



Southern AIR

NEWSLETTER OF THE SOUTHERN ASSOCIATION OF INSTITUTIONAL RESEARCH

SAIR/SCUP CONFERENCE OCTOBER 18-20, DURHAM

The SAIR/SCUP conference, hosted by the Institute on Desegregation, will be held October 18-20 in Durham, North Carolina, at the state-of-the-art Omni Durham Hotel and Conference Center. The theme will be "Planning for the 1990's: 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).

One highlight of the conference, an innovative Resource Fair on Wednesday afternoon, will feature: 1) a consultant's corner, where you can get answers to statistical questions or tips on how to improve your presentations; 2) software sharing, where colleagues will share tricks and macros they have developed on their micros; 3) posted papers, short research papers on display with the opportunity to talk informally with the authors;

4) great graphs, displays of effective IR graphs; 5) a fact book booth, featuring effective fact books; 6) a planning document display; and 7) information about professional support and affiliate organizations.

The software demonstrations on Thursday afternoon will provide you with an opportunity to hear about the relative strengths and weaknesses, as well as the advantages and disadvantages of various micro packages. There will be separate demonstrations of spreadsheet packages (Lotus 1-2-3 versus Excel), graphics packages (ChartMaster, 35mm Express, Harvard Graphics), PFS: Professional Software Series, and a database package (Oracle).

Thursday morning, a special panel of presidents will discuss issues coming up in the next decade including: how to plan; changes in demographics,

technology, and funding; and the SACS criteria.

The three presidents will be **CHANCELLOR BRUCE POULTON**, North Carolina State University; **PRESIDENT PREZELL ROBINSON**, St. Augustine's College; and **PRESIDENT BOB SCOTT**, North Carolina Department of Community Colleges (and former governor of North Carolina). The opening keynote speaker on Wednesday evening will be **REPRESENTATIVE DAN BLUE** of the N. C. General Assembly, who will discuss "Planning for the 1990's and Beyond". At the closing luncheon on Friday, **JEFF HOLMES** and **JIM MONTGOMERY** will entertain us with their interpretation of "Miscellaneous Methods of Measuring Mean-Mindedness".

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 will be Oktoberfest at the nearby Weeping Radish Brewery. A tour and wine reception at the SAS Institute in Cary, N. C., is also planned. Other special events include a newcomer's reception, a "Durham Bulls" Fun Run and Walk, and a tour of neighboring campuses.

The program will be rounded out by special workshops, presented papers and panels, special interests 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.

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

For more information, please call **MARY SAPP**, Director, Planning and Institutional Research, University of Miami, (305) 284-3856.

A FAIR REMINDER

It is only "fair" that you be reminded once more about the premier resource fair at the October SAIR/SCUP Conference on Wednesday afternoon in Durham. Plans are under way to provide you with a room full of ideas and opportunities to learn more about institutional research and planning. You will discover new ideas from consultants, the software applications to be shown, the display of fact books and planning documents, the display of graphs, and the topical papers to be posted.

In the Consultant's Corner, there will be experts to answer your questions about the following areas: presentation skills, writing articles and papers, institutional assessment, data exchanges and federal government reporting, statistics, institutional planning, and information technology.

You also will have opportunities to talk with the authors of the posted papers, and with the people who have applied the latest computer software to tasks in their jobs. The fair will be a **Garden of Eden** with all kinds of "apples" you will want to "take-a-bite-out-of!" Remember how enlightened Adam and Eve became! You positively will not want to miss this opportunity! A complete list of the Resource Fair topics are included in the registration materials.

Be sure to send in your fact books, planning documents, and/or graphs for display at the fair to **BILL FENDLEY** (see below). There will be panels to review and judge your submissions. Who knows, you may be returning to your institution with an award that you can boast about to your boss!!

You want more? O.K. You also will have the chance to see friends and win prizes! To learn about other professional organizations for planners and institutional researchers. And don't be surprised if **TIM SANFORD** is there offering more "bluelight" specials!

