

Southern AIR

RECEIVED

OCT 14 1987

NEWSLETTER OF THE SOUTHERN ASSOCIATION OF INSTITUTIONAL RESEARCH

1987 SAIR/SCUP CONFERENCE SET FOR NEW ORLEANS, OCTOBER 28-30

The 1987 SAIR/SCUP Southern Regional Conference will be held at the International Hotel in historical New Orleans on October 28-30, 1987. The theme of the conference is "Preparing for the 1990's." The conference will include an interesting variety and mix of workshops, contributed papers, panels, and demonstrations relating to the conference theme. In addition, a group of informative and interesting speakers have been lined up for the program.

The key note speaker scheduled for Thursday morning will be Dr. Marvin Peterson, Director of the SHPE at the University of Michigan in Ann Arbor. Dr. Peterson's talents are familiar to everyone in SAIR/AIR circles. Thursday's Luncheon speaker will be Dr. Norman C. Francis, President of Xavier University of Louisiana, located in New Orleans. Dr. Francis was a member of the Commission responsible for publication of "A Nation at Risk," and is highly respected in higher education circles. It is rumored that Dr. Francis' extensive national and international contacts have led to coining the phrase, "Norman's Network." Friday morning's speaker will be Dr. Roy Carroll, Vice President for Planning at the University of North Carolina General Administration in Chapel Hill. Dr. Carroll's ability to uniquely blend information, humor, inspiration, and professional reprimand will be a new experience for those not already familiar with him.



NEW ORLEANS

THE CITY THAT CARE FORGOT

The International Hotel is located near the foot of Canal Street across the street from the incomparable, historic, quaint, and romantic French Quarter. Near the River at the sight of the 1984 World's Fair is the Rivergate, a modern complex of shops and restaurants. Not far away is the renovated Jackson Brewery, another collection of specialty shops, eateries, and places of entertainment at Jackson Square and the River in the French Quarter.

Special room rates at the International Hotel for the conference attendees have been obtained and are very attractive. They are \$44.00 for a single room and \$65.00 for a double room. These rates can be extended to include the weekend before and the weekend following the conference. Reservations should be made well in advance (at least four weeks prior to arrival). **NOTE:** Rooms reserved after that date will **NOT** be at the special conference rate.

New Orleans is described as the "City That Care Forgot" and truly the city never sleeps. Proof of that pudding is best seen during the Mardi Gras season, but ample evidence exists any time! Famed nationally and internationally for its local cuisine, good food is taken for granted and excellent dining is available at every turn. One cannot exhaust the fine dining opportunities in New Orleans! A weekend stay during a conference can only be compared to window shopping from a fast-moving car.

In addition to the fine dining opportunities, the city offers museums, race tracks, professional football, jazz without equal, an historical trolley line, and the incomparable French Quarter. If Louisiana's Governor has his way in the current Legislative Session, it will soon offer some casino gambling.

Be certain to make early plans to attend the 1987 SAIR/SCUP Conference in New Orleans in October!

Room Rates in New Orleans

Reservations at the International Hotel in New Orleans must be made 30 days prior to the conference to get the special conference room rates. You may be able to get rooms after that date, but the rates will be much higher.

Getting to New Orleans

Now at the LSU System, Troy Barksdale writes that while teaching in Southwest Louisiana some years ago, he asked a foreign student how he was going home to Honduras for the holidays. Without hesitation, but in broken English, the student hammered back, "I go to New Orleans and turn right!"

Arriving in New Orleans will be simple! Attendees flying in will find ample flights and connections to the New Orleans International Airport, and adequate ground transportation from there to the hotel. Negotiations are underway for special airfares with Delta. Interstate 10 intersects the city. Amtrak service is available. The passenger steamboats, the "Mississippi Queen" and the "Delta Queen," ply the River [the Mississippi, of course] from points north, and bayous and canals lace the city making it convenient for those arriving by pirogue or bateaux. However you arrive, be certain to come to the SAIR/SCUP Conference at the International Hotel in New Orleans on October 28 through 30, 1987!

