



Southern AIR

NEWSLETTER OF THE SOUTHERN ASSOCIATION OF INSTITUTIONAL RESEARCH

DURHAM CONFERENCE BIG SUCCESS!!! NEXT YEAR: FORT LAUDERDALE

Durham's population swelled the week of October 18 as conference-goers from all over the South converged for the largest SAIR/SCUP Conference ever. This year's conference reached record levels of attendance, with 300 registered and over 120 on the program. Conference-goers were kept busy with 8 workshops, 10 panel presentations, 12 paper presentations, 14 breakfast roundtables, and numerous meetings as well as a wide variety of special events.

The conference officially opened with two plenary events. On Wednesday evening, **REPRESENTATIVE DAN BLUE** of the North Carolina General Assembly spoke on planning the 1990's and beyond. Then, on Thursday morning, a panel of three presidents shared their perspectives on planning, including issues, strategies, changes in resources, and the kinds of information needed by the CEO.

TIM SANFORD, SAIR president and moderator of the panel, did a commendable job in keeping the session moving along.

On Wednesday afternoon, over one hundred conference-goers browsed through the Resource Fair, one of the new highlights of this year's conference. They consulted with consultants; received tips on how to get the most from software packages; peered at posted papers; admired graphs, most important, were eligible for **DOOR PRIZE** tickets. Those who arrived early (real early) also gobbled up **FREE** demonstrator diskettes from FoxBase, Harvard Graphics, Office Writer, and SPSS.

Another new addition this year was the Software Demonstrations on Thursday afternoon

that provided some of our more "techie" participants with an opportunity to hear from their colleagues the relative merits of various spreadsheet, graphics, and integrated software packages.

Participants enjoyed the Presidential reception on Wednesday evening in the elegant Durham Arts Center. The Oktoberfest on Thursday evening offered a change of pace with beer, German fare, and dancing afterwards. Friday morning began with an early Bull Durham fun run and walk for hardy souls willing to go the distance and ended with a tour and wine reception at the SAS Institute.

On Friday, after a light-hearted examination of "means" presented by our own **JIM MONTGOMERY** and our "adopted" **JEFFREY HOLMES**, the luncheon-goers ended their conference by scrambling for door prizes (everything from T-shirts to mugs to a room at the OMNI Hotel). We even took the sweatshirt off of **BILL FENDLEY'S** back.

We owe a special thanks for the success of this year's conference to our host: the Institute on Desegregation, and our sponsors: BASS Institute, Burroughs Wellcome Co., IBM, Liggett & Myers, NCAIR, NCCU Interdisciplinary Program in Information Sciences, Northern Telecom, and SAS Institute.

Next year's conference and local arrangements committees are already hard at work planning activities to educate and entertain you in Fort Lauderdale; so start making your plans to come to Florida!

STATE AND REGIONAL NEWS

RMAIR\MOUNTAIN SCUP

The Annual RMAIR\Mountain SCUP conference was held October 18-20 in Las Vegas, Nevada. Approximately 70 members attended the two-day meeting which included presentations on cohort tracking, campus master planning, executive support systems, and beneficial micro-computer software/techniques. **RICH JACOBS** (Utah State) presented the presidential gavel to **SARA LINDQUIST** (Arizona State) and **KARI COBURN** (UNLV) was elected RMAIR Vice President/President Elect. Many in attendance agreed that the conference program was much more rewarding than their luck gaming on the Las Vegas Strip. The 1990 RMAIR/MSCUP conference will be held in Missoula, Montana.

TAIR MEETS FEB 7-9 1990

The Texas Association for Institutional Research will hold its 12th annual conference in San Antonio, February 7-9, at La Mansion Del Rio on the Riverwalk. The conference theme will be "Diversity in the Profession: Challenges and Opportunities for Institutional Research." For more information contact **TODD S. HUTTON**, Assistant to the President, Austin College at Sherman, TX.

