

Southern AIR

NEWSLETTER OF THE SOUTHERN ASSOCIATION OF INSTITUTIONAL RESEARCH

1985 conference

SAIR to focus on 'external forces'

The theme of the 1985 program will be "The Response of the Institution to External Forces: Proactive or Reactive." Theme sessions will include a panel of presidents discussing the external forces that impact on their institutions and the role of institutional research and planning in responding to these forces.

Scheduled to be on the panel are: Dr. Harrison Wilson, President of Norfolk State University; Dr. George Bass, President of Tidewater Community College; Dr. James Bergdoll, Vice President of College Relations, Virginia Wesleyan College; Dr. James Marchello, President of Old Dominion University; and Dr. Laurence Fincher, Vice Chancellor for Administration and Planning, University of North Carolina at Greensboro.

A second panel will consider the present and future impact of the Southern Association of Colleges and Schools (SACS) criteria on institutional research and planning. James Rogers (SACS), Melodie Christal (NCHEMS), Deb Teeter (University of Kansas), and Eileen Kuhns (Catholic University of America) will be the panel discussants.

Specifically, this panel will discuss accrediting agency requirements with an emphasis on ways in which institutions can develop a system for meeting these requirements with maximum benefit to the institution.

Dee Buford and Charles Beattie and their committees have scheduled numerous and timely papers and workshops for the conference. One workshop concentrates on writing specifications for computer hardware and

software. Plans are also being finalized for a keynote speaker from the Department of Education or NIE. Due to the increase in demand and the success from previous conferences, SAIR will hold its conference in conjunction with the Society for College Planning (SCUP) meeting and the Virginia Association for Management Analysis and Planning (VAMAP) meeting. Representatives from each of the three SCUP regions (Southeast, South Central and Southwest) will participate in the SCUP program. The VAMAP group will hold a separate meeting at the nearby Cavalier on the Beach on October 30.

The program is very exciting, not to mention the special activities that the Local Arrangements Committee has put together. See you in Virginia Beach.

Virginia Beach is for SAIR

It is often said that Virginia Beach is for lovers. It is also for SAIR, SCUP, VAMAP and CAUSE. So mark your calendars now for the Annual Conference in Virginia Beach on October 30-November 1, 1985. Old Dominion University looks forward to being your host for the best meeting yet. The Local Arrangements Committee is building the words "Quality" and "Surprise" into its title.

Virginia Beach offers you a very special conference site in the Cavalier Hotel as you will note from the insert to your call for participation. It naturally offers you the Atlantic Ocean, a beautiful beach, miles of jogging trails

through lovely Seashore State Park, on-site tennis courts, and excellent restaurants. Virginia Beach even sports its own resident psychic center just up the street from the hotel. Did you ever want to sleep in a pyramid and dream about life after I.R. and planning?

The neighboring city of Norfolk and Tidewater area will intrigue you with the Chrysler Museum, a wonderful Festival Marketplace called the Waterside, Colonial Williamsburg, Jamestown, the MacArthur Memorial, and its naval, air and amphibious bases.

To top it all off, Thursday night is Halloween. Let's prove the stereotype wrong that institutional researchers

and planners are dull by showing off your creativity. Come with a costume for an All Hallow's Eve party at the hotel. YOU WON'T BE ALONE! We'll all be doing it. So come one, come all to Virginia Beach, including your family.

Program planners are preparing an excellent offering for your mind, and the Local Arrangements Committee will concentrate on the frills, the extras, and the conveniences that make a conference memorable, relaxing and enjoyable. See you there!

*Local Arrangements Committee
1985 SAIR Conference*

Panel: Don't change SAIR name

A study committee established in 1984 to consider a change in the name of the Association has recommended that "no change in the name of SAIR be made at this time, but that a close working relationship with SCUP regionals be developed, based upon joint annual meetings each Fall and the establishment within SAIR/SCUP regionals program of a separate track for planners/budgeters." The Committee will present its formal report at the business meeting of SAIR in Virginia Beach.

