

Southern AIR

RECEIVED

SEP 29 1988

Ans'd.....

NEWSLETTER OF THE SOUTHERN ASSOCIATION OF INSTITUTIONAL RESEARCH

1988 SAIR/SCUP CONFERENCE - HOUSTON - OCT. 12-14!!!

DISTINGUISHED PANEL SET FOR HOUSTON

A three part distinguished panel will set the tone for the Houston Conference under the title: "State Mandate for Assessment." Three states which have been very active at the State level in the institutional assessment/effectiveness area will be examined: Tennessee, Texas, and Virginia. Opening the conference on Thursday morning, October 13, will be Part I, "The State Perspective." Gary T. Barnes, Associate Vice President for Planning at the University of North Carolina General Administration will moderate the panel which will be composed of Margaret A. Miller, Assistant Director of the Virginia State Council of Higher Education Commission, and William H. Sanford, Assistant Commissioner of the Texas Coordinating Board. Parts II and III of the distinguished panel will be held on Friday morning as concurrent sessions.

Part II, "The Four Year College Perspective," will be chaired by William R. Fendley, Jr., University of Virginia, and will feature as panelists Douglas I. Blom, Associate Vice Chancellor of Development and Administration at the University of Tennessee at Martin, Denise Watts, Assistant to the President at Southwest Texas State University, and Kathleen F. Slevin, Associate Provost at the College of William and Mary. Part III, "The Two year College Perspective," will be moderated by Carol S. Hollins of John Tyler Community College with panelists Michael Green, Executive Director, Research and Planning North Harris County College, Gary Skolits, Coordinator of Planning and Research at Walters State Community College, and Barbara Wyles, Associate Dean of Curriculum Services at Northern Virginia Community College.

HOUSTON - GREAT HOTEL & UNBELIEVABLE SHOPPING

The SAIR/SCUP Conference in Houston will be housed at the Hotel Inter-Continental at 5150 Westheimer Rd. (713/961-1500) in the heart of the shopping/dining district of one of Houston's finest suburban areas. The local arrangement committee signed a contract with the hotel at the height of the oil industry's problems and the rates are fantastic -- \$62.00 per night single or double. Amenities included in every room are a TV in the bathroom, three telephones (yes, that's right, one in the bathroom), nightly bed turn-down service with chocolates, built-in hairdryer, plus an indoor/outdoor pool and jacuzzi available at no charge. For an additional \$10/day, there is a full weight training area with massage and steam/sauna areas; a roof-top tennis court and three indoor racquetball courts are available for \$3 per hour; and, athletic attire, including shoes, is provided by the hotel!!

Shopping, for those of you who tire of the tubside TV, is right across the street (literally) at the Galleria which is one of the world's largest shopping malls with over 400 stores and restaurants featuring Lord & Taylor's, Macy's, Marshall Fields, and Nieman-Marcus. Not only will you be able to find something to take home to you significant other and kiddies, but you can probably do your Christmas shopping for the next three years!!!!



RECEIVED


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

THE GREAT CARUSO RESTAURANT - A DINING EXPERIENCE!!

Thursday evening, October 13, will present what may be a once in a lifetime experience for many of us. Starting at 8:00 that evening in Houston, a limited number of SAIR/SCUP members will begin dinner at The Great Caruso Restaurant which can only be described as "dinner in the opera." Note that says "in" the opera and not "at" the opera because the entire restaurant becomes the stage and some of the diners become part of the action. The most recent visitors' guide to Houston describes the Great Caruso as, "featuring virtuoso musicians performing music of the '30s/'40s and a company of professional singers...an opera house setting...Great Food!!" Be sure to sign up in advance on the registration form and then count the days until -- Dinner at The Great Caruso!!!!

THE GREAT CARUSO



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BREAKFAST ROUNDTABLES - NEW IN HOUSTON

New to the program in Houston are the Breakfast Roundtables scheduled for early (7:45) Friday morning. Ten sessions are scheduled on topics ranging from Research on Athletics to Employer Surveys at Community Colleges to the Capitulation of IR and Planning to Student Assessment Issues with each session having room for six or seven participants along with the presenters. All persons attending will be served a full breakfast and will enjoy the

chance to informally discuss a topic of mutual interest in an unhurried atmosphere. Participants must sign-up in advance on the registration form as attendance is limited to the first 80 registrants; there is a \$3.00 per person charge. For those of you who do not sign up in time or who would like a little more shut-eye that morning, there will be a complimentary continental breakfast starting at 8:30.



