



# Southern AIR

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NEWSLETTER OF THE SOUTHERN ASSOCIATION OF INSTITUTIONAL RESEARCH

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## LOUISVILLE AIR FORUM - MAY 13-16

Like the Kentucky Derby, preparation for the Louisville Forum start is moving toward countdown. **ED DELANEY** and **DENNY HENGSTLER** are making a few additions to the program for some hot topics, and **DAVID SENN** is mustering his local hosts to make your Louisville stay a memorable experience.

This year's forum theme, *IR Coming of Age*, attempts to integrate past forum themes as a fitting 30th Anniversary celebration. The Sunday night opening presentation by **ROBERT TAYLOR** on leadership and team building will expand the focus begun in Phoenix while providing a surprising break with opening tradition. **GEORGE KELLER'S** Monday morning session on what the future holds for institutional research will build on the Baltimore theme, while **BOB PACE** and **FRANS VAN VUGHT** will take us *back-to-the-future* on Tuesday morning. And on Wednesday morning **LARRY SHERR**, last year's outstanding speaker, will revisit his appeal for quality in higher education. Of course, the real program remains the more than 200 panels, paper presentations, demonstrations, and special interest group sessions for which the annual AIR Forum has become famous.

Monday night's banquet this year will also be a first...a first rate Kentucky Ball, that is. The Forum Committee is encouraging you to dress up. An old prom gown, outrageous cocktail dress or tuxedo will not be out of place...but neither will be jeans or anything in between. However, do plan to attend in some kind of outfit, as **ED DELANEY** is somewhat chagrined about the "dress optional" statement in the program book.

Moreover, we hope to see most of you at the

SAIR meeting at 7:30 am Monday morning in the Sampson Room of Galt House East at which plans for the October conference in Ft. Lauderdale will be discussed.

**SEE YOU IN LOUISVILLE!!!!**

**EDWARD L. DELANEY**, FORUM CHAIR  
**DENNIS HENGSTLER**, ASSOC. FORUM CHAIR,  
**DAVID SENN**, LOCAL HOSTS CHAIR...for further information contact:  
**JEAN CHULAK**, AIR Office, Florida State University, 314 Stone Building, Tallahassee, FL 32306-3038 ph. 904\644-4470

### 1990 AIR CHALLENGE TRAVEL GRANT AWARDED!!!!

The SAIR Board of Directors is pleased to announce the recipients of the 1990 AIR Challenge Travel Grant. They are:

**JOHN HARRIS**, Virginia Community College System

**MICHAEL V.E. RULISON**, North Carolina State University

Each of these recipients will receive a \$150.00 conference registration waiver for Louisville and a \$150.00 check for travel expenses. We hope the conference will be an enriching and rewarding experience.

DEADLINE for submission of articles for the September edition of SAIR is **August 1st!!!!**  
Send items to: **GERRY PERKUS**, Director,  
Institutional Research  
Collin County Community College District  
2200 West University, McKinney, Texas 75070

## STATE AND REGIONAL NEWS

### 1990 SAIR/SCUP CONFERENCE FORT LAUDERDALE, FLORIDA OCTOBER 10-12

Planning for the 1990 SAIR/SCUP conference is well underway, thanks to the support of many people who are serving on the Conference Planning and Local Arrangements Committees. These committees met on February 23 at the conference hotel, the Fort Lauderdale Marina Marriott, and outlined the conference program. The theme for the conference is "Information for Educational Improvement," and the call for participation was mailed to SAIR and SCUP members during April.

The success of the conference depends on you--our members who are willing to share their knowledge, skills, and experiences with others. A variety of presentation formats offers opportunities for formal paper or panel presentations, informal posted paper sessions and breakfast roundtables, instruction through workshop presentations, and demonstrations of software applications. We are especially pleased that we have a computer laboratory, with rooms of up to 20 work stations each, available for our workshops; therefore, we encourage workshop proposals that provide hands-on experience with computer applications.

