

Southern AIR

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NEWSLETTER OF THE SOUTHERN ASSOCIATION OF INSTITUTIONAL RESEARCH

BALTIMORE AIR FORUM UPDATE

Pre-forum plans for the Baltimore AIR Forum are nearly complete and the Local Arrangements Committee is awaiting your arrival. Hopefully you have already registered and previewed this year's extensive program offerings. You are encouraged to take advantage of a Forum program which offers a wide range of institutional research related topics and activities. The location of the Forum hotels makes extracurricular activities easy to fit into a full day of professional development.

Of course, we hope to see most of you at the SAIR meeting at 7:30 Monday morning at the OMNI Liberty B in which plans for the October conference will be discussed, as well as the issue of professional accreditation of institutional researchers.

Moreover, you should also note that several sessions have been specifically set up to provide you with an opportunity for direct input to ongoing activities of the AIR Executive Committee. There will be two open hearings, one by the Publications Board and the second by the Data Advisory Committee. Additionally, the Treasurer will hold an open session to discuss the proposed 1989-90 Budget.

This year arrangements have also been made to have BITNET available for demonstration and limited use by attendees. Microcomputers will also be available in the OMNI's Pratt A.

And finally, it is not too early to plan your travel budget and mark your calendar for May 13-16, 1990 for the 30th AIR Forum in Louisville, Ed Delaney, Forum Chair and Dave Senn, Local Arrangements Chair are organizing their committees. If you are interested in helping, please let Ed or Dave know as soon as possible.

They promise another great forum next year for institutional research, over thirty and still to be trusted!

1989 SAIR/SCUP CONFERENCE DURHAM

Planning is already well under way for the SAIR/SCUP conference to be held October 18-20 in Durham, North Carolina. The conference will be hosted by the Institute on Desegregation at the OMNI Durham Hotel and Conference Center, a state-of-the art facility that has just opened.

The theme of the conference will be "Planning for the 1990s: A Practical Approach." The conference will provide multiple forums for identifying not only key issues facing higher education in the next decade, but also strategies for addressing them. Special emphasis will be on technological developments affecting institutional research and also on issues pertaining to desegregation (e.g., recruitment and retention of minority students).
(over)

SAIR '89, continued

The theme will be developed Thursday morning through a special Presidents' panel. Presidents from a major public University, a private institution, and a community college will describe planning from their perspectives, including issues, strategies, changes in resources, and what kinds of information the CEO needs. Bob Scott, president of the North Carolina System of community colleges (and former governor of North Carolina), already has agreed to participate.

The speaker Wednesday evening will be Representative Dan Blue of the North Carolina General Assembly, who will discuss planning the 1990s and beyond from his viewpoint. For the closing banquet on Friday, we are trying to line up a "futuristic visionary" who can open our imagination to what the future may hold in an area of technology.

The presidential reception on Wednesday evening will be held at the beautifully restored Durham Arts Center, with the opportunity to wander through the elegant gallery. Thursday night's special event will be a traditional North Carolina pig pickin' (if you don't know what a pig pickin' is, you'll want to come and find out!). A tour and reception at the SAS Institute in Cary, N.C., is planned, as is a tour of neighboring campuses. On Thursday we will break into SCUP regional groups for a box lunch, and the traditional newcomers' reception will be held on Wednesday prior to the keynote speaker's presentation.

The program will be rounded out by special workshops, presented papers and panels, special interest groups, and two mornings of the breakfast roundtables that were such a hit last year. For those of you who plan to stay on Saturday, there will be an informal Saturday morning retrospective and planning session.

One highlight of the conference, an innovative Resource Fair on Wednesday afternoon, is described in a separate article. Information about software demonstrations, which will be held on Thursday afternoon, also is contained in a separate article.

In spite of all of the exciting new features, we are working to keep your costs as low as possible. The Institute on Desegregation already is lining up sponsors for major events, and American Airlines will offer a special airfare package with a 40% discount.

