

Southern AIR

NEWSLETTER OF THE SOUTHERN ASSOCIATION OF INSTITUTIONAL RESEARCH

NEW ORLEANS WAS GRAND



Nearly 300 SAIR/SCUP members and guests met, ate, convened, ate, discussed, ate, partied, ate, toured, ate, and returned [sorrowfully] from New Orleans in October. Halloween near the haunts of Bourbon Street was a sight to behold as are the pictures in the centerfold. Thanks to the organizers, the speakers, the presenters, and the attenders["ees"]!



On to Houston in '88

Following New Orleans is an impossible task, but the president-elect and program chair along with a fine local arrangements group promise nothing but the best. What can you expect in Houston?

- Hotel Inter-Continental Houston with 508 guest rooms, 2 tennis courts, indoor/outdoor pool, for \$62/night single or double.
- The Galleria shopping extravaganza right beside the hotel with 300 shops, boutiques, and department stores including Macy's, Lord & Taylor, Neiman's, Marshall Field's, etc.
- Restaurants; within a mile of the hotel, tradition says you can eat at a different restaurant for three meals a day for a year without repeating yourself; from The Cadillac Bar Mexican cuisine to Texas Tumbleweed Restaurant to Christies Seafood, to La Tour d' Argent French cuisine, to Damian's Culiva Italiana, to Lipstick's gentleman's restaurant and bar to Baby O with "stylish" adult entertainment.
- Entertainment at Astroworld Amusement Park or the Texas Renaissance Festival on October 14-16; tours of NASA, museums, universities, medical center, River Oaks luxury homes, etc.

Come to Houston, October 12-14, 1988; you won't be disappointed!

AIR CHALLENGE GRANT SEEKS APPLICANTS

SAIR has been invited to participate in the AIR Challenge Grant Program. The program is designed to enable individuals who are active in institutional research at the state and/or regional levels to attend the 1988 Forum in Phoenix, May 15-18. The Associated Groups committee of AIR will award at least ten challenge grants of up to \$300 each with a matching amount from any of the formally affiliated groups who wish to nominate a candidate. No more than one grant will be awarded to any group. SAIR has approved a matching grant of \$150 [total of \$300] to a SAIR nominee.

The requirements are that the candidate must:

- be a member of SAIR
- be able to give some assurance of attendance at the AIR Forum, if the grant is awarded
- become a member of AIR, membership fee (\$55) is not waived.

In order to apply, please submit a short summary of how the AIR conference can benefit you in terms of professional development, can benefit your institution, and reasons for the need for the financial assistance. Please include a short resume or vita of your Institutional Research experiences and how many SAIR and AIR conferences you have attended in the past.

If you are interested, please submit in writing no later than February 1, 1988 to:

Diana Joseph
Greenville Technical College
P.O. Box 5616
Greenville, SC 29606-5616
(803) 239-2984

Peterson Address from New Orleans

Kay Staub has announced that Marv Peterson's stirring address from New Orleans will be presented in the annual proceedings rather than this issue of the Newsletter.

1987-88 SAIR Officers

President - Kay Staub
President-Elect - Tim Sanford
Past-President - Steve Batson
Secretary - Carol Kayla
Treasurer - Marsha Moss
Member-at-large - Diana Joseph
Member-at-large - Robert Kuhn

SOME MUSINGS FROM TBCU

After a half-dozen or more trips to New Orleans, most of which were AIR/SAIR related, I'm more than willing to now conclude that New Orleans is indeed a right picturesque place to visit. I know that now because just prior to going to New Orleans for SAIR/SCUP, an old ulcerous nemesis of mine flared up and in my TLC ministerings of Mylanta-II and milk to my ailment, I, of course, stayed as sober as a judge and belatedly discovered that there was more to New Orleans than just Bourbon Street. Being so clearheaded I also noticed that the real Chez Helene, the restaurant and bar that Frank's Place is reputedly based on, was not as ornate or as spacious as I was given to believe from the teevee show.

One other benefit that accrued from being escorted around New Orleans by Tony Williams, who incidentally knows New Orleans like the back of his hand, was economic. Again, prior to New Orleans, several people advised me to be sure to partake of one of Louisiana's favorite food staples - red beans and rice. Leafing through the advertisements at the Information Desk, one chic restaurant urged customers to come and eat all the red beans and rice they wanted for a paltry \$39.95. But thanks to Tony who also knew about Jackson's Brewery, we went there instead and put a "red bean and rice" hurting on concessionaire Buster for just \$3.95.