Submit your proposals for panels, papers, posted papers, breakfast roundtable sessions, software demonstrations, and workshops by June 1, 1990, to:

**DR. BRENDA H. ROGERS**, Program Chair,  
Office of Research, Evaluation and Planning,  
217 Taylor Education Building  
North Carolina Central University,  
Durham, NC 27707

Though the Program Planning Committee had little time for recreation, a small group undertook the tedious task of conducting qualitative research of the local area the evening prior to the planning meeting. Their report indicates that the Marriott Hotel lounge has dancing and free drinks for the women on Tuesday evening. Two other dance locations

within a short walk of the hotel were also rated as good possibilities for the SAIR\SCUP group. The athletes will enjoy the hotel pool, tennis courts, health club with exercise equipment, whirlpool, and saunas. Others, who would prefer an afternoon of sun at the beach, can take the free hotel shuttle or walk one mile to the strand. Other activities include cruise boats, the intracoastal water taxi, Ocean World/Dolphin Show, and shopping. You will find whatever type of leisure activity you like, all within close proximity of the hotel.

The hotel rates of \$75 per room will apply three days either before or after the conference. Registration material, mailed in August, will include a hotel registration form. Be sure to make your reservations by Sept. 16 to ensure a room at this special rate. Also be sure to preregister by Sept. 21 at a fee of \$80; registrations after that date will require a \$20 late fee.

We're very excited about the 1990 conference and anticipate a full and varied program. Mark your calendar now and begin preparing your proposals! Call Brenda Rogers, Program Chair for the conference, if you have any questions or need information.

### SMALL GRANTS AVAILABLE FOR FULL-TIME GRADUATE STUDENTS 1990 SAIR/SCUP CONFERENCE

The Associated Groups Committee of AIR has awarded SAIR a Program Support Grant in the amount of \$150 to assist in recruiting and supporting full-time graduate students to participate in the 1990 SAIR/SCUP conference in Fort Lauderdale, Florida, October 10-12. Graduate students must submit paper proposals and indicate on the cover page that they would like to apply for the grant. If proposals are accepted, the students would have the registration fee waived and receive \$75 toward travel expenses.

Students must also agree to participate in a mentoring program. Mentors from SAIR will assist the graduate students by providing

constructive feedback both before and after the presentations. The program is intended to encourage graduate students enrolled in programs related to institutional research and planning to be actively involved in professional organizations.

If your institution offers graduate degrees in areas related to institutional research and planning, you can help to advertise the grants and to recruit graduate students in these ways: (1) encourage, through person contacts, graduate students to submit paper proposals and apply for the grants; (2) post copies of this notice on departmental bulletin boards; and (3) ask department chairs to announce the program at faculty meetings and advertise it in other ways. If you need further information or want to volunteer to serve as a mentor in this program, contact:

Brenda H. Rogers  
1990 SAIR/SCUP Program Planning Chair  
Office of Research, Evaluation and Planning  
217 Taylor Education Bldg. Durham, NC  
27707 phone (919) 560-6367

#### COMPUTERIZED STUDENT TRACKING SYSTEM

MISSISSIPPI GULF COAST COMMUNITY COLLEGE plans to have a computerized student tracking system in place by June 30, 1991.

At present we are contacting community/junior colleges like yours in several states to request any information you might share with us if you are planning to install a tracking system or have a tracking system operational.

We are a multi-campus community college with approximately 8,200 students enrolled in credit programs and about 6,000 in non-credit programs.

We feel a computerized tracking system is a necessity because of our growth and in order to properly manage our enrollments. Two of our major concerns are student retention and successful student outcomes.

If you have information in the form of reports, (e.g., an MIS) or other documents related to your plans for, or involvement in, a student

tracking system, we will appreciate receiving them if your policy permits.

At the conclusion of our effort, we will be happy to share results with you.

#### SOME MUSING FROM TBCU

I'm sure that for some TBCUers, et al, the sands of time running out of a two-year hourglass have been excruciatingly slow, but if readers examined the "Chaffee elected vice president - others also chosen" article in the Winter, '88-89 issue of the AIR Newsletter in its entirety, they must be feeling pretty good, because now they know that after a too prolonged absence "TONY" WILLIAMS' tenure on the Executive Board is just about to expire and that he will accordingly make a long awaited physical appearance at the AIR Louisville FORUM.