Accept this special invitation to "meet us at the fair" in Durham, North Carolina on October 18th. If you would like more information or encouragement to attend, contact **BILL FENDLEY** at the University of Virginia (804) 924-6432 or BITNET ID: WRF6U@VIRGINIA. Send graphs, fact books and planning documents to **DR. WILLIAM FENDLEY**, Associate Director, Institutional Planning and Studies, University of Virginia, Box 9014, Charlottesville, VA 22906-9014.

CALL FOR PRESENTATIONS 30TH ANNIVERSARY AIR FORUM LOUISVILLE

****Deadline September 30th****

INSTITUTIONAL RESEARCH COMING OF AGE is the theme for the 30th Anniversary Forum next year in Louisville. All Members should have received the Call for Presentations for the Louisville AIR Forum in early July. If not, contact the AIR Office in Tallahassee.

ED DELANEY, Louisville Forum Chair, encourages members developing topics for papers and panels which will make the Louisville anniversary program the best ever. The Track Review Committees have been formed and are committed to selecting the best proposals and ensuring quality presentations. So get those proposals on their way before September 30th.



STATE AND REGIONAL NEWS

WEST VIRGINIA'S HIGHER EDUCATION SYSTEM TO BE RESTRUCTURED

A restructuring of West Virginia's higher education system will take place effective July 1, 1989, shaped by what educators and lawmakers have called both an "extraordinary" and "arduous" process.

Propelled through the Legislature by **GOVERNOR GASTON CAPERTON**, The Higher Education Restructuring Law replaces the Board of Regents with a two-board system under the jurisdiction of a newly created Secretary of Education and the Arts, and makes numerous other changes.

The key element of the reorganization is the creation of two governing systems for higher education: the University of West Virginia Board of Trustees, governing the newly created university system, and the Board of Directors of the state college system. The Secretary of Education and the Arts will be the executive branch representative charged with coordination of public education and higher education.

The University System includes West Virginia University, West Virginia University at Parkersburg (formerly Parkersburg Community College), Potomac State College of West Virginia University, the West Virginia University School of Medicine, Marshall University, the Marshall University School of Medicine, the University of West Virginia College of Graduate Studies (formerly College of Graduate Studies), and the West Virginia School of Osteopathic Medicine.

The College System includes eight four-year colleges and the community colleges. Community Colleges will be integrated in their vocational/technical education responsibilities with the public school system though only two community colleges, WV Northern and WV Southern are currently identified in the legislation.

The newly created two-system structure for the state's colleges and universities would, most authorities agree, help direct higher education in West Virginia toward a level of increased efficiency and quality. The legislation, which goes into effect on July 1, 1989, combined with increased revenues from a tax package also passed this year, has convinced analysts that substantial progress in state higher education is forthcoming.

MARYLAND COMMUNITY COLLEGE RESEARCH GROUP

The Maryland Community College Research Group (MCCRG) held a successful summer retreat July 10-11 at Mears Great Oak Landing on Fairlee Creek. Between sumptuous feasts of Chesapeake Bay seafood, the group heard a keynote address on Maryland's new accountability law, discussed ways to use student outcomes data for accountability purposes, and saw a demonstration of a micro-based management analytical database. Contributed papers addressed remedial education evaluation, general education assessment, and calculation of a community college student success rate. The group also had a raucous discussion about the new Guaranteed Student Loan regulations, apparently the latest in a series of "institutional research full employment acts".

ALAIR MEETS IN BIRMINGHAM

In April, members of Alabama Association for Institutional Research convened on the campus of the University of Alabama at Birmingham for the group's third annual conference. The theme of the meeting was Developing the Institutional Research Office: A Nuts and Bolts Approach. The 81 participants attended workshops on fact book development, tracking transfer students, and roundtable discussions where conferencees were able to exchange information on computer packages and talk with colleagues about any problems or issues relevant to their offices. **DR. JIM MONTGOMERY** of Virginia Tech addressed the general/neutral session sharing practical advice with newcomers to IR and valuable insights and information with experienced researchers. Next spring, Auburn University will host the conference.

