



# SOUTHERN AIR

THE NEWSLETTER OF THE

SOUTHERN ASSOCIATION FOR INSTITUTIONAL RESEARCH

Vol. 5, No. 2, 1983

Maryann Steele Ruddock, Editor

## SAIR Daytona

The summer for many of us is the time when we prepare for the fall and also try to wrap up the projects which we promised ourselves and others that we would complete last year. The same condition occurs within SAIR. A major flurry of activity is occurring as Rich and his group prepare for the conference in Daytona. Based on what Wayne and others have already done, it appears this conference will truly be outstanding. At the same time the work of these individuals only sets the stage; it is YOU the members who are the cast. Without your involvement the show can not succeed. While the meeting in Daytona is the next big activity for the Association, the people from Arkansas are looking for us to be in Little Rock in 1984. At the same time, we are still working to document and implement ideas and suggestions from Birmingham. On this point ERIC has included the 21 papers submitted by the authors at the conference and these titles with identification numbers will be cited in the June 1983 issue of the journal: **Resources in Education**.

I would like to thank the officers and the panel members who participated in our meeting in Toronto. Even more I would like to thank all of our members who contributed at the AIR Forum. At the same time, many familiar faces were missing. The point was again driven home that the shadows of financial restrictions are lengthening over the sun belt. With the next national AIR Forum in our region, and with some optimism about the financial future of higher education, more of us, I hope, will be at the next Forum. At the same time, the role of our state associations and our regional group must continue to be one of our primary focus points for professional development.

As deadlines approach let me close with some requests: Send your suggestions on the 1983 conference to Rich Howard; send information on your activities to Maryann Ruddock; send your membership application to Denise Strenglein (if you haven't already joined); and send yourself to Daytona.

*Gerry McLaughlin*

## So Much To Do . . .

SO MUCH TO DO AND SO LITTLE TIME TO DO IT! That's our credo for planning for the local arrangements for the SAIR in Daytona Beach—but that's not our lament, **that's what we're planning!**

For anyone who plans to come to that SAIR Meeting early, there will be some workshops available, but there will also be a planned tour of the **Kennedy Space Center** and maybe a look at the Shuttle! That can take up a good morning and still leave time for sightseeing in Daytona Beach in the afternoon.

We also have a new treat in store for those adventurous souls in our midst! There is a "Cruise up the Halifax river"—a good way to see Daytona and find some of the best seafood restaurants anywhere while sampling some of the local "fruit of the vine." This will be an option for Thursday night after the outdoor wine and cheese reception. We may just organize an outdoor volleyball game for those who want to hang around and work off some of their wine and cheese—before departing for one or more of the area's finer restaurants.

We hope that a lot of people will be planning to stay after the convention because Friday afternoon, we will pack up on the busses and go to the . . .

EPICOT CENTER and WALT DISNEY WORLD THEME PARK!

This will be your chance to run wild throughout more countries than you could visit in a week OR cavort in the most fantastic theme park in existence!

We will naturally have excellent facilities on the beach for \$30/night single or double occupancy with children under 16 staying free. The HOLIDAY INN SURFSIDE is also completing a major renovation—which I'm sure you'll appreciate, and plenty of room for paper presentations and general sessions, especially from conference rooms overlooking the ocean!

We are in the process of sampling the fare of the finer restaurants in town to provide a first-hand guide to local dining. It's such a rough job! We are still in the planning stages for your arrival, and we're putting the finishing touches on our events—including a first-ever SAIR Tennis Tourney! Of course for all of you joggers, we'll have our trails marked . . . along the beach!

Plan to come early and stay late (The Holiday Inn will extend rates three days either way) and at these rates, bring your family and have a great time in one of the premier vacation spots in all of North America —DAYTONA BEACH!

*Wayne N. Bottomley*

## Institutional Research and the Challenge of Change

This year's SAIR Annual Meeting will be held in Daytona Beach, Florida, on October 26-28, 1983. The theme for the meeting is "Institutional Research and the Challenge of Change." The goals of the conference will be (1) to identify what in higher education is changing, (2) how it is changing, and (3) how this will impact the institutional research function at the campus. From our keynote speaker on Thursday, October 27th, Dr. Elaine El-Khawas, we will be given a national perspective of the changes that are occurring as seen from her perspective as Vice President for Policy Analysis at the American Council on Education. This will set the tone on Friday for a theme panel made up of policy-makers in different segments of higher education, i.e., presidents, board members, etc. Hopefully, this combination will provide a framework that should encompass both the national trends and how these trends will affect ongoing functions at your institution.