GETTING TO DURHAM

Come October the easiest thing to attending the SAIR/SCUP Conference in Durham may be getting there. American Airlines has agreed to special rates of about 40% off with a 5% discount on any other special rate that you can find. Full details will be in the conference mailing materials to be mailed in August, but if you are in a hurry, just call 1-800-433-1790 and ask for Star File #S-96524. You can get your tickets from American or from your travel agent, but you must make your reservations through this number.

Then, once you get to Raleigh-Durham Airport (RDU), you get free transportation to the OMNI in downtown Durham. Simply list your flight number and arrival time on your hotel reservation form, and you will be met at the airport. Or, you can call the hotel directly but do it in advance to avoid an undue wait at the airport.

Make your plans to come to Durham and relax - you will enjoy getting there as much as being there!!

**"MEET US AT THE FAIR"
ON OCTOBER 18**

Looking for something to make your life in the office easier? No, we are not giving away money or positions, but we are giving away something better--IDEAS that will impress your boss.

Visit the Resource Fair at the October SAIR/SCUP Conference on Wednesday afternoon for a refreshing look at what's happening in the new world of institutional research and planning. See the "cream of the crop" of the ideas and applications your fellow institutional researchers and planners have produced in the last year. Talk with the principal authors and expert users of the various products.

In the Consultant's Corner, you can chat with the "knock-outs" in institutional research and planning about such topics as how to make an effective presentation, how and when to use scanners, and how to conduct reviews. The experts will provide informal reactions, critiques, analysis, and bibliographies (and even the opportunity to videotape and critique your presentation techniques!)

If your spreadsheet doesn't have the right ZIP, if your statistical package doesn't seem to handle those missing values, or if you just wish your microcomputer could be your friend, then come to our software sharing. You will have the opportunity to see computer tricks, take home some tips, and learn about some of the traps, all from your institutional research and planning peers.

There also will be display booths for graphs, papers, factbooks, and materials from professional support and affiliate organizations. In the graphs booth you will be able to review and to comment on some of the greatest graphs to come out of institutional research and planning today. In the papers booth short papers will be posted

for your review, and you will have the opportunity to talk with the authors. In the factbooks booth you will be able to peruse factbooks and fact finders from other offices of institutional research. In the professional support and affiliate organizations booth you will find displays of information on our sister organizations.

Throughout the Fair there will be giveaways, and you will be able to sign up for door prizes. Maps and guides will be on hand to assist you in making the most of the Fair. So come, learn, and enjoy! You will be able to take some great ideas back to your office!

Be sure to mark your calendar and arrange your travel plans so you can "Meet us at the Fair" at 2:00 on Wednesday, Oct. 18.

1988-89 SAIR OFFICERS

President - Timothy R. Sanford
President-Elect - Mary M. Sapp
Past-President - Kay Staub
Secretary - Carol Kayla
Treasurer - Marsha Moss
Member-at-Large - L. Robert Kuhn, Jr., Mary Ann S. Ruddock

SOFTWARE DEMONSTRATIONS

Do you have the right software? Do you need a new package? Or are you disappointed with your current one? If so, you will want to attend the software demonstrations on Thursday afternoon of the SAIR/SCUP forum. A special presentation, made by one of your colleagues, will give you the opportunity to hear about the relative strengths and weaknesses, the advantages and the disadvantages of various micro packages. There will be separate demonstrations of spreadsheet packages, graphics packages, database packages, statistical packages, and integrated packages.

STATE & REGIONAL NEWS

PERSONNEL CHANGES

Marsha Krotseng has moved from Ole Miss to become the Assistant Director of Institutional Research and Planning at the University of Hartford with Bob Glover. Her address there is - University of Hartford, 200 Bloomfield Avenue, W. Hartford, CT 06117, (203) 243-4408. SAIR's loss is NEAIR's gain!!!

At the University of North Carolina at Chapel Hill, Jim Sadler has shifted to the Office of the Vice Chancellor for Health Affairs. Jim's new number is (919) 962-1091.