GETTING TO HOUSTON

Not only is Houston served by most major airlines, but it even has two airports. The Hotel Inter-Continental is about equal distance from either one so pick your best flight times and don't worry about whether you are coming in at Hobby or Intercontinental (the Airport), except when you have to go back for your return flight of course. Taxis are plentiful in Houston and are probably your best bet from the airport unless you are renting a car. There is inexpensive airport transportation but it does not go to the Hotel and Hotel has transportation that does not extend to the airports. You can get the two to overlap by taking the Airport Express to the Post Oak terminal and then calling the Hotel, but you might want to spend a few more bucks and avoid the hassle, particularly if you can find someone to share the cab.

SAIR NOMINATING COMMITTEE THANKED!!

Steve W. Batson, Immediate Past President of SAIR, thanks the members of the SAIR Nominating Committee for their good work this year. Members include Maxine Allen, Delores Buford, Edward Delaney, Dennis Hengstler, and Joseph Marks. The nominations continue to exhibit a high level of professionalism. Regardless of the outcome of the election, SAIR will continue to be in good hands!!

SOME MUSINGS FROM TBCU

As usual the TBCU:SIG continued with its ambitious programming in Phoenix. TONY WILLIAMS succeeded in exploding some jealously guarded myths in a paper entitled THE ROLE OF TRADITIONALLY BLACK COLLEGES AND UNIVERSITIES IN LEADERSHIP POSITION IN THE ASSOCIATION OF INSTITUTIONAL RESEARCH AND THE SOUTHERN ASSOCIATION FOR INSTITUTIONAL RESEARCH, so now I suspect that if TBCU is to continue its preeminence as a goad or gadfly on the conscience of AIR/SAIR we'll have to come up with some new ones.

Another highlight of the TBCU Phoenix meeting was the awarding of Outstanding Service Awards to JOHN BAKER, JR., CAROL S. HOLLINS, HAROLD W. LUNDY, JACQUELINE M. SKUBAL, AND JUDITH I. SPRINGER.

But perhaps the most striking event of the meeting was the broaching of a "Research Network for Educational Improvement and Quality" proposal by NATHANIEL PUGH. In essence the proposal calls for TBCU:AIR/SAIR to assume the leadership in launching a series of research presentations on improving the delivery and quality of education offered in institutions that serve large populations of black children and youth. To lend yet another push to get this saving "Network" started, this piece in actuality is a call for papers. Papers submitted may be of every nature, e.g., opinion, philosophical, quantitative, and how-to. Papers may be of studies and/or essays that you may have already completed or of a study/essay that is currently in the making. The gamut of appropriate studies is practically endless but some ideas that come most easily to mind at this writing are: (1) stemming the tide of attrition; (2) bolstering the level of retention; (3) upgrading the low-pass rate on the NTEs' etc., etc., etc., - A brief inaugural presentation of papers, drafts, progress reports, etc., will be listened to and critiqued at the next TBCU meeting in Houston in October. So my advice is that if you want to get in on the ground-floor of "Research Network for Educational Improvement and Quality" call NATHANIEL PUGH (912) 681-5211) or TONY WILLIAMS (504) 342-4253 immediately after reading this paragraph, if you don't want to be put

ON HOLD. Lest some readers of this column feel left out of this action, this proposed "Network" is not the exclusive preserve of historically black institutions of higher education but is for institutions of all sexes, descriptions, and missions that are addressing the fairly unique educational and/or disaffection problems of blacks and other minority students on their campuses.

While "hanging out" with the guys and gals between sessions and at Pinnacle Peak, the following new happenings were brought to my attention: MAXINE B. ALLEN is now the Assoc. VP for Academic Affairs and Director of IR; LEONARD BALLOU'S new title is Assoc. VP for Development and Planning, Director of IR and Archivist; and don't write NELLIE T. HARDY at the address listed in the AIR Directory, as she is now Special Ass't to the Chancellor for Systems Development at Elizabeth City State University; that workaholic HAROLD W. LUNDY, TBCU's most prolific and substantive writer, has finally worked and written himself into a VP position for Administrative and Strategic Planning; and I'm sure that we'll all want to congratulate the newest mother in our midst: JEWEL H. STEWART has adopted a baby girl!!