In coming to this position, the committee determined that: (1) an appeal to a broader based constituency can be achieved by continuation of joint SAIR/SCUP regional meetings; (2) merger of SAIR and SCUP would be mechanically difficult; (3) widespread support for alteration of the current

SACS eyes bigger IR role

Discussions are currently going on between SAIR and the Southern Association of Colleges and Schools (SACS) with regard to increasing the participation of institutional research professionals on its evaluation teams. A progress report will be presented at the business meeting in Virginia Beach.

You may recall that SAIR passed a resolution endorsing in principle the section on institutional research contained in the criteria for accreditation. The resolution also called for increased participation by institutional researchers in the accreditation process.

name does not now exist among the membership; (4) the name of the Association should be descriptive of its membership and their duties rather than of a desired membership; (5) the issue of name change should be reexamined if changes occur in the future.

The committee operated on the assumptions that (1) it would be beneficial to SAIR to broaden its base of attractiveness to other potential members; (2) it would be desirable to incorporate into its membership individuals identified with functions relating to planning and budgeting; and (3) the Committee's recommendations did not need to necessarily reflect national level policy agreements or disagreements.

Based on these assumptions the

committee considered three options: (1) change the name of SAIR to include the term "planning," and actively recruit individuals with planning/budgeting responsibilities, in direct competition with SCUP; (2) establish a joint regional association for planning and institutional research which would merge the regional SCUP and SAIR associations; and (3) make no change in the name of SAIR but hold meetings in similar locations and times with SCUP organizations.

The Study Committee was composed of Jim Nichols (chair), University of Mississippi; Nellie Hardy, North Carolina Department of Community Colleges; John Porter, University of Alabama; Glynton Smith, Georgia State University; and Michael Yost, Trinity University.

SAIR sweeps AIR offices

At the AIR Portland Forum, many were saying that "The South has risen again!" At least it seemed that way when it was announced that SAIR members were elected to all but one of the slated AIR positions.

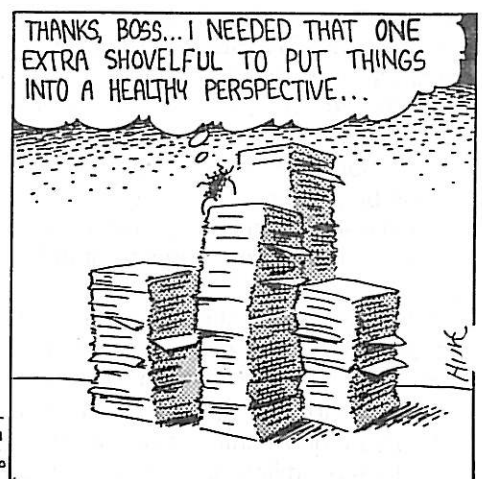
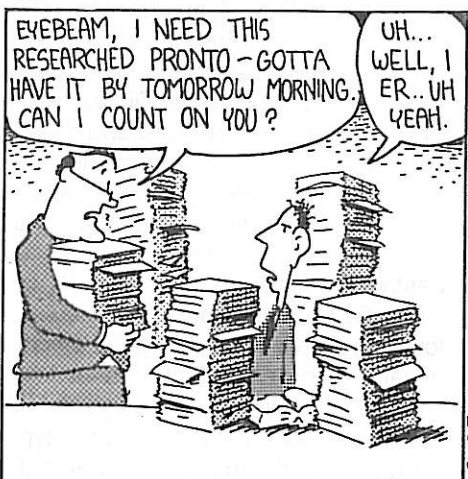
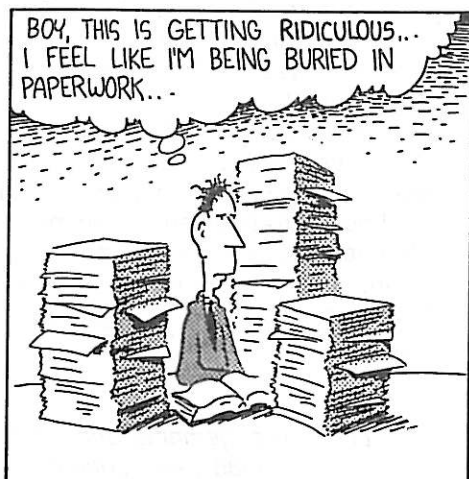
Donald Reichard, Director of Institutional Research at UNC-Greensboro, was elected Vice President/President-Elect. Gerald W. McLaughlin, Associate Director of Institutional Research and Planning Analysis at VPI, was elected Associate Forum Chair. Elected as Executive Committee members-at-large were: Margaret (Peggy) Moore, Coordinator of Planning Infor-

mation at Old Dominion University, and Horace Griffiths, Director of Research for the Tarrant County Junior College District.