SCAIR MEETING

The second annual meeting of SCAIR was held March 2-3 at the Hyatt Regency in Greenville, S.C. A total of 57 participants attended two workshops and 10 sessions on topics including assessment, the use of Bass computer software, conversations with three college presidents on the role of institutional research, and an address by former governor Richard Riley. The theme of the conference was "The Future of Higher Education: The Critical Place of Planning and Research." The social highlight of the conference was an evening at the Cafe and then Some, a local comedy club.

The Executive Committee for 1989-90 are President, Dee Buford, President-Elect, Rich Johnson, Immediate Past President, Jacqueline Skubal, Treasurer, Caroline Denham, Secretary, Wendy Baughman, and Members-at-large, Dennis Dulniak, Karen Jones, Kay Coleman, and Bob Mellon. The 1990 conference will be held February 28 - March 3 at the Hilton in Myrtle Beach.

POSITION OPENING

Senior Planning Analyst
George Mason University

This rapidly growing public Doctoral University just outside the Nation's Capitol seeks an experienced institutional planning analyst to support strategic planning, policy development and decision-making among top university administrators. The incumbent will be a key player on a team supporting institutional planning and analysis.

Applicants should have an appropriate graduate degree (doctorate preferred) and institutional planning and research experience, including planning models and statistical computing skills (SAS, LOTUS, graphics).

To be assured of full consideration, applicants should submit a letter of interest, complete resume and the names, addresses, and phone numbers of at least three references by May 5, 1989 to:

Dr. Edward L. Delaney
Assistant Vice President of
Planning & Research
George Mason University
4400 University Drive
Fairfax, Virginia 22030

Competitive Salary and Excellent Benefits. George Mason University is an AA/EOE.

VAMAP MEETING

The Virginia Association of Management, Analysis, and Planning (VAMAP) is planning to hold their spring meeting either the last week of May or first week of June, in Lynchburg, Virginia. A major topic of discussion/presentation will be the University of the 21st Century. For more information on the meeting, contact Dr. Fletcher Carter, Radford University, (804) 229-5134.

AIR INSTITUTE PROGRAM ANNOUNCED

The Association for Institutional Research is pleased to announce a program of AIR institutes which can best be characterized as expanded and intensive professional learning opportunities. The first institute, which will focus on institutional data management and strategic management/planning, is titled, "Information: The Critical Resource for Strategic Management." It will be held July 19-22, 1989, in Breckenridge, Colorado.

The topic for this institute was selected following a survey conducted by the Professional Development Services (PDS) Board last spring. This survey identified data management and strategic management/planning as the areas most frequently requested for expanded professional development opportunities.

The institutes, which will be held at a time and location separate from the annual forum, will provide (1) specific information pertinent to the institute topic and institutional research and (2) practical experience in using key tools and techniques. In many ways, an institute is a combination of "practical" and "workshops," formats which have been immensely popular at the forum.

The primary institute content will be delivered by several senior instructors, while the "hands-on" experience with specific tools and techniques typically will be guided by AIR members. Networking among participants and faculty is a supplemental, but important, element of the institute concept.

Registration will be limited. Members interested in participating in this institute are asked to express their interest by returning the coupon below. The expected fee for the 3 day institute is \$395. For more information about the program of institutes and/or about this particular institute,

please call Deborah J. Teeter (913) 864-4412 or Gerald W. McLaughlin (703) 231-7923.

Please complete and mail as soon as possible to

Deborah J. Teeter (AIR President), Institutional Research & Planning, University of Kansas, P.O. Box 2211, Lawrence, KS 66045-0211.

Yes, I am interested in the institute, "Information: The Critical Resource for Strategic Management," that is scheduled for July 19-22, 1989, in Breckenridge, Colorado. Please keep me apprised of plans for this institute.

Name _____

Position _____

Institution _____

Address _____

Telephone _____

Please also send me the following additional information about this institute or location:

DEADLINE.....for submitting material to appear in the September edition of Southern AIR is August 1. Please send to: Gerry Perkus, Collin County Community College, 2200 W. University, McKinney, Texas 75070. THANKS!!!

