute and State University
Jim Nichols — University of Mississippi
Linda Pratt — North Carolina Central University
Tim Sanford — University of North Carolina at Chapel Hill

Site Proposals

Gerry McLaughlin — Virginia Polytechnical Institute and State University
Greg Litaker — University of Louisville
Peggy Moore — Old Dominion University

Audit Committee

Chair: Greg Litaker — University of Louisville

Membership Committee

Chair: Peggy Moore — Old Dominion University

SAIR at AIR in Toronto

The spring meeting of the Southern Association for Institutional Research to be held at the AIR Forum in Toronto will feature a panel discussion on the topic "Professional Needs That Can be Met by Regional Groups." The Chairman, Dr. James Montgomery, and panelists Peggy Moore, Maryann Ruddock and Larry Jones, plan an informal discussion which they hope will encourage comments and questions from the audience. Those SAIR members who attended the Wine and Cheese Party at the 1982 Conference in Birmingham last Oc-

tober will remember seeing several of our members demonstrate during the Charleston Contest a talent rarely observed in professional circles. Following the panel discussion, special awards will be presented to the winners of that contest. Plan to attend the SAIR meeting in the Kent Room of Toronto's Sheraton Centre Thursday morning, May 26, 7:30-8:30 a.m.

Liz Fox

SAIR Membership

With costs rising and budgets tightening, a yearly membership in the Southern Association for Institutional Research is still a cost effective expenditure! For a most nominal fee, you will belong to one of the most active regional groups in the country. You will receive conference proceedings and newsletters, and, most importantly, you will be an eligible voting member.

The Association provides the opportunity for each of us to broaden our professional competencies, to

develop professional friendships, and to be involved. The conferences are more rewarding every year as an active membership works together toward mutual goals.

Consider a membership. Complete the tear-off application below, and mail it and your check (payable to SAIR) to: Ms. Denise Strenglein, SVC 409, University of South Florida, Tampa, Florida 33620.

Peggy Moore

SAIR Membership Application

Please mail the completed form to: SAIR
Ms. Denise Strenglein
SVC 409
University of South Florida
Tampa, Florida 33620

October 1982 to October 1983

Name: _____
Institution: _____
Department: _____
City/State: _____ Zip _____

Position: _____
Telephone: _____

SAIR Membership

Regular

Student

10.00

5.00

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NEWSLETTER

SOUTHERN ASSOCIATION FOR INSTITUTIONAL RESEARCH
Office of Institutional Planning
Georgia State University
Atlanta, Georgia 30303

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