The French Quarter, Jazz, and Funerals

To the rest of the world, this may sound like a strange combination. However, in the New Orleans French Quarter, there is strong and long-standing association between Jazz music and funerals, as friends and survivors of the deceased fellow musician accompany his hearse through the narrow streets of the Quarter playing Jazz in his honor. Such a funeral was recently held for Allan Jaffe, the life-long manager of Preservation Hall, who died at 51 and was honored in a Jazz funeral on March 11, 1987. In keeping with tradition, the hearse was followed through the streets amid strains of Jazz alternately growing very sad or jubilant as the mood dictated. The funeral ended with a lively rendition of "When the Saints Go Marching In", and street dancing in celebration of "cutting him loose."

To our knowledge, no Jazz funeral is or has been scheduled for the SAIR/SCUP Conference in New Orleans in October—and we are not going to try to arrange one—however, should one be held during the conference, you probably will have an opportunity to see something the likes of which you may never see again.

Directions in New Orleans

In most places, directions are given as points on the compass. But in New Orleans, "North" and "South" are regions of the country, and one does not use "North" in polite company without curling his lip a

little. Directions in New Orleans are generally given as "toward the Lake" [Lake Pontchartrain, to the north] or "toward the River" [the Mississippi, away from the Lake]. Be careful about saying the River lies to the south of the city; it truly circles New Orleans on three sides, thus giving rise to the City's identification as "The Crescent City." No one has yet figured out how to give directions of "east" or "west" in New Orleans.

The site of the 1987 SAIR/SCUP conference, the International Hotel, is near where Canal Street meets the River, and very, very close to the French Quarter!

Headin' West to Phoenix AIR Forum

May 15 - 18, 1988

Prepare to enjoy plenty of sunshine and Southwestern hospitality. Bring your golf clubs, tennis rackets, walking shoes, swimsuits, and sunglasses and experience some of the endless recreational opportunities available in the "Valley of the Sun." Also enjoy the Valley's scenic beauty and its cultural museums, galleries, superb shopping, and fine dining.

The forum is headquartered at the luxurious 24-story Hyatt Regency in downtown Phoenix. The rates are \$70 single and \$80 double.

The 1988 Forum theme, "Promoting Quality Through Leadership," extends recent AIR emphasis on "managing education better" by looking at the human qualities of management. The emphasis is on understanding, promoting, and measuring quality education through effective management and leadership.

Please feel free to contact Melodie E. Christal at P.O. Drawer P, Boulder, CO, 80302 or (303)497-0333 with your suggestions, comments, or concerns about the 1988 Forum. Hope to see you in "Sunsational" Arizona!

AIR Officers Elected

New AIR officers for 1987-88 have been announced after the spring elections. The new Vice President is Deb Teeter from Kansas; Secretary for the next three years will be John Muffo at Virginia Tech; and, new Associate Forum Chair is Rich Howard at N.C. State University. Two new members-at-large are Marsha Moss from Texas and Jack Dunn from Tufts. The five members of the nominating committee who will serve with immediate Past-President Don Reichard are Greg Lozier at Penn State, Carol Hollins at John Tyler Community College, Linda Pratt at N.C. Central, Tim Sanford at UNC-Chapel Hill, and Kathy Bissonnette from West Virginia. President of AIR is Laura Saunders from Washington.

STATE/REGIONAL NEWS

North Carolina AIR

South Carolina AIR

SCAIR had its inaugural meeting in February with Paul Dressel delivering the keynote address. Sixty-five persons attended and officers elected were Eric Tolley, President, Jackie Skubal, Vice President, Dea Buford, Secretary, Caroline Denham, Treasurer, and Diana Joseph and Wanda Scott, members-at-large.

Kentucky AIR

The Kentucky Association for Institutional Research (KAIR) met on the University of Louisville campus on February 27. The program's theme was "Student Retention: Research and Action Programs at Kentucky's Colleges and Universities." The conference keynote was made by Eugene V. Petrick, President of Bellarmine College. President Petrick has gained national recognition for innovative executive leadership. A panel presentation featured institutional research activities and resulting service delivery programs at various institutions within the Commonwealth which address retention issues. Conference coordinators were Gary Graff, Roseann Hogan, and Jerry Unney. David Senn handled local arrangements in Louisville.