SCUP FACILITIES PLANNING WORKSHOP

Use of Technology & Facility Planning

A two-day workshop will be held on February 8 and 9 in Nashville, Tennessee covering technology and facility planning. **KREON CYROS**, the Director of the Office of Facility Management Systems at MIT will be the keynote speaker. The workshop will begin at 1:30 on Thursday, February 8. On Friday, February 9 there will be breakout sessions covering topics such as integrating academic programming with facilities planning, proper project planning, budgetary aspects of facility planning and energy management systems. This is the second year in which the SCUP southern regions have sponsored a facilities conference. Last year's conference was attended by over 60 individuals and this year's conference promises to be even bigger and better. The conference will take place at the Stouffer Nashville Hotel. Room rates are \$79 per night and the conference fee of \$50 (\$40

for SCUP members) will include a reception on Thursday night, a continental breakfast and all breaks. The Stouffer Nashville Hotel is located in downtown Nashville with direct access to the new Church Street Center and is near the warehouse district. The program will conclude Friday afternoon with an optional architectural tour of Nashville including the Hermitage and Second Avenue Warehouse district.

For additional information contact **DR. GLENNA BROWN**, Director of Program Planning, University of Alabama at Birmingham, University Station -- CBSB 212, Birmingham, Alabama 35294, 205/934-2090.

VAMAP MEETS IN ROANOKE

On November 16th and 17th, the Virginia Association for Management Analysis and Planning (VAMAP) held its 1989 Annual Meeting at the Sheraton Airport Inn in Roanoke, Virginia. The ninety-eight participants (a VAMAP record) came from a broad spectrum of private colleges, community colleges, and four-year public institutions in the Commonwealth. They attended sixteen sessions and nine round-table discussions, covering topics in the areas of budget, institutional research, planning, and student assessment.

The highlight of the conference was the keynote address delivered by the **HONORABLE JOAN JONES**, who is the chairmen of both the Council of Higher Education for Virginia and Virginia's Commission in the University of the 21st Century. She talked about the thinking behind the Commission's final report, which had been released the previous day. Reactions to her talk were provided by an executive panel of two college presidents and one provost.

At the annual business meeting, the following officers for 1990 were elected: **MARK MIXNER** of Radford University, President; **MARTHA SMITH** of Old Dominion University, Secretary-Treasurer; and **TOM DANELY** of William and Mary, Program Chair. Rounding out the 1990 Executive Committee are: **RALPH BRASURE** of Liberty University, Past President; **GEOFFREY HICKS** of Randolph-Macon College, representing private colleges and universities; **BRUCE BARTEK** of J. Sargeant Reynolds Community College, representing community

colleges; **COLETTE COPONE** of the University of Virginia, representing budget officers; and **VICTOR BORDEN** of George Mason University, representing institutional researchers.

SAMPLE SENIOR SURVEYS NEEDED

West Virginia University is currently in the process of reviewing its "Graduating Senior Survey." The purpose of this survey is to: 1) obtain student assessments of their college experience, academic program, facilities and the like; and, 2) obtain information on future plans of the graduating seniors.

If your institution conducts a similar survey, I would greatly appreciate receiving a copy of your instrument. Please send a copy to:

DR. KATHLEEN BISSENETTE
Institutional Analysis and Planning
West Virginia University
303 Glennock Hall
Morgantown, West Virginia 26506

SOME MUSINGS FROM TBCU

Of late a question that comes to mind at the conclusion of each SAIR/SCUP is whether the peak of excellence can ever be reached? I suppose that the most hopeful and realistic answer to this question is an emphatic NO. The most troubling aspect of this response to me is that why in the light of this truism do I still feel sorry for **MANTHA MEHALLIS** and the FORT LAUDERDALE crowd? Perhaps the most obvious reason is that unfortunately FORT LAUDERDALE follows on the heels of the most meticulously planned program that SAIR/SCUP has offered to date. When one takes into consideration the quality and craftsmanship that went into making of DURHAM SAIR/SCUP, inclusive of but not limited to the workshops, the panels, the speakers, the meals, the tours, and the entertainments, I can easily see why HUNTSVILLE quaked at the challenge and tossed in the towel. In sum, **BEVERLY JONES**, the head honcho of The Institute on Desegregation, supporting organizations like the North Carolina Association for Institutional Research, and the Local Arrangements Committee (especially those who live and work within the Research Triangle) are to be commended for an undertaking exceedingly well done. On a less global scale, but in keeping with the

all pervading aura of accomplishment, TBCU did itself proud as well. First off, we were favored with an attendance that exceeded my expectations, and between munches on the goodies contained within a box lunch, TBCU disposed of an arm's length long agenda. Highlights addressed include the following:

OFFICERS ELECTED

TONY WILLIAMS, President;
CHARLIE BROWN, Vice-President; and
MAXINE ALLEN, Secretary-Treasurer.