But more to the point of this column, the outpouring of TBCUers in New Orleans was simple terrific. To lend some idea as to the size of the turnout, 34 persons were present at the TBCU:SIG meeting. Rumor has it that there were 34 potential TBCUers in attendance at SAIR/SCUP but who somehow managed to escape the lure of a Ham'n cheese Po Boy sandwich working lunch in favor of a so-called more delectable lunch of she-turtle soup and frog legs.

The Chronology which follows may be somewhat askew but a precedent was established when TBCU was addressed by AIR President-Elect Debbie Teeter who shared some personal as well as professional insight on involvement in the Association's various functions.

*Another first was the publication of a TBCU Directory [albeit incomplete]. A revised version featuring a foreword outlining the purpose[s] of the group and mission statement, etc., pending receipt from Bob Kuhn of the final listing of SAIR/SCUP registrants. Tony Williams volunteered to publish the directory

*Kudos to Sam Baldwin for drawing up the first working draft of a position paper expressing TBCU's concern over the public flaunting of unseemly racist and political attitudes by [hopefully, soon-to-be-recalled] Arizona Governor Mechem. The letter-draft was read to those present, approved, and was later sent on to Laura Saunders, AIR President. I'm also pleased to report that, at my suggestion, SAIR joined AIR as an additional complainant regarding the anachronistic behavior of Governor Mechem.

*A re-stating of the plaudit given Carol Hollins for being elected to the Nominating Committee of AIR and a brand new kudo for being elected to a national office in the Association for Community College Research.

*TBCU welcomed Judith Springer, indefatigable organizer of an institutional research group in Puerto Rico, to her first SAIR/SCUP conference. As is her usual wont, Judith Springer continued to urge support from colleagues for an AIR forum to be held in Puerto Rico.

*Xavier University of Louisiana provided the locale for TBCU's first [still another first] ever informal banquet. The Ad Hoc Committee on Local Arrangements (Margaret Montgomery, Tony Williams, Charlie Brown and the all important Maxine Allen without whom none of this would have been paid for - comprise the cast of characters to whom plaudits are again being given); A Nite on the Town that began at a local jazz/disco club (Nexus) followed the dinner which featured Shrimp Creole, Fried Catfish, Green Beans Amandine, Toss Salad, French Bread, Iced Tea, French Cream Cheese Cake - of of course, a wine bar. If a tradition was initiated in New Orleans, the folks in Houston have quite a challenge on their hands to measure up to.

*A sincere welcome is also extended to the many new faces I saw at SAIR/SCUP: New Orleans and that AIR, SAIR, and especially TBCU look forward to seeing you again - beginning in Phoenix. A feature presentation that TBCU proposes for Phoenix is a ten-year analysis of TBCU participation in the affairs of AIR/SAIR committee structure and elective offices. If I might dangle a bit more bait to encourage a large TBCU presence in Phoenix, it is that I've seen some of the

myth exploding analyses of Tony Williams that were a portion of his correspondence to the AIR Ad Hoc Committee on Access and Representation that is chaired by Don Reichard.

*A sincere thanks by TBCU is also extended to Dr. Antoine Garibaldi of Xavier for pinch hitting for Dr. Norman Francis as the conference banquet speaker. When a scheduling conflict prevented Dr. Francis' participation, Dr. Garibaldi gladly stepped up to the plate and delivered a sacrifice fly to deep center that brought everyone home safely [pardon the pun].

*An finally, thanks should also be extended to Chuck Beattie for his attendance at SAIR/SCUP: New Orleans. The prime reason that this comment is noteworthy is that Chuck Beattie is now number crunching and programming for Burroughs Welcome and is no longer at North Carolina Central University, his commitment to TBCU was such that he managed a leave from his new employment to do what may have been his "Last Hurrah" in his own inimitable way.

Charlie Brown

1987-88 Nominating Committee

The SAIR Nominating Committee will soon begin the process of selecting a slate of officers for the election next fall. If you would like to be considered or would like to nominate someone, drop a note to Steve W. Batson, Immediate Past President, or call him at [304] 766-3020.