Obviously, changes are occurring in areas other than those that result in litigation or policy development. One major area of change is that of technological advancement, in particular, that in the development of micro and other computer related tools. A second theme panel will address changes in this area and how they can support the institutional research function at your institution. In addition, we hope to have on exhibit samples of these tools.

As always, the heart of the conference will be the papers and panels from the membership that will support and further elaborate on the theme of the conference. Pre-conference workshops will also be scheduled on Wednesday, October 26th, for those wishing to further develop specific skills. Special Interest Groups will also have a place on the program.

In addition to the professional activities described above,

(continued on page 4)

# Report of the Membership Chairman

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The whole is only as good as the sum of its parts. How often we hear those words in one form or another, and how applicable they are to SAIR. Our regional association can only continue to be a vibrant, responsive, and powerful unit if we persist in our efforts to attract and retain an interesting and interested membership. To accomplish this goal we must depend upon a network of associates.

With the assistance of an active committee of contact people in the states included in the Southern region, SAIR is bolstering its membership rolls. The roster of names and addresses for mailing was recently cleaned up and stripped of contacts which were no longer meaningful. Our current objective is to add names and addresses of professionals who are active in the fields of institutional research and planning, and to address any new sectors or populations which might be interested in SAIR as a group with which to affiliate. The state contact people are vital to the process. Through them we can locate those professionals who do or are interested in institutional research

or planning, but who are not necessarily in offices which are so labeled.

Lists of potential candidates for membership have been received from ten states and two special interest groups, and updates and additions are presently being entered on the mailing label file. Consequently, our Southern AIR Newsletter will reach a greatly enlarged constituency.

Since membership and marketing walk hand-in-hand, I will be sending materials to the committee for display and promotion at their state or area meetings this Summer and early Fall. I would like to thank the state contact people for their cooperation, and to enlist their future support in carrying the SAIR message at any meetings they may attend. This message is, that the Fall Conference in Daytona will be better than ever due to the hard work of the program chair, the various committees, and the membership submitting presentations and papers. It remains only for the membership to block out their calendars and make it a point to be in Daytona on October 26, 27, and 28. See you there!

*Peggy Moore*

## SAIR News Round-Up

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### Texas AIR

The fifth annual conference of the Texas Association for Institutional Research was held in Fort Worth on March 24 and 25, 1983. Approximately 75 persons from public and private four-year institutions, community/junior colleges and the Coordinating Board were in attendance. Presentations by TAIR members focused on comprehensive master planning, perspectives on institutional research and computing in the eighties. Special interest group sessions were held for representatives from Independent Colleges and Universities, Public Senior Universities and Public Community/Junior Colleges. Denise Strenglein, University of South Florida, and Marilyn McCoy, University of Colorado System, were guest speakers at the conference. Ms. Strenglein's topic addressed the advantages and disadvantages of micro-computers in Institutional Research. Ms. McCoy's presentation was titled "Contributions of Institutional Research to Planning, Decision Making and Policy Formulation."

Vicki Mason (Tarrant County Junior College District), President of TAIR, presided over the election of new officers at the business meeting. Joe Szutz (Coordinating Board) ascended to the Presidency of TAIR for 1983-84. Other officers elected for 1983-84 were Marsha Ivery (University of Texas at Austin), Vice-President and Martha Lee (Southwest Texas State University), Secretary-Treasurer.

*Marsha Ivery*

town. Attending were Institutional Researchers, Computer Center Directors and Admissions and Registrar personnel from the public and private institutions of higher education in West Virginia. Also attending were members from the State Board of Regents office. Highlights of the conference centered around the topic of the statewide data bases, their status at the state level, how they are being used for decision support on the institutional level and how they could be used more efficiently by the Institutional Researcher.

The conference is co-hosted annually by Marshall and West Virginia Universities Institutional Research offices every November. The theme of the 1983 conference will center around budget cuts and their consequences and is tentatively scheduled for the second week of November in Huntington at Marshall University. If you would like more information, please contact either Richard Howard at West Virginia University or Diana Joseph at Marshall University.