THANKS

As we complete the first year of Southern AIR under the pen of a new editor, the editor, Gerry Perkus wants to thank all contributors and others who have helped things run smoothly. He especially wants to express appreciation to his secretary, MARY WRIGHT, who has spent many long hours and has done a superb job in typing, layout, and paste-up, and in supervising the process of printing and mailing the newsletter in time and with minimal problems. Thanks, Mary!!

...a job well done!



CHALLENGE GRANT AWARDED

SAIR's nominee, Archer Gravely, Director of Institutional Research at the University of North Carolina/Ashville, has been awarded a 1989 AIR Challenge Grant. The Challenge Grant Program is designed to enable individuals active in Institutional Research activities at the state or regional level to attend the '89 Forum in Baltimore. Congratulations, Archer!!!!

FROM THE EVALUATIONS OF HOUSTON

Rae Adams and Oscar Prater did an excellent job evaluating the SAIR/SCUP Conference in Houston. Thanks to them and to all of the Houston participants who took the time to help evaluate the conference.

Overall, participants rated the conference 8.7 on a scale of one (poor) to ten (excellent). The most favorable ratings were given to the breakfast roundtables (9.2), and the most complaints were voiced about the expensive cab rides from the airport. People liked the time of year, the scheduling of the conference, and the relevance of the program. They were disappointed when they could not get into the breakfast roundtables, sometimes by the quality of papers presented, and by the cost of things in Houston.

Nevertheless, not a single evaluator said they did not hope to attend future SAIR/SCUP conferences!

PEER REVIEW CONDUCTED

Robert Ussery, Coordinator of Institutional Research and planning at the North Carolina School of the Arts, recently served as outside consultant to evaluate the Institutional Research and Planning Office at North Carolina Agricultural and Technical State University in Greensboro, NC. During February, 1989, he con-

ducted a peer review of effectiveness of institutional research and planning at NCA&T.

MORE ON DURHAM

Durham is well-known throughout the state and the Southeast as a thriving arts center. Virtually no other city of similar size has the caliber of cultural events this dynamic community supports through the Durham Arts Council. A new 52,000-square-foot arts council building downtown has a 250-seat theater, a children's theater, two rehearsal halls, galleries and studios.

The early 20th-century architecture of Durham's downtown district is just one of many attractions and historic sites in the area. The N.C. Museum of Life and Science features outstanding aerospace and natural history collections and a petting zoo.

Duke University's West Campus, with its Gothic Revival buildings, includes the famous Duke Chapel, which has 77 stained-glass windows and a bell tower patterned after the Bell Harry Tower in Canterbury. The beautiful Sarah P. Duke Memorial Gardens on the campus feature flora for each season. Both of these attractions are visited by thousands each year.

While Durham is a city characterized by high technology, education and research, it still retains the warmth and charm of a small Southern community. The range of attractions and entertainment, coupled with excellent facilities and spacious accommodations, makes Durham the perfect host city for meetings and conventions.

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

by James O. Nichols, Director of University Planning and Institutional Research,
University of Mississippi

Resource Sections by

Gale Bridger, *Louisiana State University,
Shreveport*

Marsha Krotseng, *University of Mississippi*

Linda Pratt, *North Carolina Central University*

Donald Reichard, *University of North Carolina,
Greensboro*

Brenda Rogers, *North Carolina State University*

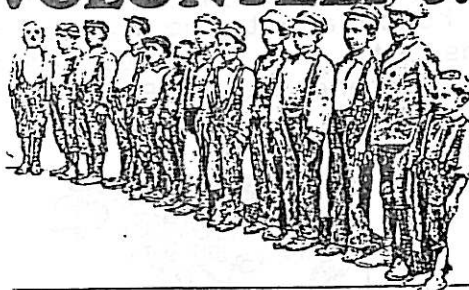
Bobby Sharp, *Appalachian State University*

Michael Yost, *Trinity University*

A practical guide to implementing institutional effectiveness of student outcomes assessment activities on campus. Intended for administrators at both two-year and four-year institutions, the **Handbook** offers concrete, specific suggestions for developing an implementation plan or model that will

- outline a general sequence of events leading toward genuine and comprehensive campus implementation of institutional effectiveness or outcomes assessment;
- be adaptable to virtually every type of institutional circumstance;
- require as small an amount of additional funding as possible for the institution;
- be supported by detailed reviews of practice or literature in the field at the critical points of implementation.