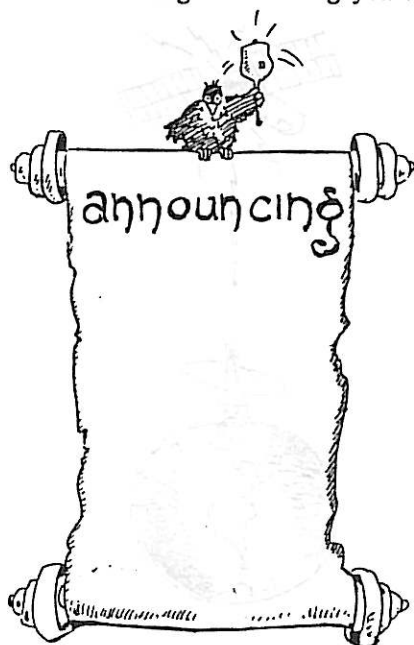


SACCR HOLDS ANNUAL MEETING AT CALLAWAY GARDENS

The Southeastern Association for Community College Research held its Annual Meeting at Callaway Gardens, Pine Mountain, Georgia, August 7-9. **GARY HANSON**, coordinator of Research for Admissions at the University of Texas at Austin presented the keynote address on "Recent Trends and New Directions in Student Outcomes Assessment". His presentation focused on three areas: (1) Pressing Assessment Issues Today, (2) Characteristics of Effective Assessment and (3) New Directions into Future Trends in Assessment.

In addition to several Contributed paper sessions the program also included a panel session by four Community College Presidents and Vice Presidents. There was also a panel session by representatives of State Councils from Georgia, South Carolina and Kentucky. **ROBERT SULLINS**, Vice President for Education and Student Services at St. Petersburg Community College presented the address at the awards luncheon for the second consecutive year. **EARL KOCHER**, Director of Institutional Research at Mountain Empire Community College and Program Chairman for this year's meeting is the New President of SACCR. **BERMAN JOHNSON**, Vice President for Research and Planning at Dekolt Technical Institute was chosen President Elect. **BEVERLY DALY**, was re-elected Treasurer. As the result of a Constitutional change the office of Secretary/Treasurer was split and **HARRIOTT CALHOUN** was elected Secretary.

The theme for the conference was "Institutional Effectiveness: Assessing Teaching and Learning Outcomes". Over 100 community college professionals attended the meeting, which was the highest ever for the annual meeting. **PRESIDENT KOCHER** will appoint several task forces to work toward developing greater visibility of the organization during the coming year.



NORTH TEXAS COMMUNITY COLLEGE RESEARCH GROUP FORMED

The brand new North Texas Community/Junior College Consortium (NTCCC) Research Committee held its first meeting on September 8, at North Texas University. The consortium is composed of nine area institutions, including Collin County Community College District, Cooke County College, Dallas County Community College District, Grayson County College, Kilgore College, Navarro College, Paris Junior College, Trinity Valley Community College, and Weatherford College.