*Diana Joseph  
Richard Howard*

### SAIR — 1984

We were pleased to announce at the Southern Association for Institutional Research meeting at the AIR Forum in Toronto our choice of Little Rock for the site of the 1984 SAIR Conference.

As we noted, the geographic location of Little Rock and the relevance of the imperative to "Go West" were relevant but the most important factors were the enthusiasm of Bob Lewis and the other IR professionals in Arkansas. They made us feel confident that our meeting in Little Rock would be a positive step in the development of SAIR and would have a positive synergistic effect on state activities.

*Gerry McLaughlin*

### West Virginia AIR

On November 11 and 12, 1982, West Virginia AIR held its sixth annual West Virginia Conference on Institutional Research and Planning at West Virginia University in Morgan-

## Highlights of AIR Forum in Toronto

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"Integrating Human Resources and Technology" was the theme of the twenty-third annual AIR Forum which took place May 23-26th. Approximately 650 participants converged on the Sheraton Centre in cosmopolitan Toronto, with a great deal of representation from our SAIR membership. This was the first Forum planned with the assistance of electronic mail between the Local Arrangements Committee in Ontario and the Forum Chair in Ft. Lauderdale.

Bill Lasher was heralded into the Grand Ballroom for his presidential address with great "pomp and circumstance" of trumpet flurries provided by the Royal Regiment Fife and Drum Corps (somewhat reminiscent of Williamsburg). Following this, the Regiment played through the halls and the lobby to the outstanding Forum Reception which was hosted by the Province of Ontario. The next morning, Dean Berkley of Indiana University, the keynote speaker, and participants were escorted into the opening session to the strains of "Amazing Grace" played on the bagpipes. The remaining two general sessions included Ian MacDonald, president of York University in Toronto, and

Alexander Schure, Chancellor of NYIT, who spoke on the challenge of new technology to the institutional researcher. Jeffrey Holmes added a special dimension to the Awards Luncheon with his rendition of a "Canadian back-woods man."

The major Forum Event—Mayfest at the Ontario Science Center—enabled participants to have "hands-on" experiences with the exhibits before feasting on the banquet fare. I still have not figured out how, but with his astute persuasive powers, Jim Montgomery got the "oom-pa-pa band in their lederhosen" to play country music! In addition to all the conviviality and the great amount of camaraderie sparked by the occasion, numerous SAIR members gave outstanding contributed papers, panels, seminars, symposia, and workshops (i.e., it was not all play and no work!).

I wish to thank all the SAIR membership for making my job as Forum Chair so much easier. Your work on the Forum Committees and your participation in the Forum truly contributed to making it a great success!!

*Mantha Mehallis*

# AIR Professional Development Needs Assessment Survey

At the SAIR special interest group session held at the Toronto AIR Forum, interest was expressed in the responses of AIR members from the SAIR region to the AIR Professional Development Needs Assessment Survey (PDNAS). The survey was mailed in March 1981 to all AIR members. Approximately 700 of the 1765 1980 AIR members (40%) responded.

This newsletter item summarizes survey results indicating institutional research activity areas and skill areas where a desire for further training or assistance was noted by 81 respondents residing in the SAIR region which was defined as the fourteen Southern Regional Education Board (SREB) states and Oklahoma. The largest number of responses were received from North Carolina (20), Texas (19), and Virginia (15). Results from the entire respondent population have been reported in the Fall 1981, Winter-Spring 1982, and Summer 1982 issues of the **AIR Newsletter**.

The PDNAS noted 114 institutional research activity areas, 27 skill areas and 12 critical strategies for improving IR effectiveness. The survey was developed and data were analyzed by Dennis D. Hengstler of the University of North Carolina at Asheville, Paul D. Naylor of the University of North Carolina at Chapel Hill, and Donald J. Reichard of the University of North Carolina at Greensboro. The accompanying table indicates the fifteen topics cited most frequently by the total AIR and SAIR region respondents as areas in

which further training or assistance was desired. Although frequencies were small, SAIR region respondents appeared to place a greater emphasis upon the desire for assistance in the preparation of graphs, reports, and tables, the use of statistical packages for planning and analyses, survey research, stress management, statistics, the use of computer planning models, and enhancing skills related to financial analysis.