And, if I may be so bold -- or more correctly, optimistic -- I would hazard to guess that the mere mention of the words "physical appearance" in the above paragraph will be sufficient to spark an upsurge in registration and attendance figures. But let it be quickly said that even though Houston and Durham were endured without his physical presence, TBCU had not been forsaken as "TONY" was ever present in a more important spiritual sense. As a matter of fact, I would say that TBCU -- and this progression and maintenance of status has been accomplished with one hand being virtually tied behind his back. By the "one hand being tied behind his back" I mean doctoral studies at Kansas State University. And again, as was the case in Houston and Durham, I have been made privy to the agenda for AIR Louisville and it's a knockout. As an interest and curiosity whetter: remember all of those grandiose plans that were made in Durham and elsewhere? Well, they're about to come to fruition. So be in Louisville and present at our SIG meeting to hear STEVE BATSON and PAMELLA STURM on TBCU's Personnel Directory; MAXINE ALLEN on a two-minute institutional research video aimed specifically at the presidents of historically black higher education institutions; and NAT PUGH and BRENDA ROGERS on collaborative research.

On the latter point, collaborative research has been around for eons as TBCU president, after-TBCU president and, rank-and-file member after rank-and-file member have argued the benefits of collaborative research. In further press of this particular point some of the oldtimers whose names come more or less immediately to mind who have wished collaborative research upon TBCU are **MALCOLM BARNES, CLINTA BARNES, JIM GUNNEL, BOB LEWIS, and JOHN BAKER**. Some relative newcomers to the TBCU scene who to my mind have pushed the idea of collaborative research most vigorously are again **NAT PUGH** and **BRENDA ROGERS** -- with this all too abysmal historical sketch of TBCU's lack of penchant for and participation in collaborative research, don't you think it is about time for TBCU to go beyond its usual enthusiastic lip service or rhetorical support of collaborative research? If so, then make me a happy man by coming to AIR Louisville with your ideas and especially your determination to enter fully into a collaborative research enterprise with somebody.

Charlie Brown...

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#### AN INTERNATIONAL PLANNING SEMINAR

#### GLOBAL CHANGE: IMPLICATIONS FOR THE FUTURE OF HIGHER EDUCATION

SS St. Andrews University, Scotland  
June 18-22, 1990

This seminar, led by **Professor James L. Morrison**, UNC-Chapel Hill, is designed to provide experience in using techniques of environmental scanning and judgmental forecasting in educational planning. Participants will learn methods to identify and forecast future developments and to derive their implications for planning at the institutional through national levels. The seminar is intended for college and university administrators, higher education officials, and faculty members interested in exploring a futures approach to higher education planning. For conference details call or write:

Global Change & Higher Education Seminar  
Personnel Research, Inc.  
1905 Chapel Hill Road  
Durham, NC 27707 USA  
ph. (919) 463-7534  
Global Change & Higher Education Seminar  
H+E Associates, Ltd  
12a Church Street  
Stiffkey, Near Wells-Next-Sea  
Norfolk NR23 1QJ England  
(328) 75-339

#### BYLAW REVISIONS

The Executive Committee of the Association is nearing completion of a thorough review of the constitution and bylaws of the Association which was prompted by the continuing desire to achieve tax exempt status from the Internal Revenue Service. In addition to those technical changes which will bring the wording of the documents more in line with the expectations of IRS, there are two other changes being proposed of which the SAIR membership should be aware.

First, the number of members-at-large on the Executive Committee is proposed to increase from two to four as was discussed in the business meeting last fall in Durham. The main purpose of this change is to bring more talented members onto the Executive Committee in order to better undertake the new and on-going duties of the Association. The second change is the creation of three new committees which will be headed by a member-at-large. These committees are Professional Development, Publications, and Newcomers and Special Interest Groups.

Additionally, a fourth committee on Mission and Goals will be created from the past presidents and founders of the Association (Dinosaurs' Club) under the direction of the Immediate Past President. The Executive Committee feels that these standing committees will be a significant plus to the Association in continuing the positive improvements made on a more ad hoc basis over recent years.