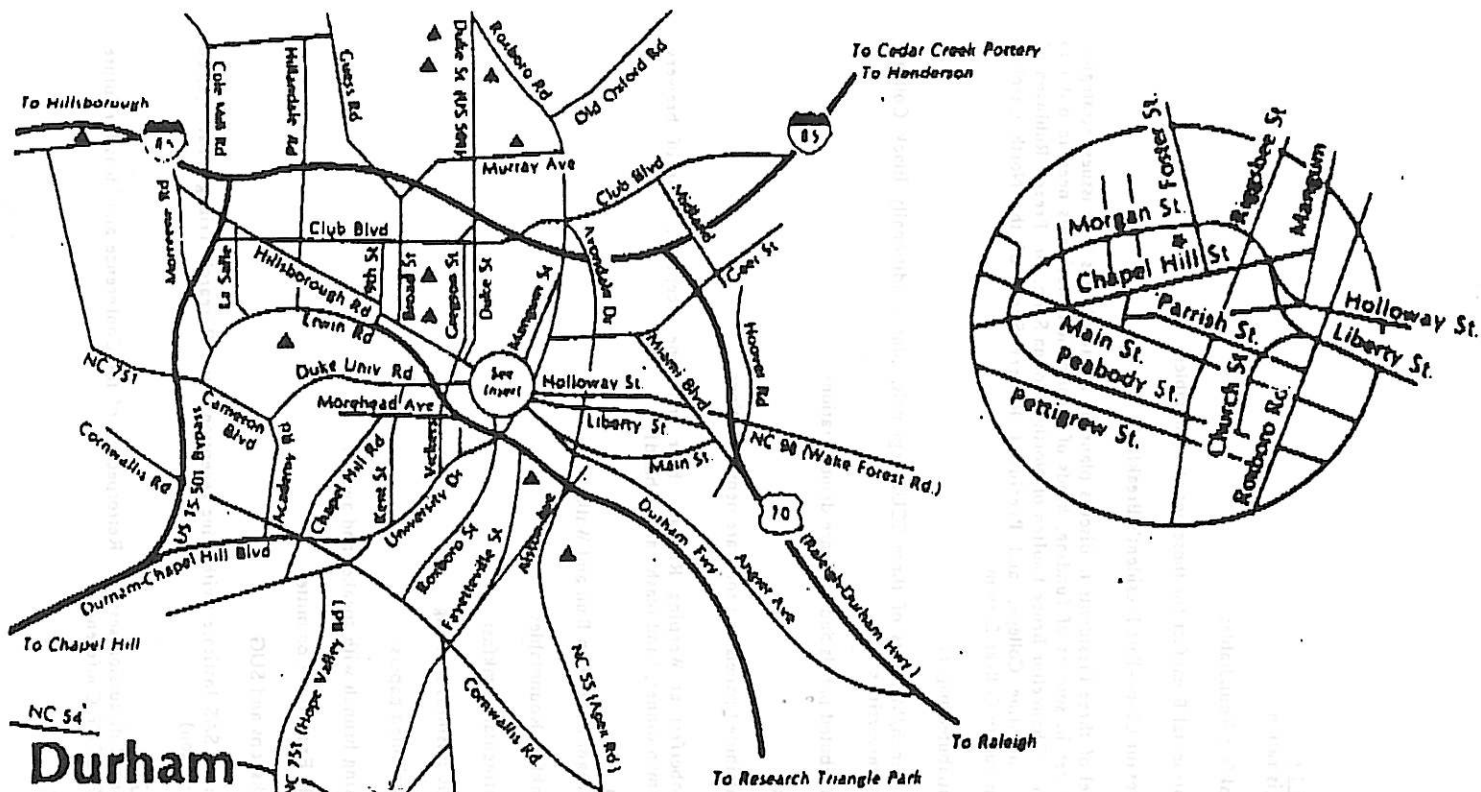
Newly elected officers are Chairman, Gerry Perkus, Director of Institutional Research at Collin County Community College, and Secretary, Ann Waggoman, Director of the Development Studies Center at Cooke County College. The first research project of the new committee will be to investigate the "Effectiveness of NTCCC Development Education Programs".

OTHER NEWS

RUTH ANN COOK, associate Director of Institutional Research at Appalachian State University in Boone, N.C., has left the mountains to become Faculty Salary Administrator in the Office of the Vice Chancellor for Academic Affairs at the University of North Carolina at Greensboro. Good luck to **RUTH ANN** and to **BOBBY SHARPE** in replacing her. **RUTH ANN** promises to remain active in SAIR, AIR, and NCAIR where she is Immediate Past President.

With respect to the Baltimore AIR Forum this past spring, SAIR congratulates two of its own for putting on such a fine show for the over 1100 participants. **RICH HOWARD** from North Carolina State University served as Forum Chair and **MARILYN BROWN** from the University of Maryland did an outstanding job as Local Arrangements Chair. Well done, **RICH** and **MARILYN**!

Make plans now to attend the AIR Forum in May 1990 which will be held for the second straight year in a SAIR city - Louisville, Kentucky. And, for the second straight year, two SAIR members will head up the effort. **ED DELANEY** from George Mason University is the Forum Chair and **DAVID SENN** from the University of Louisville is Local Arrangements Chair. Come to Louisville, May 13-16 for the 30th Forum.