The survey highlights demonstrate that AIR and SAIR members desire assistance in the three main areas addressed by the taxonomy i.e., how to conduct a particular study, how to update general skill areas, and how to increase the effectiveness of institutional research operations within their own institutions. Although not reported here, the survey also indicated the extent to which each of the 114 institutional research activity areas was an area in which individuals or their offices had been involved in the last two years.

Survey results have helped to focus the attention of the AIR Professional Development Services Board on workshop topics where there is a high degree of interest. SAIR may also wish to examine the survey results in a similar manner. Questions or comments regarding the survey or its results may be directed to Donald J. Reichard, Office of Institutional Research, University of North Carolina at Greensboro, Greensboro, NC 27412.

Areas of Institutional Research Activity Where Training or Assistance Was Desired		AIR		SAIR Region	
		Rank	N	Rank	N
		Total N = 674		Total N = 81	
Encouraging administrators to use IR	1	252	1.5	28	
Increasing the impact of IR	2	217	1.5	28	
Data base development/management and control	3	198	11.5	20	
Computer planning models	4	197	7	21	
Computer applications/programming	5	194	15.5	20	
Use of statistical packages for planning and analyses	6	193	4	22	
Management Information Systems	7	181	11.5	20	
Evaluating impacts of economic conditions on enrollment	8.5	177	-	17	
Preparation of IR graphs, tables, reports	8.5	177	3	24	
Policy Analysis	10	176	11.5	20	
Financial Analysis	11	172	7	21	
Use of microcomputers	12	169	-	13	
Improving knowledge of information sources in IR	13	168	-	16	
Integration of academic and budgetary planning	14	167	-	18	
Statistics	15	164	7	21	
Stress Management	-	140	7	21	
Survey Research/Questionnaire Development	-	163	7	21	
Analyzing student retention/attrition	-	145	11.5	20	
Time Management	-	140	15.5	19	
Faculty workload analysis	-	133	15.5	19	
Conducting market research	-	147	15.5	19	



# Editor's Note \_\_\_\_\_

I wish to welcome you to the first recent, summer edition of SOUTHERN AIR. This issue will focus on the committees and state groups of SAIR, with the winter issue summarizing the October conference. While the issues of the newsletter will be focused on these topics, there is no reason why the newsletter cannot be used for "conversations" between the members of SAIR.

I was recently in the position of having to explain what I do as an institutional researcher to someone outside of academe. After five years in the business my first reply is usually "I count numbers." It seems to me that there should be more satisfying ways of answering this question. I, therefore, would like to conduct an informal survey of how we, as institutional researchers, describe ourselves. Drop me a line to let me know, and the results will be published in the next newsletter.

*Maryann Ruddock*

## **Challenge for Change** (continued from page 1)

the meeting promises a wide range of extra-curricular activities. As further described by Wayne Bottomley in this newsletter, special trips that have been planned include a visit to EPCOT and the Kennedy Space Center. All of this, of course, is in addition to the beach upon which the Surfside Hotel is located. On Thursday night, we plan the usual wine and cheese social hour. A twist this year being that it will be held on the deck next to the pool. (Wayne assures me that weather conditions will allow this, p > .95).

In closing, I would certainly encourage all to try to attend this year's SAIR meeting. Whether as a participant, attending the sessions, or simply interacting with others that do institutional research, I'm sure you will find the meeting a professionally rewarding experience. Also expect to have some "good" fun in the sun.

I hope to see you all in Daytona Beach!

*Rich Howard*

<p><b>SAIR — 1983</b></p> <p><b>Daytona Beach, Florida</b></p> <p><b>October 26, 27, 28, 1983</b></p> <p><b>Holiday Inn — Surfside</b></p>
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## SAIR Membership Application

Please mail the completed form to: SAIR October 1983 to October 1984  
Ms. Denise Strenglein  
SVC 409  
University of South Florida  
Tampa, Florida 33620

Name: \_\_\_\_\_ Position: \_\_\_\_\_  
Institution: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Department: \_\_\_\_\_  
City/State: \_\_\_\_\_ Zip \_\_\_\_\_

SAIR Membership                      Regular                      Student  
 10.00                                       5.00

Total Enclosed \_\_\_\_\_



## NEWSLETTER

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

<p><b>Bulk Rate</b></p> <p><b>U.S. Postage</b></p> <p><b>PAID</b></p> <p><b>Atlanta, Georgia</b></p> <p><b>Permit No. 2771</b></p>
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