REINSTITUTION OF DUES - After a hiatus of several years dues were reinstituted but were lowered from \$10 to \$5.

TBCU DIRECTORY - Since the introduction of a TBCU Directory in New Orleans, the directory keeps getting better in appearance, and of even greater importance, in content. Two directories were in evidence at the Durham meeting and it was decided that the best differing features of each should be combined into one. **STEVE BATSON** and **PAMELA STURM** the creators of one of the directories again promised to take care of this particular chore.

PROGRAM GRANT FUNDING - The best ideas heard under this heading were advanced by **MAXINE ALLEN** to the accompaniment of **MICHAEL BOATWRIGHT'S** enthusiastic support, was the making of a video recruitment tape. The tape as envisioned would be of two-minute duration, directed to the presidents of TBCU, enjoining them to permit a more viable participation of their IR personnel in SAIR affairs to the benefit of their respective institutions.

CHALLENGE GRANT - Two ideas received in this category were the resurrection of the TBCU NEWSLETTER initiated by **BOB LEWIS** in 1984-85 and the need to put into the hands of each "paid" member a copy of the DIRECTORY.

In the light of all the above and the history of TBCU in ****toto****, the involvement of each and every TBCUer is both welcomed and needed. So in repeat of an old refrain let me encourage you to not be reticent or embarrassed about making your wishes known as to how you may be even more helpful to SAIR/TBCU;SIG
CHARLIE BROWN

1989-90 SAIR OFFICERS

PRESIDENT MARY M. SAPP
RESIDENT ELECT BRENDA ROGERS
PAST PRESIDENT TIMOTHY R. SANFORD
SECRETARY CAROL KAYLA
TREASURER WILLIAM FENDLEY
MEMBERS-AT-LARGE: JOSEPH L. MARKS
 MARY ANN S. RUDDOCK

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1989 CONFERENCE AWARD WINNERS "Best of their class"

Color Graphics: AL BLOOM, Virginia Tech
B & W Graphics: PATRICK SINNOTT,
Tuskegee Univ.
Planning Doc.: FRANK LOVRICK,
Troy State Univ. at Dothan
Fact Books: LORETTA EDELEN,
Austin Community College

CONGRATS!!!!!!

SAIR AT AIR '90

The SAIR Special Interest Group will be meeting at the AIR Forum in Louisville on Monday morning, May 14, 1990, from 7:30-8:45 a.m. All SAIR members are invited to attend!

CALL FOR NOMINATIONS

The Nominating Committee invites all SAIR members to submit nominations for officers of the Association for 1990-91. To be elected are the President-Elect and Program Chair, the Secretary, and one member-at-large as well as five members of the Nominating Committee. Your nominations are seriously requested and all will be considered fully. Please submit by March 1 to:

TIMOTHY R. SANFORD
Institutional Research
CB#3350, 200 Carr Building
UNC-Chapel Hill
Chapel Hill, NC 27599-3350
919/962-3071

STATEMENT OF PRINCIPLES ON STUDENT OUTCOMES ASSESSMENT

A "Statement of Principles On Student Outcomes Assessment" has been developed by the (U.S) National Association of State Universities and Land Grant Colleges Council on Academic Affairs. It summarizes and discusses seven principles for institutions of higher education to follow when addressing outcomes assessment efforts. Though written for state-supported colleges and universities in the U.S., the principles are sound enough to be useful in other kinds of institutions and in other countries.

A copy of the "Statement of Principles" which was developed under the direction of Virginia Tech's Provost, E. Fred Carlisle, can be obtained by dropping a note with your name and mailing address to JOHN A. MUFFO at Virginia Polytechnic Institute.