DIRECTIONS TO THE OMNI DURHAM HOTEL

From I-85 North take Downtown exit.

Approximately 2 miles, turn right at (city) Loop. Omni Durham Hotel 2 blocks on left.

From I-85 South take Downtown exit.

Approximately 2 miles, turn right (city) Loop. Omni Durham Hotel 2 blocks on left.

From I-40 East take Durham Freeway west to Duke Street.

Exit. Turn right at first light. Omni Durham Hotel 3 blocks on left.

From I-40 West take I-85 North to Downtown exit.

See above: I-85 North directions.

From 15-501 South take I-85 North to Downtown exit.

See above: I-85 North directions.

From NC 55 South take Durham Freeway west to Duke Street.

Exit. Turn right at first light. Omni Durham Hotel 3 blocks on left.

1989 SAIR/SCUP CONFERENCE
Hosted by the Institute on Desegregation

Wednesday, October 18
8:00-6:00 Registration

8:30-12:30 Workshops

8:45-12:00 Tour of Durham Technical Community College, North Carolina Central University, and Duke University (\$3.00 per person)

11:00-1:00 SAIR Executive Meeting

1:00-2:00 SCUP Regional Representatives and SAIR Executive Committee

2:00-5:00 Resource Fair:

Consultant's Corner
Software Sharing
Posted Papers
Great Graphs
Planning Document Display
Fact Book Booth
Professional Support and Affiliate Organizations

4:30-5:15 State SIG's

5:00-6:00 Newcomers Reception

6:00-7:00 Welcome, Keynote Speaker--Representative Dan Blue of the North Carolina General Assembly

7:00-8:00 Presidential Reception at the Durham Arts Center

Thursday, October 19
7:30-12:00 Registration

7:30-8:45 Breakfast Roundtables

Continental Breakfast for those not at roundtables

Dinosaur Club--Past President's Breakfast

9:00-11:00 Panel of three Presidents to discuss planning for the 1990's (key issues, strategies, changes in sources of funding, kinds of information presidents need in order to plan)--Chancellor Bruce Poulton of North Carolina State, Dr. Prezell Robinson of St. Augustine College, and President Robert Scott of the North Carolina Community College System.

11:15-12:00 Contributed papers

12:00-1:30 Box lunch/Meetings of three SCUP regionals, plus Traditionally Black Colleges and Universities

1:45-3:15 Contributed panels and software demonstrations

3:15-3:45 Break

3:45-5:15 Contributed panels and software demonstrations

7:30-10:00 Oktoberfest at Weeping Radish: beer and wine reception, tour of brewery, German dinner, band (cash bar for band)

Friday, October 20

7:30-8:00 "Durham Bulls" Fun Run and Walk

7:30-8:45 Breakfast Roundtables

Continental Breakfast

9:00-10:00 SAIR Business Meeting

10:15-11:00 Contributed papers

11:15-12:45 Closing brunch with speaker and awards

1:00-4:00 SAIR Executive Committee

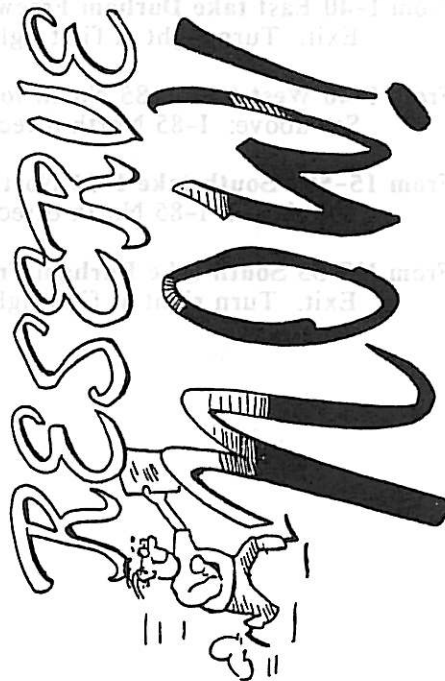
1:00-5:00 Workshops and SUG

1:30-5:00 Tour of SAS Institute (with wine reception) and Research Triangle Park (\$3.00 per person)

Saturday, October 21

9:00-11:00 Informal discussion session: Retrospective of the Conference and ideas for future SAIR/SCUP Conferences.