Steve W. Batson
Office of Planning & Institutional
Advancement
Campus Box 180
West Virginia State College
Institute, West Virginia 25112

The SAIR SIG will meet from 7:30-8:45 a.m. on Monday morning, May 16, 1988 during the AIR Forum in Phoenix, Arizona.

Future Meetings

AIR Forum, Phoenix, Arizona, May 15-18, 1988.

SCUP 23, Toronto, Ontario, July 31-August 3, 1988.

SAIR/SCUP Annual Conference, Houston, Texas,
October 12-14, 1988.

Dinosaurs Roam Earth Once Again



As immediate past president of SAIR, Steve Batson is taking on the responsibility to "loosely organize" the past presidents into a "think tank" of sorts. Kay Staub first called the group together at the New Orleans annual meeting, and Gerald McLaughlin dubbed the group "The Dinosaurs." It is anticipated that this extinct group of reptilian advisors will be utilized at least annually by the incoming president as a questionable source of sage advice. The members of this antiquated group will be easily recognized at the Houston meeting. More details later!

Survey Research Workshop

A two-day [8 hour] survey research workshop is scheduled for April 21-22 in Atlanta, Georgia. Presenters include Gerry McLaughlin, Jim Montgomery, and John Muffo of Virginia Tech and Rich Howard of North Carolina State. This workshop is focused primarily at those in academic affairs, admissions, development, and student affairs, and those who support them through institutional research and other efforts.

For further information, contact:

John A. Muffo
Institutional Research
Smyth Hall
Virginia Tech
Blacksburg, VA 24060
[703] 961-8003
BITNET: IRMUFFO@VTVM1

SAIR at SACSA

SAIR was represented at the 1987 SACSA [Southern Association for College Student Affairs] Conference in Louisville, Kentucky, by Immediate Past President Steve W. Batson who co-presented a session with Bruce Mallette [N.C. State University] titled "Institutional Research in Transition." This served as an exchange with SACSA since they sponsored several student issue sessions at the SAIR annual meeting in New Orleans.

AMERICAN SPEEDY PRINTS SOUTHERN AIR



SAB/SCUP NEW ORLEANS 1987



Mississippi News

The Mississippi Association for Institutional Research met in Meridian on October 20 in conjunction with the Mississippi Association of Colleges. The group, which includes members from public and private colleges and universities and state agencies, discussed ways to improve the feedback of performance data on transfer students. The association agreed to hold a one-day seminar in Jackson next spring on the general subject of institutional effectiveness. For information contact Harry G. Matthews, Mississippi State University, (601) 325-3920.

Joining the University of Mississippi office of Planning and Institutional Research shortly after Thanksgiving was Dr. Marsha Krotseng, a recent graduate of the doctoral program in Higher Education at the College of William and Mary. Dr. Krotseng will hold a position of Institutional Research Associate and be primarily engaged [in addition to keeping Jim Nichols out of trouble] in the design and implementation of a family of attitudinal surveys being developed at Ole Miss as a part of that institution's response to the Institutional Effectiveness requirements put forward in the SACS Criteria for Accreditation.

North Carolina News

Robert M. Ussery became Director of Institutional Research at the School for the Arts on December 14. Until last spring Bob was DIR at East Carolina University and is a Past President and Founding Member of NCAIR.

F. Myron Dunston assumed the Director of Institutional Studies position at N.C. Central University in Durham on September 15. Myron had been Research Associate in the Institutional Research Office at UNC-Chapel Hill.

NCAIR will hold its annual meeting in Southern Pines, March 27-29; contact Ruth Ann Cook at Appalachian State University for further information.

South Carolina AIR

SCAIR will hold its annual conference in Charleston on March 3-4, 1988. The theme will be "Institutional Research: Who, What, Why, When, and How!" with Fred Sheheen, Commissioner of Higher Education, as a keynote speaker. Contact Jackie Shubal at S.C. State College for further information.

Alabama AIR

An organizational meeting and one-day conference was held in Birmingham, Alabama, on September 23, 1987, with 90 people participating. A pre-conference workshop, conducted by James O. Nichols, on the SACS Criteria was followed by a panel session on "Strategic Planning and Outcomes Assessment." Panelists were: James Firnberg, Chancellor, Louisiana State University at Alexandria; James O. Nichols, Director of Planning and Institutional Research, University of Mississippi; James T. Rogers, Executive Director, Commission on Colleges, Southern Association of Colleges and Schools; and Joseph T. Sutton, Executive Director, Alabama Commission on Higher Education. Dr. Firnberg also was the luncheon speaker, describing the application of strategic planning at LSU Alexandria.