One last "On to Houston" item, in that we haven't heard from any of TBCU's urban cowboys, let me suggest that someone at Texas Southern and/or Prairie View State University call TONY WILLIAMS to give him some idea of THE BASH that's being planned for TBCUers in Houston.

Charlie Brown

IN MEMORIUM

On June 10, Dr. Lillian Lehman passed away following a lengthy illness. Lillian was a longtime SAIR and SUG member and supporter while she served as Registrar and Director of Institutional Research at University of North Carolina at Chapel Hill.

STATE and REGIONAL NEWS

ALABAMA NEWS

The ALAIR Annual Conference was held in Montgomery on April 21 on the campus of Alabama State University. The theme of the conference was "Building and Expanding Institutional Research." The keynote speaker was Dr. Cameron L. Fincher, Director of the Institute of Higher Education at the University of Georgia. Dr. Fincher's presentation addressed the role of Institutional Research in assessment. The conference also offered professional development workshops on state and federal reporting requirements, microcomputer applications in processing survey data, and the "politics and pragmatics" of institutional research. Conference attendance totalled seventy; 1988-89 membership now stands at seventy six.

Association Officers for 1988-89 elected at the annual conference include:

PRESIDENT - Dr. Thomas D. McAlpine, Director of Institutional Research, Alabama A & M University

VICE PRESIDENT/PRESIDENT ELECT/CONFERENCE PROGRAM CHAIR - Ms. Debbie Brewton, Assistant Director of Institutional Research, University of Alabama at Birmingham

SECRETARY/TREASURER - Dr. Bobbie Glassco, Director of Institutional Research, Snead State Junior College

NORTH CAROLINA NEWS

The NCAIR (North Carolina AIR) held its annual summer drive-in conference Aug. 4 & 5 at UNC-Wilmington. There were 44 in attendance. This year's session was "IR Pipeline: Data to Information - A Working Session" and featured various hands-on and micro-computer demonstrations. The latest issue of the NCAIR newsletter recently came out in a new format developed by Nancy H. Hill who became editor this spring. Nancy used some nifty Apple software to produce a

striking newsletter. For a sample copy or questions, contact Nancy at the University of North Carolina at Wilmington (919/395-3523).

SOUTHEASTERN ASSOC. FOR COMMUNITY COLLEGE RESEARCH NEWS

The Southeastern Association for Community College research held its annual meeting at the Beach Cove Hotel in Myrtle Beach, South Carolina Aug. 1-3, 1988. The theme for this conference was "Planning, Institutional Effectiveness and the Self Study: A Practitioners' Conference." Kay McClensy from MC 2 Educational Consultants presented the keynote address on "Integrating Planning and Institutional Effectiveness". Burt Purga, President of Clinton College, Stuart Bounds, Vice President at Chesapeake College and Frank Friedman, Dean of Instruction shared their perspectives on "Institutional Research from the Offices of President/Dean". Robert Sullins, Interim Director of Administrative and Educational Services at Virginia Tech challenged researchers to answer the questions who? what? and why? For whom is the research being done, what is going to be measured, and why or for what purpose is the research being done?

Carol Hollins, Coordinator of Institutional Research at John Tyler Community College, was re-elected President of the Organization. Earl Kocher, Director of Research and Planning at Mountain Empire Community College in Virginia, was chosen President-Elect and Program Chairman. Beverly Daly, Project Coordinator for Information Technology at the University of Louisville, was elected Secretary/Treasurer.

OHIO NEWS

On June 27, 1988, the University of Dayton hosted the fourth summer conference of the Ohio Association for Institutional Research. Thirty-six people attended representing public, private, two-year, and four-year institutions. Conference topics were computer networking, sharing data and marketing research.

... **WRITE ON**



WE NEED YOUR HELP!!!!