9:00- ? SUG



SOME MUSINGS FROM TBCU

Save for the usual unpredictable snafu or two, the 29th Annual Forum held in Baltimore was again on most counts just another one of those memorable occasions (yawn), and **MARILYN BROWN** and the LAC, in its entirety, should feel pleased with having pulled off a stellar accomplishment. Phoenix was doubtless beyond the pocketbook to too many Eastern TBCUers in '88, so perhaps the most gladdening part of AIR/Baltimore to me was the sight of old, new, and potential TBCUers scurrying from one intra/inter hotel meeting place and concurrent session to another as either dispensers or recipients of empirical or theoretical knowledge deemed useful to institutional researchers, planners, and/or assessors.

I was similarly pleased with the nearly overflow attendance at the TBCU:SIG to witness the presentation of the first Most Outstanding Workaholic Plaque to **CAROL S. HOLLINS** in partial recognition of her vote-getting prowess, her personal hectic forum schedule, and for being such a pleasant personality. (Hindsight requires me to say that perhaps a more practical and utilitarian prize for **CAROL** would have been a pair of roller skates to facilitate meeting her many commitments between the Omni Inner Harbor and Lord Baltimore Hotels). Other goodies at the meeting included the distribution of leftover copies of presentations by **NELLIE HARDY**, **BRENDA RODGERS**, and **LINDA PRATT**, the presentation of a progress report by **ANSLEY A. ABRAHAM** of a perennial SREB study on The White Presence on the Black Campus, and an encapsulation of a Table Topic presentation "Evaluating Remedial/Developmental Programs" by **NATHANIEL PUGH, JR.**

The most stunning news of the 29th Annual Forum, by far, was the May 1 Morning AIR announcement that **JEAN CHULAK** was going to call it quits. A universal, or at the very least, a two-hotel sigh of relief was heard upon reading more than the traumatizing headline that the quitting time had been softened or would not go into effect until 1991. It is this kind of charity and considerateness that has characterized **JEAN'S** tenure with AIR. TBCU wishes her well in her remaining days with AIR and in all the remaining time thereafter.

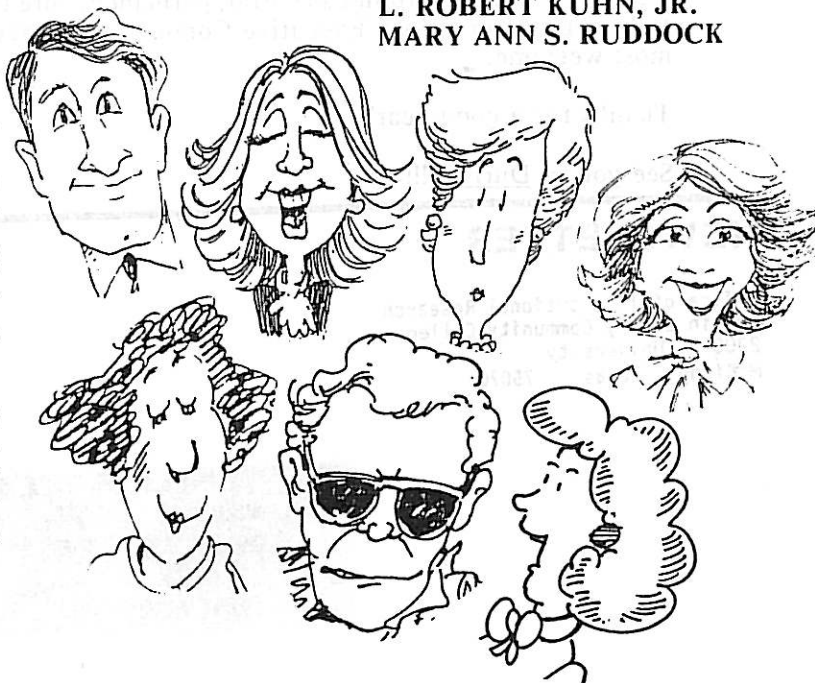
Since AIR/Baltimore, I've met with The Institute on Desegregation (NCCU), one of the co-sponsoring agencies of SAIR/Durham. After settling or offering a tentative solution to as many provincial LAC problems as we possibly could, we