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DEADLINE for submission of articles for the May edition of SAIR is April 1st. Send items to:

GERRY PERKUS, Dir. Institutional Research
Collin County Community College District
2200 West University, McKinney, Texas
75070

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SAIR AWARDS EXPANDED

Qualifications Described

In Durham, the SAIR Board of Directors voted to expand the number of awards to be offered. In addition to the Conference Best Paper Award and the Outgoing Past President Award, SAIR will offer two special recognition awards: the Outstanding Service Award and the Special Recognition ("Unsung Hero") Award. SAIR will also participate in the AIR Challenge Grant (SAIR will match two \$150 grants) and will award two travel grants for attendance at the next SAIR meeting in Fort Lauderdale.

Outstanding Service Award. A nominee for the Outstanding Service Award must have been a SAIR member for at least five years and not a member of nor a candidate for the Board of Directors during the year he/she is nominated. In addition, the nominee must meet at least two of the following general criteria categories:

- I. Has been a member of the SAIR Board of Directors or a chair of a conference or presidentially appointed committee
- II. Has been an officer of or a recognized leader in the establishment of a state or special interest group which is associated with SAIR
- III. Has made a professional contribution to SAIR by being actively involved in a combination of the following:
 - A. Presented contributed papers at the SAIR conference
 - B. Organized, offered or acted as a primary participant in workshops at the SAIR conference, or workshops sponsored by an affiliated SAIR organization or group
 - C. Contributed in some other specific or significant way which has advanced the professionalization of SAIR

Special Recognition "Unsung Hero" Award. The objective of the SAIR Special Recognition Award is to recognize the ongoing contributions of members to SAIR and the field of institutional

research and planning in the broadest sense. The award is intended to honor those whose initiative and effort might not otherwise receive public recognition. The types of effort to be considered include management assignments, innovative projects or ideas, the development of new initiatives, or other ongoing service to SAIR, other than as an elected officer. The purpose of the exclusion of officers is to encourage initiative in fields other than political office and to ensure that the award does not become an appreciation award to past presidents.

All members of SAIR are eligible to receive the award with the following exceptions:

- I. A person who has previously won the award
- II. Officers of SAIR shall not be eligible for five years after leaving office: an officer is defined as a person who has served as president, secretary or treasurer - if an officer has served in two or more positions, the five year limitation starts with the last office held

Travel Grants. SAIR is inaugurating, for the Fort Lauderdale Conference, the practice of awarding two travel grants. Each grant will consist of \$100 plus waiver of the conference registration fee. The intent of this travel grant is to enable those members relatively new to SAIR an opportunity to attend the annual conference.

NOMINATIONS: Deadline for nominations for the following awards is February 23, 1990:

1. Outstanding Service Award
2. Special Recognition Award ("Unsung Hero")
3. SAIR Travel Grants (2 awarded)

Nominations for the AIR Associated Groups Challenge Grant will be sometime in February. Please be thinking about the SAIR members that you feel deserve this recognition. The awards selection committees will be headed by the designated member-at-large. Help is also needed in manning the selection committees. If you would like to serve on one of these selection committees, please send your name to **MARYANN RUDDOCK, Member-at-Large.**

SREB PUBLICATIONS SUBSCRIPTION SERVICE, 1990

For more than 40 years, the Southern Regional Education Board (SREB)--the nation's first interstate compact for the advancement of education--has been identifying and directing attention to key issues in education; collecting, compiling, and analyzing comparative education data; conducting studies on educational concerns; and publishing reports related to long-range planning, actions, and policy proposals affecting education.

SREB issues approximately 25 reports each year. Some are comprehensive collections of significant data, information, and findings; others are relatively brief, providing highlights on current developments in education. Just a few of the reports planned for release during 1990 include:

- o A report describing educational goals that have been set by individual SREB states and the indicators that have been selected to mark progress toward achieving the goals.
- o The 1990 edition of SREB's biennial Fact Book on Higher Education series.
- o A report, tentatively titled SREB Benchmarks 1990, will describe where each SREB state stands on the indicators of progress identified in SREB's Goals for Education: Challenge 2000 and will establish a base for evaluating progress.
- o Findings of a major SREB study that sought and analyzed information on the attitudes and perceptions of black students enrolled in predominantly white colleges and universities and white students on historically black campuses as well as "control" groups in both types of institutions.
- o Periodic reports during legislative sessions in the SREB states that provide up-to-date information on actions affecting education.
- o An annual listing of postsecondary education studies that have been recently completed or are currently underway in the SREB states.
- o State-by-state comparative reports on faculty salaries, state appropriations for education, and tuition and fees.