Comments, criticisms, and suggestions on these proposed changes, which will be voted on next fall in Ft. Lauderdale, should be directed to:



Tim Sanford, Institutional Research  
CB# 3350 200 Carr Building UNC-CH  
Chapel Hill, NC 27599-3350  
(919) 962-3071

A copy of the proposed changes will be sent to all members after the AIR Forum in Louisville with any revisions being reflected in another final mailing over the summer."

#### 1989-90 SAIR OFFICERS

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

#### ANNOUNCEMENT OF SUMMER CONFERENCE

Southeastern Association for Community College Research will be holding its annual conference on July 30, 31, and August 1, in Myrtle Beach, South Carolina at the Beach Cove Hotel. The theme of the conference will be: Emerging Presence of Research and Planning, with the keynote give by: Dr. Gilbert Cuevas of the University of Miami. His topic will be: Role of Classroom Reasearch in Higher Education.

For further information contact:

Dr. Burhman Johnson  
Vice President Planning and Development  
DeKalb Technical Institute  
495 North Indian Creek  
Clarkston, Georgia 30021

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#### NEW AND REINSTATED MEMBERS

SINCE JANUARY 1, 1990

##### ALABAMA - LAVERNE A. FARMER,

Assistant to the President for Management and Budget, Samford University

WILLIAM A. MEEHAN, Associate Vice President for Academic Affairs, Jacksonville State University

JULIA S. ROGERS, Director of Academic Research, University of Montevallo

##### DISTRICT OF COLUMBIA - M. MARGE MACHEN, Survey Operations, National Science Foundation

##### GEORGIA - EDWIN A. RUGG, Vice President for Academic Affairs, Kennesaw State College

BARBARA STEPHENS, Coordinator of Institutional Information, Medical College of Georgia

JACQUELYN STEWART, Coordinator of Institutional Research, Augusta College

ELLEN E. WHITE, Director of Institutional Advancement, Albany State College

PATRICIA DEWITT, Director of Institutional Planning and Research, Shorter College

JERRY W. SHELTON, Director, Institutional Research and Planning, Floyd College

ALICE M. SIMPKINS, Director of Institutional Research, Paine College

##### KENTUCKY - P. EDWARD PRESLER, Registrar/Director of Institutional Research, Midway College

SUSAN C. VAUGHN, Assistant Director of Institutional Research, Berea College

**J. KENNETH WALKER**, Deputy Executive Director for Finance, Kentucky Council on Higher Education

LOUISIANA - **OLEN GRAY**, Director of Institutional Research, Nicholls State University

**CAROL A. JEANDRON**, Director of Institutional Research, St. Bernard Parish Community College

**JAMES W. FIRNBERG**, Higher Education Consultant

**DON H. STEWART**, Executive Vice President, New Orleans Baptist Theological Seminary

MISSISSIPPI - **TIM WARREN**, Assistant Director for Systems Support, University of Mississippi

NORTH CAROLINA - **JAMES F. STEPHENS**, Associate Dean, Academic Affairs\Registrar, St. Andrews Presbyterian College

SOUTH CAROLINA - **CLAUDIA KAY COLEMAN**, Research Assistant, University of South Carolina, System Office

**NANCY COLEMAN**, Director, Institutional Research and Planning, Orangeburg-Calhoun Technical College

**DENNIS J. DULNIAK**, Director of Institutional Research and Records, Lander College

**JERRY NORTON**, Registrar, University of South Carolina at Aiken

**DAVIS POWERS**, Assistant Vice President for Institutional Research, University of South Carolina, System Office

**MICHAEL W. PREUSZ**, Assistant to the Academic Vice President and Dean, Central Wesleyan College

**MYRA L. SMITH**, Research Assistant, University of South Carolina, System Office

**LYNN W. METCALF**, Coordinator of Data and Budget Systems, South Carolina Commission on Higher Education

**SANDRA J. UNDERWOOD**, Director of Planning\Assistant to Vice President for Business and Finance, Clemson University

TENNESSEE - **JOHN T. HEMMETER**, Director of Institutional Research, University of Tennessee, Knoxville

**JULIA M. DUCKWELL**, Director, Institutional Research, Shelby State Community College

TEXAS - **HORACE GRIFFITTS**, Director of Research, Tarrant County Junior College