At the afternoon business meeting the constitution and by-laws for the organization were adopted; and officers for the year were elected as follows: President, Al Yeager, University of South Alabama; Vice President, Thomas J. McAlpine, Alabama A&M University; Secretary-Treasurer, Harriott D. Calhoun, Jefferson State Junior College.

The next meeting is planned for Spring, 1988. Anyone interested in being added to the mailing list for the association should write to Harriott D. Calhoun (Director, Institutional Research, Jefferson State Junior College, 2601 Carson Road, Birmingham, AL 35215) or call (205) 853-1200, ext. 1237.

1989 & 1990 Site Selections

The Site Selection Committee is soliciting proposals for both the 1989 and 1990 SAIR annual conferences. Several tentative proposals have already been submitted with the proviso of modification rights within the next few weeks. If you and your institution are interested in serving as the host institution(s) for either of these meetings, please send your proposal to Steve Batson, Vice President for Planning & Institutional Advancement, Campus Box 180, West Virginia State College, Institute, West Virginia 25112.

The committee will make a recommendation on the 1989 site fairly early in 1988, since an early decision will be necessary to facilitate location and program planning. The 1990 site recommendation will be made later in the year. It is anticipated that By-Law changes will be made at the next annual conference to allow for decisions to be made two years in advance.

Steve W. Batson
Immediate Past President

NEEDED

Southern AIR Newsletter Editor

Needed immediately; good way to serve SAIR; make friends, and influence people; intrinsic rewards high; amount of work manageable. Contact Tim Sanford at 919-962-3071 [BITNET ID - USFORD@UNC].

TACT AND DIPLOMACY

Two Skills Worth Developing

THE SUCCESSFUL LEADER understands people and knows how to get along with them. If you aspire to be such an individual you must have certain skills which enable you to be sensitive to the feelings of others and to know what to say or do in your relations with them.

Two of those skills which help in working with people are tact and diplomacy. The word **tact** is derived from Latin and means "touch." Tact concerns dealing with people without offending them. Being "in touch" with people implies a closeness and understanding in communicating with them.

Diplomacy is closely related to tact in that it is a skill in handling affairs without raising antagonism or hostility. A diplomat shows finesse and is agreeable especially in situations of stress.

Although you may want to be tactful, you may not always be able to succeed. Also some persons-unintentionally-seem to rub people the wrong way. Others appear to be born with the knack of being tactful without seemingly trying. Often, highly technical or professional people neglect or overlook the personal factor in their zeal and in their drive towards an objective. Their failing shows in their being abrupt and short in issuing orders and in the lack of patience.

How do you go about being tactful? Perhaps you've thought about some of the following ways, but haven't often followed through with them.

Be slow to criticize. Avoid doing it at all, if possible. People know when they haven't tried, or haven't done a good job. Your silence on the matter would be appreciated, especially if they know that you're aware of what has happened. If you must speak, the important thing in talking about an omission or error is not in determining who made it, but what happened and how it can be prevented from recurring.

Ask for Help

A request is always better than an order. Orders should be given only in emergencies or when immediate action is needed. Asking for volunteers avoids putting a burden on anyone.

Put yourself in the other fellow's place when you ask for something. Will he benefit as much as you from doing what you ask? Is he as interested and concerned in the outcome as you are? Approach people with their interests in mind.

A positive and optimistic manner will get you more agreement and cooperation than a negative and pessimistic one. Know people's likes and dislikes and act accordingly. A tactful person makes good use of the words "please" and "thank you."

You'll find it easy to be tactful once you begin because being so can develop into a habit. You'll also find that tact and diplomacy pay off for you and your company.

W.H. Weiss
"The Effective Executive"
Dartnell Corp. 1986

Thanks for the Memories....

Many thanks, especially from the Newsletter Editor, to Ms. Denise Childress in the Office of Institutional Research at UNC-Chapel Hill for her hours of editing and typing "Southern AIR" over the past two years. Terrific job!