**we need
VOLUNTEERS!**



Why Does Everyone Hate Meetings?

Three kinds of people attend meetings. Those who want progress, those who don't, and those who want to impress the chairman. 98% of the talk goes to 2% of the problem. Remember the story of the board of trustees who agreed unanimously to spend millions for an atomic reactor, then fell in wild dissension over the request by the freshman basketball coach for a new black-board.

Maybe the air is too soporific.

Maybe the carafes of ice water tend to lubricate the long-winded.

Maybe the chairs are too comfortable. (A fast food chain designed its chairs to be purposely uncomfortable so people wouldn't linger over their coffee.)

At your next meeting, remove the chairs, empty the carafes, turn the thermostat down to 55.

A stand-up meeting could be a stand-out.

(A United Technologies reprint from "The Wall Street Journal")

SAIR MEMBERSHIP APPLICATION/October 1988 to October 1989

Please pass this form on to an interested colleague.

The completed form and check should be mailed to:

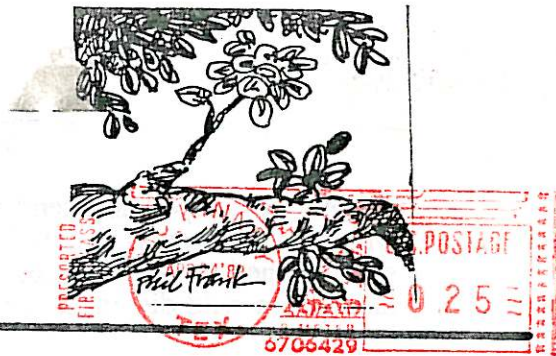
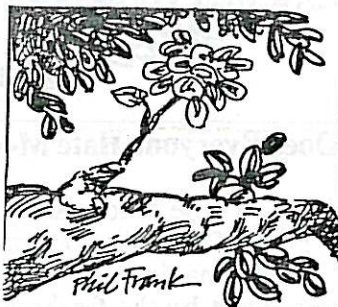
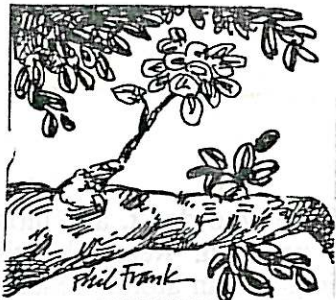
SAIR/Ms. Marsha Moss/Institutional Studies/University of Texas-
Austin/MAI 202/Austin, Texas 78712

Name _____ Position _____
Institution _____ Telephone _____
Department _____ Regular \$20.00/Student \$5.00
City _____ State _____ Zip _____

President's Corner

We are midway between the SAIR/SCUP Conference in Houston (fond memories) and the 1989 Conference in Durham (high anticipation). The Program Planning Committee met at the OMNI in Durham in March, and they have some marvelous plans in store for us. The Institute on Desegregation at North Carolina Central University is arranging some great social opportunities as well. Do plan to attend the conference in Durham this fall. You will not be disappointed!

Other SAIR business does not stop between conferences although the pace slows considerably. The proceedings are progressing on schedule under the direction of Hannelore Delbridge and Jeff Norris. Look for your copy in mail in the near future. Additionally, the Executive Committee should hear ... Baltimore from committee heads about the by-law revision, awards, professional certification, nominations, etc. We hope to see many SAIR members in Baltimore at the AIR forum. Plan to attend the SAIR meeting beginning at 7:30 am on Monday, May 1 in the OMNI Liberty B Room.



NEWSLETTER

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