High attendances at recent annual SAIR conferences confirm anecdotal information of increasing institutional interest, activities, and involvements in institutional research and related areas. Clearly, the new SACS criteria on assessment have contributed substantially to increasing levels of interest in our southern region. The rising level of first-time attendance at SAIR's annual conference, in particular, has prompted some thinking about the adequacy of a single conference each year to meet the growing needs for IR professional development opportunities in the region.

The questionnaire below is part of an effort to draw ideas, reactions, and indications of interest in a mini workshop or other form of professional development service outside the SAIR annual conference. Would you please take a few minutes to complete this questionnaire, detach and return it by Oct. 7, 1988 to:

Diana Joseph Greenville Technical College/P.O. Box 5616/Greenville, SC 29606

1. ARE YOU A CURRENT SAIR MEMBER? YES NO
2. HOW LONG HAVE YOU BEEN A SAIR MEMBER? _____ YEARS.
3. WHAT CONFERENCE DID YOU ATTEND LAST? _____
4. IF SAIR OFFERS A MINI WORKSHOP, WOULD YOUR TRAVEL BUDGET PROVIDE FUNDS FOR YOU AND/OR YOUR STAFF TO ATTEND?
 YES: NO BUDGET PROBLEMS
 YES: BUT WOULD HAVE TO PICK & CHOOSE BETWEEN CONFERENCES
 NO: NO MORE TRAVEL FUNDS AVAILABLE TO ATTEND
 I AM NOT INTERESTED IN ATTENDING.
5. WHICH MONTHS DO YOU FEEL WOULD BE MORE APPROPRIATE FOR A MINI WORKSHOP? (ASSUMING ANNUAL CONFERENCE IS IN OCTOBER)
 FALL (SEPTEMBER - NOVEMBER)
 WINTER (DECEMBER - FEBRUARY)
 SPRING (MARCH - MAY)
 SUMMER (JUNE - AUGUST)
6. WHAT DO YOU FEEL WOULD BE THE LONG-TERM EFFECTS OF A MINI WORKSHOP?
 INCREASE SAIR MEMBERSHIP AND ATTENDANCE AT THE ANNUAL CONFERENCE.
 INCREASE SAIR MEMBERSHIP BUT DECREASE ATTENDANCE AT THE ANNUAL CONFERENCE.
 NO LONG-TERM EFFECTS
 OTHER EFFECTS _____
7. IN YOUR OPINION, WHAT WOULD BE OTHER POSSIBILITIES FOR EXPANSION OTHER THAN A MINI WORKSHOP?
 MORE PRE- AND POST-CONFERENCE WORKSHOPS
 MORE PRE- AND POST-CONFERENCE PDO'S.
 OTHER _____
8. PLEASE LIST TOPICS WHICH YOU WOULD LIKE TO SEE OFFERED AT A MINI WORKSHOP SHOULD ONE BE PLANNED.

9. PLEASE LIST ANY COMMENTS OR CONCERNS YOU MAY HAVE REGARDING THIS ISSUE.

AGATHON PRESS AND STEMPER/SMITH INC.
PRESENT TWO WORKSHOPS TO
INTRODUCE

INSTITUTIONAL EFFECTIVENESS AND OUTCOMES ASSESSMENT IMPLEMENTATION ON CAMPUS: A PRACTITIONER'S HANDBOOK

BY
JAMES O. NICHOLS AND ASSOCIATES

If your institution is seriously considering implementation of institutional effectiveness or outcomes assessment, also consider attending a workshop designed to enable participants to:

1. Trace the national growth of the outcomes assessment or institutional effectiveness movement.
2. Recognize the manner in which this movement is being manifest through regional and professional accreditation standards in most geographic areas and fields.
3. Explain the specific requirements for institutional effectiveness contained within the *Criteria for Accreditation* promulgated by the Southern Association of Colleges and Schools as an example of this movement.
4. Depict and explain the Institutional Effectiveness Paradigm.
5. Provide specific examples of institutional effectiveness implementation in academic and administrative departments.
6. Prepare an Expanded Statement of Institutional Purpose.
7. Assist their institution's academic and administrative departments/programs in preparing their statements of intended outcomes or objectives.
8. Explain the alternatives available concerning standardized and locally developed means of cognitive, attitudinal and performance assessment.
9. Adapt a generic "Four-Year Implementation Plan" to their institution.
10. Lead the institutional effectiveness implementation effort at their institution.