had lunch at the Weeping Radish, where one of the specialties of the house is its-made-on-the-spot-German lager/beer. And in my usual "involvement" spiel I would like to remind my readers that North Carolina Central University is the origination institution of the Institute on Desegregation and as such I would like for each TBCUer to come prepared to make a presentation on some aspect of the desegregation question. The two-fold plan that I propose to make every TBCUer a presenter is to first encourage the submittal of one or more contributed papers to the appropriate committee(s) and second, if perchance something goes awry with the first and preferred alternative, I propose to offer the TBCU:SIG time slot as a last-chance and perhaps more empathetic alternative to TBCU presenters.

A last and perhaps best word about SAIR/Durham even beyond the proposed tours of Duke, North Carolina State, North Carolina Central, SAX, a galaxy of renown speakers, an art gallery and unfamiliar cuisine like weinerschnitzels, is that unlike the Omni in Baltimore, the security system at the Omni in Durham will be the old fashioned turnkey variety rather than those irritating I-hope-I-can-make-it-open-this-time sleight of hand new-fangled cards.

1988/89 SAIR OFFICERS

PRESIDENT	TIMOTHY R. SANFORD
PRESIDENT ELECT	MARY M. SAPP
PAST PRESIDENT	KAY STAUB
SECRETARY	CAROL KAYLA
TREASURER	MARSHA MOSS
MEMBERS-AT-LARGE:	
	L. ROBERT KUHN, JR.
	MARY ANN S. RUDDOCK



SAIR MEMBERSHIP APPLICATION/October 1989 to October 1990

Please pass this form on to an interested colleague.
The completed form and check should be mailed to:
SAIR/Ms. Martha 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 MESSAGE

Summer is waning and the new academic year is upon us as all SAIR/SCUP eyes turn toward Durham and our 1989 Annual Conference. President-Elect and Program Chair, **MARY SAPP**, has done a great job with her committee putting together an excellent program which will interest, challenge, and even amuse you. **BEVERLY JONES** and her "cast-of-thousands" local arrangements committee are rolling out the red carpet for you and will show you some of the finest hospitality ever seen by our organizations. I heartily encourage you to finalize your plans to come to Durham from October 18-20; you won't be disappointed!

As I pen my last message to you as President, let me share a personal comment with you as well as one on the broader future of SAIR. First, being your president has been an honor beyond what I expected. Believe me, though, it is not the "extensive perks" that make the office great. Rather, the most positive aspect has been seeing how vital a professional organization SAIR is and how well respected it is in IR circles around the world. As the principal representative of SAIR for the past year, the reputation of our group has been a wonderful cloak to have around my shoulders. I thank you for electing me to this office but even more so do I thank you, as members, for continuing to make SAIR the First-rate, achieving organization that it is.

Second, let me address the future of SAIR from an administrative perspective. The time has come, as **BOB KUHN'S** committee has alerted us, for SAIR to consider some means of perpetuating itself from year to year without continuing to depend as heavily on the good nature of our volunteer members. As SAIR has grown in membership, program, budget, and ambition, we have been fortunate to have talented and hard-working members ready to assume whatever tasks arose and perform them with dispatch. While we have not run out of ready volunteers, the burdens have become greater and some hesitation to assume such burdens has begun to be apparent. The challenge to SAIR is to structure the organization in such a way as to continue the strong involvement by its members but build around a central, permanent core that handles the daily details that are beginning to be a problem. Your Executive Committee is discussing various options now but your ideas are most welcome.

Thanks for a good year!

See you in Durham!!!

NEWSLETTER

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