Louisiana AIR

The Louisiana Association for Institutional Research (LAIR) held its annual meeting in Baton Rouge April 3. Topics included SACS Institutional Effectiveness, IPEDS update, and a Financial Status Report on Higher Education in Louisiana by finance officers of Louisiana's three management boards, the Board of Regents, and LSU-Baton Rouge. State Senator Cecil Picard, a member of the Southern Region Education Board, spoke on Higher Education in Louisiana at the luncheon in the LSU Faculty Club.

LAIR officers for 1987-88 are: President: Gale Bridger, Associate Vice Chancellor LSU-Shreveport; Vice President: Christine Haska, Assistant Provost, Tulane University; Secretary: Jim Davis, Director of Institutional Research, Southeastern Louisiana University; Past-President: Jack E. Kimball, Director of Institutional Research, Northeast Louisiana University.

Thanks to Denise Childress, UNC-Chapel Hill, for her editorial efforts and to American Speedy Printing Company, in Durham.

NCAIR met in historic New Bern on April 22-24 for its 14th annual meeting. Over 100 members attended to hear such speakers as Tim Gilmour from Maryland and Peter Ewell from NCHEMS. President Elect and Program Chairman for 1987-88 is Ruth Ann Cook from Appalachian State University in Boone, NC.

NCAIR will hold a summer drive-in conference at Lenoir-Rhyne College in Hickory on August 6-7. Contact Ruth Ann Cook (704)262-4090 for details.

Ohio AIR

All SAIR members are invited to the Ohio AIR (OAIR) Summer Workshop, Monday, July 13, 1987 at Miami University Marcum Conference Center. The program will be "Enrollment Management and Student Outcomes" (morning), and "Planning and Technology & Tools" (afternoon) with Dr. John D. Mallett, Distinguished Fellow of the Academy for Educational Development and Chancellor Emeritus of the Ohio Board of Regents as luncheon speaker. The cost of the workshop is \$20. Lodging is available at either the Marcum Conference Center, [approx. \$28/night] or family camping at nearby Heuston Woods State Park. Location: Miami University is in Oxford, Ohio, 35 miles northwest of Cincinnati and 46 miles southwest of Dayton, Ohio.

Register with Ralph R. Gutowski <GUTOWSKI@MIAMIU> or by mail by June 30th. Contact Ralph R. Gutowski, Director of Institutional Analysis, 200 Roubush Hall, Miami University, Oxford, OH 45056.

News from the Virginia Association for Management Analysis and Planning (VAMAP)

The Spring 1987 meeting of VAMAP was held at Sponsor's Hall at the University of Virginia in Charlottesville on May 27. Two separate tracks were presented covering budget and institutional research issues. Participants in the budget track heard presentations on the operating budget submission and non-general fund feasibility studies. They joined Commonwealth officials in discussions concerning capital budgets and on communicating budget information to the university community. Institutional research track participants heard presentations on decentralization in higher education, results from a study on students who were not admitted to Virginia colleges, and on state reporting. Participants were also provided a presentation on using BITNET.

Plans are currently progressing on the annual fall meeting to be held in Richmond. Dates and program information are forthcoming.

Northeast AIR

The Northeast Association for Institutional Research (NEAIR) has approximately 300 members, and has averaged 225 attending recent annual conferences. The 14th annual conference will be held in Rochester, New York during October 25-27 at the Marriott Thruway Hotel. The theme of the conference will be "Assessment: Fad or Fact of Life?" The welcoming address on Sunday evening will be given by Dennis O'Brien, President of the University of Rochester, while the conference keynote address will be delivered on Monday morning by Peter Ewell of NCHEMS.

The local arrangements chair is Larry Metzger, Director of Institutional Research, Ithaca College, Ithaca, NY 14850, (607)274-3164. Conference registration materials can be obtained from Larry.

We welcome the participation of our colleagues in SAIR and hope to have the opportunity to host you in Rochester.

ASU News

Appalachian State University is pleased to announce that Bobby Sharp from the University of Mississippi will be joining ASU as Director of Institutional Research on July 1. Bobby replaces Tom Bohannon who moved to Baylor University last fall as Director of Institutional Research and Testing.

Also of interest from ASU is the big news from the AIR Forum in Kansas City that Ruth Ann Cook won the drawing for two free tickets on Eastern Airlines. Congratulations to Ruth Ann--wherever you are!!!