Four of the Five Nominating Committee were also from SAIR: Steve Batson, East Texas State University; Nellie Hardy, North Carolina Department of Community Colleges; Richard Howard, North Carolina State University; and Marsha Ivery, University of Texas at Austin. Jana Matthews, NCHEMS Management Services, was the fifth member elected to the Nominating Committee.

Congratulations to all those elected!!!

Eyebeam



By Sam Hurt

SAIR News Roundup

Florida SCIR

Over forty participants attended the 18th Annual Florida Statewide Conference on Institutional Research held at the Innesbrook Resort in Tampa, Florida, on June 13-15. The Theme of the conference was "The Role of Institutional Research in Decision Making."

Next year's Statewide Conference will be held on May 1st and 2nd at the Bay Vista Campus of Florida International University. Located in North Miami, the Bay Vista Campus provides a tropical setting with a view of a beautiful bay with Miami Beach less than one mile away.

Institutional Researchers from Florida (and other states) will join in work and play preparing for the Annual Forum in Orlando. For more information, contact Robert Winter, Executive Director for Planning and Analysis, Florida International University, Primavera Casa #525, Miami, Florida 33199, (305) 554-2006.

Wayne Bottomly

Kentucky AIR

On Thursday, September 19, 1985, at the Campbell House in Lexington, Kentucky, the Department of Higher Education and the Appalachian College Program at the University of Kentucky will sponsor a one-day seminar on attrition. The seminar organized by Chuck Elton, editor of *Research in Higher Education*, will provide a review of the literature on attrition and retention with practical implications for community colleges, four-year liberal arts institutions, and universities. Nationally prominent speakers will include Ernest T. Pascarella, Patrick Terenzini, Leonard Baird and John Smart. In the morning Terenzini will discuss "What Is Known About College Student Retention," and Pascarella will present "What an Institution Can Do to Enhance Retention." After lunch special separate sessions will be provided for those from the public sector and for those from the private colleges.

Since funding for this program is not available, a small registration fee of \$35.00 (\$50.00 on the day of conference) will be charged to cover the cost of speakers and lunch. Call Dr. Alice

Brown, (606) 257-3746, for further information.

Karen Carey

Louisiana AIRO

LAIRO met April 18 on the campus of LSU-Baton Rouge, focusing on the new SACS criteria for accreditation. The program began with a series of presentations dealing with the issue. Dr. Gale Bridger, Director of Planning, LSU-Shreveport, presented "Implementing New Criteria: One Campus' Experience." Dr. Jim Firnberg, Chancellor, LSU-Alexandria, presented "Reviewing the New Criteria: A Report from Atlanta." Because of his working closely with SACS on an LSU system-wide self-study report during the time the new criteria were developed, a fresh, direct view of the new criteria was given. Dr. Jim Nichols, University Planning and Institutional Research, University of Mississippi, presented "Elevating Institutional Research: Criteria 3.2," focusing on the stringent demands which will be placed on offices of Institutional Research by the new criteria.

These three speakers were joined by Dr. Roland Dommert, Vice Chancellor for Academic Affairs, LSU-Baton Rouge, forming a panel to react to the previous presentations. The panel emphasized the impact of the new criteria on institutional research, the importance of the planning process in forthcoming accreditations, and made suggestions for implementing a planning process.

LAIRO officers for the next year are President-Troy Barksdale, LSU-Baton Rouge; Vice President and Program Chairman-Jack Kimball, Director of Institutional Research, Northeast Louisiana; Secretary/Treasurer-Gale Bridger. A Fall Workshop is anticipated focusing on the reporting requirements for new HEGIS forms.