To assure that you receive SREB publications, we invite you to participate in the SREB PUBLICATIONS SUBSCRIPTION SERVICE. For the nominal fee of \$50, subscribers will receive automatically a copy of all reports published by the Southern Regional Education Board during the 1990 calendar year. To become a subscriber, please complete the form below and mail it, along with your check for \$50 to the Southern Regional Education Board.

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Southern Regional Education Board			
592 Tenth Street, N.W.			
Atlanta, Georgia 30318-5790			

or

(Thanks to: GARY W. GRAFF, Northern Kentucky University)

Next Thursday, at 4:30 A.M., Halley's Comet will appear over this area.

The Provost tells the deans:

The deans tell the department chairs:

By order of the phenomenal President, at 4:30 A.M. next Thursday, Halley's Comet will appear in our field house with films. In case of rain over the athletic field, the President will give another order, something which happens once every 75 years.

The chairmen tell the faculty:

Next Thursday at 4:30 A.M., the President will appear in the field house with Halley's Comet, something which happens only once every 75 years. If it rains, the President will cancel the comet and order us out to our phenomenal athletic field to view films.

The faculty tell the students:

When it rains next Thursday at 4:30 A.M. over the athletic field, the phenomenal 75 year old President will cancel all classes and appear before the students in the field house with Bill Halley and the Comets. The event will be filmed!!!

[illegible]

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 / BILL FENDLEY, Institutional Planning and Studies

University of Virginia, P.O. Box 9014

Charlottesville, VA 22906-9014

Name _____ Position _____

Institution _____ Telephone _____

Department _____ Regular _____ \$20.00/Student _____ \$5.00

City _____ State _____ Zip _____

A little over a year ago, when I accepted the position of SAIR vice-president and conference chair, I had the opportunity to hear what some of the past presidents had to say about their views on the primary goals and objectives of SAIR. They emphasized that the most important role of SAIR is to provide professional development opportunities for its members, especially the opportunity to make presentations at the SAIR Conference.

I tried to keep this point in mind as we planned the 1989 SAIR/SCUP conference. In addition to increasing opportunities for members to make presentations at the conference, we also strived to provide mechanisms to help improve the quality of presentations. These efforts included the following: 1) a workshop on presentations, 2) the availability at the Resource Fair of a video camera with playback so that participants could practice their presentations, 3) evaluators in the audience for paper and panel presentations to provide feedback to the presenters, 4) a request that panel, as well as paper, presenters provide handouts, and 5) a posted papers display at the Resource Fair that provided participants an opportunity to present partially completed research in an informal setting.

The results of the conference evaluations are in, and the responses have been very positive. I want to express my appreciation to the members of the Conference Committee and the Local Arrangements Committee for all of their hard work in producing such a successful conference.

The upcoming year is going to be an exciting one. Past President **TIM SANFORD** has agreed to chair a committee to finish the review of the by-laws. **JOE MARKS**, SAIR's newly elected member-at-large, will chair a committee to secure tax exempt status for SAIR. **LARRY JONES'** Committee on Professional Accreditation of Institutional Research will finalize its report. The awards committee, chaired by SAIR member-at-large **MARYANN RUDDOCK**, is seeking nominations for some new awards (see article in this newsletter). **BRENDA ROGERS** is already at work planning the next SAIR/SCUP conference in Fort Lauderdale, and **JULIE SNYDER'S** committee is working on the proceedings from the 1989 Conference. **PAMELA STURM'S** Evaluation Committee has finished the conference evaluations--an article summarizing the results will appear in the next newsletter.

On behalf of myself and the other SAIR officers, I'd like to wish you the very best for a happy and productive 1990! Let's keep up the good work!

NEWSLETTER

OFFICE OF INSTITUTIONAL RESEARCH
COLLIN COUNTY COMMUNITY COLLEGE DISTRICT
2200 WEST UNIVERSITY
McKINNEY, TEXAS 75070

RECEIVED

FEB 26 1962

HANNELORE DELBRIDGE
ASST TO DIR
UNIV OF ALABAMA
PO BOX 6255
TUSCALOOSA AL 35487