Conference in Greensboro

The Higher Education Program at the University of North Carolina at Greensboro and the Institute on Desegregation at N.C. Central University are co-sponsoring a conference on "Retention: Survival Strategies for Postsecondary Education" in Greensboro on October 1. For more information contact Professor Bert Goldman at UNC-G (919)334-5100 or Linda Pratt at NCCU (919)683-6367.

"The probability of someone watching you is proportional to the stupidity of your action."

—A. Kindsvater

"From Nine to Five" 1987

New to the Association

Lynn Leone has joined the Institutional Research staff at North Carolina State University as a Research Assistant. Lynn worked part-time in the office on two studies concerning first year students and salary equality. In her new role she will take on the charge of keeping up with enrollment and retention studies. Welcome aboard Lynn!

Karen Gentemann (N.C. Central University) and Brenda Rogers (N.C. State University) are conducting a study to assess how able institutions are to respond to the Institutional Effectiveness Criteria adopted by the Southern Association of Colleges and Schools. Approximately 200 institutions have responded to the survey which was supported in part by the Institute of Higher Education at the University of Georgia. The results should be available this summer.

The Social Life of Institutional Researchers

All institutional researchers have had the dubious pleasure of being called on by others to try to explain just what institutional researchers do, and we all have our own repertoire of responses from which to choose depending on the situation. Elegant prose is likely to greet your new college president who makes such an inquiry while pained indifference may be all you can muster in response to your mother-in-law's chatty quizzing. Having recently resorted to the easy but somewhat hostile response, "research on the institution," once too often, the time seemed right for a different frame of reference. As the approach of defining what institutional researchers do not do seemed far too negative, the only alternative seemed to be to define what institutional researchers do when they are not doing institutional research.

This approach has several distinct advantages which quickly become apparent upon reflection. First and most obviously, it avoids the pitfalls of telling what we actually do which experience has shown to be both fruitless and frustrating. Second, it introduces evidence that institutional researchers share some of the characteristics normally distributed across the human race. Third, and this can be extremely important in discussions with faculty members, this approach helps to mitigate the immediate identification of institutional research as part of The Administration. Fourth and finally, relating to others the myriad activities in which we engage outside of the office (and on an occasional "wild fling," even with-

in the office) is inherently more interesting to all parties.

What, then, do institutional researchers do when they are not doing institutional research, or what is the social life of an institutional researcher? Put away the pictures of your family, forget about Aunt Sally's gallstones, and please do not mention your wood stove, your new diet, or your political views. Rather, let us spend a few moments savoring those fleeting times when we enjoyed some of the excitement not usually shared by institutional researchers...

The story began in a large university in a small town. The HEGIS (IPEDS), OCR, and EEO reports had faded into obscurity for another year, and the induced course load matrix, facility utilization inventory, and faculty salary exchanges gathered dust in their little used binders. In the midst of this heady environment, an idea was spawned--an idea which would revolutionize institutional research, which would change the lives of countless persons, and which would (get ready) stun the beer industry! The idea, you see, was a blind beer tasting pitting the new generic brand of beer (white can labelled "BEER") against two national giants in the suds world.