Troy Barksdale

Maryland CCTG

The Maryland Community College Research Group (MCCTG) has been meeting monthly since 1972 to coordinate research efforts among the Maryland community colleges and to share in professional development activities. The group, made up of the Institutional Research Directors of each of the 17 community colleges, has had a very

productive year under the leadership of Peggy French, Chesapeake College, and Pat Hauser, Anne Arundel Community College.

Freeman Galoff, Cecil Community College and Raj, Dundalk Community College completed work on new by-laws which were approved by the group. David Hemenway, Montgomery College conducted a very successful workshop on microcomputer applications for institutional research before disappearing for a year of sailing. Susan Radcliffe, Howard Community College and Dan McConochie, State Board for Community Colleges, conducted a workshop on accessing and using data and programs which are now available via dial-up on the State Boards new computer. Paul Larkin, Prince George's Community College, conducted a very successful workshop on labor market analysis and program planning which featured Pat Arnold and his labor market forecast from the Department of Employment and Training.

In a year which saw an unusually large number of colleges dealing with reaccreditation visits, the membership discussed the role of the institutional research office in self-studies and reaccreditation visits. Janet ShROUT, Allegany Community College, and Peggy French, Chesapeake College examined their recent self-study experiences. The MCCRG, as a co-sponsor with the University of Maryland, will conduct a conference on the "Uses of Program Evaluation" in the Spring. Toby Milton, Essex Community College, Peggy French and Dr. Robert Berdahl of the University of Maryland have lined up an impressive panel to examine the question of how program evaluations are and will be used.

Dan McConochie

Mississippi AIR

The 1984-85 Mississippi AIR Annual Meeting was held October 24, 1984, at Mississippi State University as a section meeting of the Annual Mississippi Junior/Senior College Conference. Thirty-nine persons attended the session, which was led by Steve Batson of East Texas State University on the topic, "Institutional Researchers and Academic Managers: Proactive Partners for Litigation Avoidance." In-

cluded in the workshop were discussions of data required and utilized during faculty, staff and student litigation, as well as problems and techniques in serving as an expert witness and presenting evidence.

The 1985-86 Annual Meeting will be held on October 22, again in conjunction with the Mississippi Junior/Senior College Conference, on the Natchez campus of Copiah-Lincoln Junior College. The program will focus on the new criteria adopted by the Southern Association for Colleges and Schools (SACS) and implications for institutional research offices.

Bobby H. Sharp

North Carolina AIR

NCAIR recently published a 165-page book, *NCAIR—Its Story: A History of the North Carolina Association for Institutional Research*, authored by Robert Ussery and Leonard Ballou.

"This history, complete with founding and predecessor documents, could serve as a model for the formation of other state or regional IR groups, provide guidelines for the development of young IR groups, and serve as an example for any of these groups desiring to document their own history," Ussery said.

NCAIR is also developing a state newsletter. Gary Barnes, Associate Vice President for Planning at UNC-General Administration, is the first official Newsletter Editor. The newsletter will be published very soon.

The 1985 annual meeting was held on May 14-16 in Wrightsville Beach with the theme of "New Horizons for Institutional Research in Information Management and Organizational Planning." A recent drive-in conference in Asheville was devoted to institutional self-studies and accreditations. F. Craig Johnson was the keynote speaker.

LaRose Spooner

Texas AIR

Over 80 participants attended the Seventh Annual Texas Association for Institutional Research Conference in Austin on February 20-22. The meeting was held in conjunction with the Southwest SCUP Winter Meeting.

As Texas was projecting a budget shortfall and as the legislature was in session, particular attention was fo-

cused on budget and legislative issues. Marsha Ivery presented a report on HEGIS/IPEDS developments, and several sessions were devoted to microcomputer applications for institutional research and planning, planning for facilities management, environmental scanning, futuring techniques, and planning and higher education in Mexico.

The next meeting of TAIR will be in San Antonio early next year.