Watch Your Mail For Further Information Concerning These Workshops Scheduled

October 10-11 (Prior to the Southern Association for Institutional Research Meeting) Houston, TX
December 10-11 (Prior to the Southern Association of Colleges and Schools Meeting) Atlanta, GA

from Stemper/Smith Inc.
1456 Dogwood Avenue
Morgantown, WV 26506

Endorsement For This Workshop Has Neither Been Sought Nor Received
From Any Regional or Professional Accrediting Agency.

Ode To Planning

To count, or not to count, that is the question:
Whether 'tis nobler that the planner suffer
The slings and arrows of decision making
Or to provide data in a sea of troubles,
And by counting, confuse them? To count: to calculate
Some more; and by the data to say we end
The heart-ache and the thousand natural problems
That planning is heir to, 'tis a consummation
Devoutly to be wish'd. To count; to calculate;
To program: perchance to see: ay, there's the info
That makes calamity of such careful plans;
For who would bear the whips and scorns of presidents
The faculty's wrong, the VP's contumely,
The pangs of despised reports, the law's delay
The insolence of office and the spurns
That patient merit of the unworthy takes,
When the planner might their decisions make
With the raw data? Who would IPEDS bear,

To grunt and sweat under a mound of paper,
But that the dread of an unnoticed trend,
An undiscovered factor from whose cause
Enrollments drop, puzzles the will
And makes us rather bear those ills we have
Than fly to other campuses we know not of?
Thus planning doth make hesitant us all;
And thus the native hue of resolution,
Is sicklied o'er with the pale cast of thought,
And enterprises of great pith and moment
With this regard get lost amidst the files
And lose the name of action.

JENNIFER BROWN
CONNECTICUT STATE UNIVERSITY

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.

REQUEST FOR SREB RESEARCH AND PLANNING SUBSCRIPTION SERVICE, 1988

Name

Title

Office

Institution/Agency

Address

City/State/Zip

(Area Code) Phone Number

CHECK FOR \$25 MUST ACCOMPANY ORDER

RETURN TO
Publications Office
Southern Regional Education Board
592 Tenth Street, N.W.
Atlanta, Georgia 30318-5790
(404) 875-9211

SCUP ELECTIONS

Although the official announcement of the results of the election for officers and regional representatives for the Society is made at the annual business meeting, I am pleased to be able to anticipate to you the following:

For Vice-President/President-Elect	John A. Dunn, Jr.
For Secretary	Richard Harpel
For Mid-Atlantic Regional Representative	L. Carole Wharton
For Mountain Regional Representative	Mark Meredith
For Southwest Regional Representative	Gary Barnes
For West Regional Representative	Wendel Brase



SAIR MEMBERSHIP APPLICATION/October 1988 to October 1989

Please mail the completed form and check to: SAIR

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

Name _____
Institution _____
Department _____
City _____

Position _____
Telephone _____
Regular \$20.00 Student \$5.00
State _____ Zip _____

FROM THE PRESIDENT'S DESK

This issue of Southern AIR is the first to be produced by our new editor, Gerry Perkus, Collin County Community College District, Texas. And, as much as we naturally wish Gerry continued success with the newsletter this year, it is even more fitting that we say a few words of appreciation to Tim Sanford, UNC-Chapel Hill, for the many fine issues of Southern Air during his tenure as editor.

What may be more remarkable than Tim's fine performance as newsletter editor over the past two years is his claim to have thoroughly enjoyed the activity. I suspect that this enjoyment may have been facilitated by some assistance from local staff, in which case our appreciation extends to them as well.

Of course, Tim now serves as SAIR Vice President and Program Chair for the Houston conference. Indeed, it was the demand of these responsibilities, especially the conference preparation, which made it necessary to shift the newsletter responsibility. Thus, we will recoup the benefit of Tim's continued service and considerable talents in the form of an exceptional conference this fall.

In the meantime, Gerry will be keeping us well informed about conference developments and other matters of interest. Please give him your support and assistance by sending him news items and announcements about IR happenings in your institution, state, or state IR groups.

Kay Staub

NEWSLETTER

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McKinney, Texas 75070



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