**VICKI MASON**, Assistant Research Analyst, Tarrant County Junior College

**DAVID PRESTON**, Director, Administrative Computer Services, Brazosport College

**ELDON C. SCHRINER**, Director, Institutional Program Evaluation, University of Texas Health

Science Center at Houston

DENISE WATTS, Special Assistant to the President, Southwest Texas State University

PETER GAWEMDA, Director of Institutional Studies, Pan American University

EUGENE MEYERPETER, Assistant to President for Planning and Institutional Research, St. Mary's University (San Antonio)

MARGARET MORRIS, Director of Institutional Research, Southern Methodist University

WILLIAM C. NYLIN, Executive Vice President for Finance and Operations, Lamar University, Beaumont

VIRGINIA - LEWIS ASKEGAARD, Director of Institutional Research, Mary Baldwin College

REBECCA B. BACON, Institutional Research Administrator, Eastern Virginia Medical School

OSCAR L. PRATER, Vice President for Administrative Services, Hampton University

JOYCE C. JOHNSON, EEO Specialist, University of the District of Columbia

INTRODUCING NEW PERSONNEL: LINDA T. SEELOFF, formerly Director of Institutional Studies at Lehigh University in Pennsylvania, recently joined the staff of the Office of Institutional Planning and Studies at the University of Virginia as Associate Director of Planning. When you meet Linda (possibly at the AIR Forum), give her a big SOUTHERN AIR welcome!

#### RECOMMENDATIONS OF SAIR COMMITTEE TO EXAMINE PROFESSIONAL CERTIFICATION OF INSTITUTIONAL RESEARCHERS

1. Following the 1988 SAIR meeting in Houston, a committee was appointed by President Tim Sanford to examine in more detail proposal to certify institutional researchers as part of a SAIR professional development program and as a proactive response to the SACS criterion to evaluate the institutional research function. After considerable discussion, the committee, chaired by Larry G. Jones of the University of Georgia, did reach a consensus which will move SAIR to the next step in professional development activities.
2. While the committee is not recommending certification at this time, it is recommending the development of a professional development (training) program that would support a certification program down the line if certification were judged to be a viable option in the future.

Rather than leave the formal professional development training program to chance, the committee's recommendation requires that an integrated and carefully consolidated professional development program be constructed and that individuals of institutions (Higher Education Programs) be commissioned to develop the content and materials for the development program and to teach the seminars and workshops.

For more information contact **TIM SANFORD!**

### PRESIDENT'S MESSAGE

The theme for the upcoming AIR Forum, "Coming of Age," could aptly be applied to SAIR. As we begin the 1990's, SAIR is engaging in several activities that demonstrate the maturity of the organization.

First of all, we will be voting on revisions to the SAIR Bylaws at the 1990 business meeting. The rewriting of the Bylaws not only is essential for the organization to achieve tax-free status, but it also reflects the need to broaden the formal support structure for the membership through the proposed addition of two member-at-large positions and the creation of new committees.

Second, a special committee report dealing with professional development proposes that SAIR begin to formalize and systematize the professional development of its members. The exact way in a stage where we can consider developing "a structured, formal professional development program to provide for the knowledge, tools and skills viewed as fundamental to the conduct of instructional research."

Third, the recent creation of the Special Recognition "Unsung Hero Award" and the Outstanding Service Award indicates that our members are contributing to their profession in such a way as to deserve recognition.

Finally, attendance and participation at the annual conference continue to grow. Because the annual conference is what SAIR membership is all about, this is perhaps the best measure of the condition of the organization.

I look forward to seeing you at the SAIR meeting in Louisville on Monday, May 14, at 7:30 a.m., where you'll hear more about what SAIR will be doing in the next decade--and of course in Ft. Lauderdale in October!

#### **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 \_\_\_\_\_

### **NEWSLETTER**

Office of Institutional Research  
Collin County Community College  
2200 W. University  
McKinney, Texas 75070

**WILLIAM FENDLEY**  
**ASSOC. DIRECTOR**  
**UNIV. OF VIRGINIA**  
**P.O. BOX 9014**  
**CHARLOTTESVILLE VA 22906-9014**