Virginia AIR

The Virginia Association for Institutional Research (VAIR) is now known as the Virginia Association for Management Analysis and Planning (VAMAP). The role and scope of traditional "institutional research" offices have changed considerably in the last few years, and the new constitution and name change are an attempt to stay abreast of those developments. The types of institutional and state agency individuals that we believe can benefit from VAMAP include institutional researchers, planners, budgeters, internal auditors, academic administrators, and information services and management types.

The annual conference was held at George Mason University (GMU) on November 15 and 16, 1984. The keynote speaker was Dr. Fred Siff, GMU's vice president for computing and information technology. His main theme revolved around information technology and information resource management in higher education. Other main speakers at the conference included Woodie Thrombley, State Council of Higher Education, who gave us an update on HJR 77 (developing a plan for possible retrenchment in Virginia's higher education system), and Jean Keating, also from the State Council, who spoke about developing a statewide computer network.

New officers for 1984-85 were elected: Bill Gleason, from VCU, was elected president for 1984-85, and Jean Keating was re-elected as secretary/treasurer. A new position, program chairman, was added to slate of officers. Wayland Winstead, from Virginia Polytechnic Institute and State University (VPI&SU), was elected to this new slot. The program chairman will be primarily responsible for planning the meetings and conferences for the as-

sociation. Probably the most interesting development was the approval of a new constitution, including a name change, for the association. Jim Montgomery, VPI&SU, was the creative force behind these changes, and we offer our sincere appreciation for his efforts.

Now a word about upcoming events. The planning for the 1985 fall conference is well underway. We are coordinating our fall conference with the SAIR people so that it will be possible (and affordable) to attend both the VAMAP and SAIR annual conferences in October.

Bill Gleason

West Virginia AIR

The Eighth Annual West Virginia Conference on Institutional Research and Planning was held on November 8-9 at West Virginia University. The Theme of the conference was "From Data to Decisions." The Keynote speaker was Dr. G. Gregory Lozier, Executive Director, Planning and Analysis at the Pennsylvania State University. Dr. Lozier discussed planning approaches and how they have changed over the years, focusing specifically on Strategic Planning. Other activities included: a panel discussion on planning moderated by Dr. Edwin R. Smith, Special Assistant to the Vice President for Finance and Administration at West Virginia University; a presentation on using the IBM PC as an I.R. tool by James Hoey, Coordinator of Institutional Research at Potomac State State College; software demonstrations by Diane Henney, Computing Services Programmer at West Virginia University; and an update on West Virginia Board of Regents affairs by Dr. M. Douglas Call.

Plans are underway regarding the date and location of the 1985 West Virginia Conference. The tentative theme is "Management Information Systems and Models: Meeting Administration Information Needs." Further planning and organizing of the 1986 SAIR Conference at Pipestem West Virginia will also be on the agenda. Anyone with questions or interest in helping with the 1985 West Virginia Conference and/or the 1986 SAIR Conference at Pipestem please contact Kathy Bissonnette at (304) 293-4906.

Carol Kayla

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Dennis D. Hengstler
Marsha K. Ivery
Larry G. Jones

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SAIR history recalled at Portland meeting

The annual SAIR business meeting at the AIR forum in Portland was convened with a record number of participants — over 100 people attended the meeting. In addition to reports from the Elections Committee and the Ad Hoc Committee to Study the Changing of the Name of the Organization, a special report on the history of SAIR was presented by Gerry McLaughlin and Glynton Smith.

In 1974 the first meeting of the Southern Conference on Institutional Research was held in Atlanta, with Barbara Holmes elected as president and Norm Uhl as vice-president. The annual SAIR meeting left Atlanta in 1978 to rotate among various cities in the region. The organization has grown in many ways: 25 members to 500; half-day to two-and-one-half day annual conferences; eight to ten SIGs plus meetings with SCUP; and an executive committee that has grown from four to seven members. Gerry concluded his presentation by reminding us that SAIR's achievements have been professional, athletic, political, financial and humorous.

*Maryann S. Ruddock
Secretary, SAIR*

Forum proposals due October 1

Proposals for papers, panels, and demonstrations to be considered for presentation at the Twenty-Sixth Annual AIR Forum must be postmarked no later than October 1. The return of the Forum to the South suggests a strong SAIR turnout at the conference.