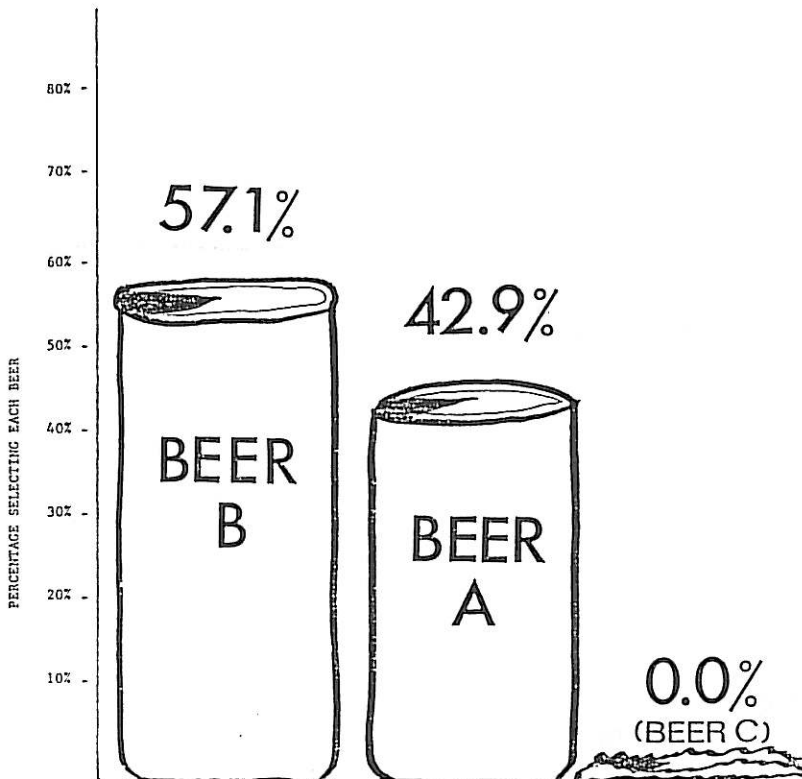
Realizing that strict adherence to the procedures of experimental research was of the utmost importance, careful detail was devoted to the design and actual conduct of the tasting. Identical tasting containers

labelled A, B, or C were used; all three beers were chilled to the same temperature; and, one brand and shape of pretzel was allowed to clear the palate between tastings. In the true spirit of human subjects research, only fully informed volunteers were allowed to participate and quantities of beer were limited to avoid intoxicating the subjects although very limited seconds were allowed for comparison after all subjects had tasted each beer once. A non-participating third party oversaw the entire procedure.

At the conclusion of the tasting, the subjects anonymously completed a simple evaluation instrument consisting of one sentence, "Please circle one letter shown below [A, B, or C] which indicates, in your opinion, the best beer of the three being tasted." The non-participating third party gathered the survey instruments and tallied the results with a recount taking place before the results were announced to the waiting, slightly slap-happy by now, subjects. Brand B received 57.1% of the votes, brand A received 42.9% and brand C received 0.0%. Brand B was the generic beer!

A final note to the study which should not be overlooked is the fact that the subjects were not selected randomly (they were all employees of the institutional research office) and they were small in number (N=7). Certainly these restraints demand replication of the study even beyond the obvious appeal of repeating the work in institutional research offices throughout the country. One should, also, note at this time that new research in this field is now possible since the generic light beer (white can labelled "LIGHT BEER") is now available. Who will advance the banner of institutional research to even greater heights?

BEER GRAPH



Southern AIR Fall Deadline

AUGUST 15

Send to editor Tim Sanford

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Discovery of Old Cemetery Halts Construction in
New Orleans French Quarter

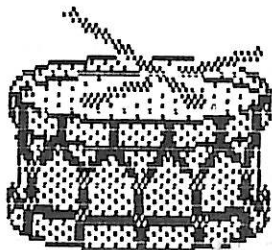
Amateur archeologists looking around the construction site of the new police station at Basin and St. Louis Streets near the French Quarter recently uncovered human remains from what is believed to be the city's second oldest cemetery established in 1789. A recent premed graduate and her amateur archeologist father discovered the top of a femur and a part of the pelvic girdle just outside of the old French Quarter. At the time of this occurrence in early April, 1987, it was uncertain as to whether or not construction on the site would be halted by the discovery.

We don't know what you might dig up in New Orleans, but be sure to come to the SAIR/SCUP conference in New Orleans on October 28 through 30, 1987!

AIR BITNET Directory

Join almost 200 AIR colleagues from across the country and around the world in an electronic mail network managed through Virginia Tech. To sign up and get a copy of the Directory or for further information contact John Muffo [IRMUFFO@VTVM1]:

Virginia Tech
Smyth Hall
Blacksburg, VA 24061
[703]961-6003



Join the PARADE
to New Orleans!
SAIR/SCUP Oct. 28-30

SAIR MEMBERSHIP APPLICATION

October 1986 to October 1987

Please mail the completed form and check to: SAIR

Ms. Marsha Moss/Institutional Studies/University of Texas-Austin/MAI 202/Austin, Texas 78712

Name _____	Position _____		
Institution: _____	Telephone _____		
Department _____	Regular _____	Student _____	
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City/State _____	Zip _____		

NEWSLETTER

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