SNAPPY SNAP-CUTS

You don't need a month in the forest to recover from the ordinary kind of blue mood. A quick, self-administered dose of doing something can bring prompt relief. Clean out your closet at home or rearrange a cluttered shelf. Making one's personal environment better brings a sense of satisfaction and well-being. Work out physically, for about a half-hour. Exercise has a significant antidepressant effect.

-Today's Executive
in Nine-to-Five

SOUTHERN REGIONAL EDUCATION BOARD (SREB)
ANNOUNCES NEW SUBSCRIPTION SERVICE

Each year the Southern Regional Education Board publishes a number of relatively brief releases and more extensive reports dealing with important issues for the higher education community. Many of you are familiar with the biennial SREB series titled SREB Fact Book on Education, which has been sent to you at no charge. Other recent SREB reports discuss, for example, access to quality undergraduate education, getting students ready for college, and the progress SREB states have made in improving the quality of education at all levels.

You can now receive all of the SREB publications that relate directly to issues in higher education:

- o Educational policies
- o Comparative information to assist in basic planning
- o Updates on tuition and fee trends and policies, research funding, state aid to private higher education
- o Reports on current topics of concern to educators and state government officials.

In 1988, the Southern Regional Education Board will be making all of its relevant publications available to the region's research and planning community on an annual subscription basis. With this subscription, you will automatically receive new higher education-related SREB publications as they come off the press. Cost for the 1988 calendar year subscription is only \$25. We invite you to subscribe by completing the form below and returning it to SREB along with your check for \$25.

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PRESIDENT'S MESSAGE

I wish that I could say the only thing on my mind is that the New Orleans conference is off my mind. Actually, it turns out that there is much to do in the wrap-up of the conference: acknowledgements, transmittals, assessments, etc. Having had now a close-up view of the conference—before, during, and after—I am looking forward eagerly to viewing it in the future from the audience.

Nevertheless, I was very pleased with and am very proud of the New Orleans conference. According to the recently completed evaluation report prepared by Marcia Bromberg, so were the vast majority of participants. Many individuals, at the conference and on their evaluation forms, mixed suggestions for improvements with their compliments. These are helpful and, I am sure, will be appreciated by the Houston conference committee.

There were many first-time accomplishments, records, and pulses attached to this conference. The advance publication of a full program guide was a major accomplishment. A liaison relationship between SAIR and the Southern Association of College Students (SACSA) was initiated. Participation by the Southeast, South Central, and Southwest Regions of SCUP continued. Registrations approached 300, setting a new record. The program was excellent, the food was exceptional, and the setting was super.

If this sounds too boastful, the only credit I can claim is to have assembled an outstanding conference committee. Because I am by nature a pragmatist and survivalist, I would have settled for the conference not being a disaster. That it was such a success was due to the excellent individual and collective work of the committee. So I say, again, thank you Troy Barksdale, Gary Barnes, Jerry Baudin, Kathy Bissonnette, Wayne Bottomley, Marcia Bromberg, Marilyn Brown, Lee Ellwood, Marsha Moss, Maryann Ruddock, Tony Williams, and Wayland Winstead. Also, a special thanks to the remarkably unflappable and competent Bob Kuhn, Ruth Stevens, and other local arrangement folks.

Putting the annual conference aside—it is now in the competent hands of Tim Sanford (Salute! oh, Newsletter Editor)—the Executive Committee plans to take a close look this year at other operations of the Association. In addition to the regular Nominating Committee (chair: past-President Steve Batson) and Site Selection Committee (chair: Steve Batson), three ad hoc committees have been established, loosely named: Awards Committee (chair: Member-at-Large Diana Joseph), Organization Study Committee (chair: Member-at-Large Bob Kuhn), and Professional Development Opportunities Planning Committee (chair: Diana Joseph).

Individuals who have concerns, thoughts, or recommendations to offer about our past experience and/or future directions, please share these with the relevant committees above or the Executive Committee. I wouldn't be surprised if some membership surveys turn up in future Newsletter issues as well. Happy New Year!

Key Staub, President

SAIR MEMBERSHIP APPLICATION/October 1987 to October 1988

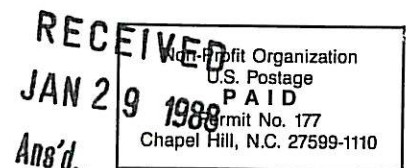
Please mail the completed form and check to: SAIR

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

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NEWSLETTER

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