The 1986 Forum promises to be very rewarding and relaxing for you and your family. The forum will be held on June 22-25, 1986, at the new Marriott's Orlando World Center in Orlando, Florida.

Although the June dates (later than normal) were made necessary by the hotel's construction schedule, they will make it possible for members to combine the AIR conference with a spectacular family vacation. The guest-room rates are only \$55 a night for single, double, or family.

Members stress need for professional development

The results of the evaluation of the 1984 conference in Little Rock, Arkansas revealed the continual need for professional development. Computer applications, information management, involvement in policy and planning activities, and improved research and writing skills were mentioned as the greatest need for professional development.

Aspects of the conference that were viewed as most helpful were the paper sessions, microcomputer workshops and demonstrations, and informal exchange among colleagues. The need for more informal sharing of ideas among those attending the conference continues to be expressed by the members.

Participants most frequently mentioned more sophisticated use of microcomputers and available software as

something they expected to do differently in their jobs as a result of the conference. Others expected to do a more professional job in research, publishing, and planning.

the neighborhood Jerry Van Amerongen



Brad half expected a memo like this. It reads, "Please, no sheepskins during business hours."

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From the president's desk

Some exciting plans are being made for this year's SAIR Conference at the Cavalier Hotel in Virginia Beach, Virginia, October 30-November 1. Reports in other parts of this Newsletter from the Program Committee, as well as the Local Arrangements Committee (whose members promise that you will have many reasons not to work *all* the time you are in Virginia Beach), will give you an idea of what to expect. With the usually delightful October weather in Virginia Beach and the unique setting the Original Cavalier will provide for our meeting, this should be a Conference to remember! Please plan to attend. I believe you will find the Conference both professionally and personally rewarding.

Piedmont is our official Conference airline and is offering attractive reduced rates for travel to Norfolk for Conference participants. If your city is not served by Piedmont, you might consider People Express, which serves Norfolk and also offers reason-

able fares. The current one-way fare from Birmingham to Norfolk via Newark International, for instance, is \$89 weekends/\$99 weekdays.

SAIR has received a \$125 grant from the Association for Institutional Research Membership Committee to support our Virginia Beach Conference. Linda Pratt, SAIR Program Chair, will use this grant to help attract the kind of speakers that will challenge and inspire all those who attend. We have often discussed the professional benefits to SAIR members of joining the national organization. SAIR appreciates this special AIR support.

Many SAIR members found a way to travel all the way to Portland, Oregon, for the AIR Annual Forum last April — so many, in fact, that we ran out of chairs, sweet rolls, and (worst of all) coffee at our early Monday morning SIG. I was very proud to see all of you there. Jim Nichols reported that a number of SAIR members had been elected to an AIR office: Don Reichard,

Vice President; Gerry McLaughlin, Associate Forum Chair; Horace Griffiths and Peggy Moore, Members-at-Large; and Marsha Moss, Rich Howard, Nellie Hardy, and Steve Batson, Nominating Committee members. We all congratulated these new AIR officers and promised to help them do an outstanding job. Peggy Moore showed slides of the Virginia Beach area and the Cavalier Hotel that made us start dreaming of sunny beaches, and Linda Pratt's report of preliminary plans for the Conference program made the prospect of an October trip even more exciting. Since everyone in Portland was celebrating AIR's 25th Anniversary Forum and telling colorful stories of the "old days", Glynton Smith and Gerry McLaughlin helped SAIR members get in the spirit by telling us a little about the history of SAIR and reminding us of some of our own "adventures".

Come to Virginia Beach in October, and help create SAIR history!

Liz Fox

SAIR Membership Application

October 1985 to October 1986

Please mail the completed form and check to: SAIR

Ms. Kay Staub/Institutional Research/P.O. Box 6255/University, Alabama 35486

Name _____ Position _____

Institution: _____ Telephone _____

Department _____

Regular	Student
<input type="checkbox"/> 10.00	<input type="checkbox"/> 5.00

City/State _____ Zip _____

NEWSLETTER

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