



PRESIDENT'S MESSAGE

by Brenda Rogers

As vice president and conference program chair last year, I had a specific task to accomplish and, with the help of very competent and dependable SAIR and SCUP members, was able to see my year's work come to fruition at the Fort Lauderdale annual meeting. Compared to my previous role, my new job as president requires a more global perspective as I attempt to identify some ways that our organization can be strengthened over the next year. Let me describe some of the major initiatives for the 1990-1991 year.

** Under the leadership of TIM SANFORD and BOB KUHN, the SAIR Articles of Incorporation and the Bylaws were revised. At the annual business meeting these revisions were approved, and we are proceeding with our efforts to gain tax exempt status for the organization. JOE MARKS is working with our accountant to accomplish this goal during the 1990-91 year.

** The Professional Development Committee, newly established, is identifying the content areas to be covered and the strategies to be employed with the intent of becoming more systematic in our approach to the continuing education and training of our members. The committee welcomes your ideas.

** Another concern of mine is how we can better serve the new members of our association. Clearly you new members attend our conference with certain expectations. I would like to know how well we meet these expectations. This information is essential if we are to develop programs that will both attract new members and also retain current members. Once again, your thoughts on this topic will be most helpful. The Newcomers and Special Interest Groups Committee, chaired by JOE MARKS, has been asked to find ways of involving new members in SAIR activities and of facilitating the activities of the state associations and other special interest groups.

** SAIR has a number of new awards that are discussed elsewhere in the newsletter. I urge you to nominate these individuals for the service or special recog-

niton awards. SAIR recognizes the best paper from each conference with an award in our effort to promote high quality papers. Also a number of travel grants are available for our members to attend AIR and SAIR conferences.

** Planning the annual conference is probably the most time-consuming job in our association. TOM BOHANNON is already at work organizing the 1991 conference in Oklahoma City. We depend on you to share your knowledge and skills through paper and panel presentations, workshops, and other formats. Your colleagues are very willing to critique your proposals and written documents prior to presentation, and GERRY PERKUS and PAM STURM have offered an excellent workshop the past two years to assist you in your oral presentations. I encourage you to avail yourself of these opportunities for sharing your work with your colleagues and for improving the quality of your presentations.

** Another concern of mine is improving the administrative functioning of SAIR. As our organization grows and we take on more ongoing activities, we need better ways of maintaining our membership and mailing database. We also need a better filing system so that future officers can retrieve with ease information about the association's past activities. Our Board of Directors is addressing these issues currently.

** Finally we are looking for hosts for the 1992 and 1993 conferences. I have talked to several individuals who are interested in serving on Local Arrangements Committees and hope to see proposals presented to TOM BOHANNON and DON DALEY, our co-chairs of the Site Selection Committee. Yes, it's a lot of work but also very rewarding and a wonderful way to get involved with the association.

Please contact me directly if you have questions or ideas to share regarding any of these areas. With the new committees actively working on these issues, I am confident that SAIR will have a very successful year!

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NCAIR 18th ANNUAL CONFERENCE

The North Carolina Association for Institutional Research announces its 1991 Conference will be held April 3-5 at the Wilmington Hilton in Wilmington NC. The hotel offers exceptional meeting facilities and has just completed a \$6 million renovation. The U.S.S. North Carolina is moored on the shore opposite the hotel. Room rates for the conference are \$69 single or double.

The conference theme will be "NCAIR College". Twelve think-tank sessions will provide you opportunities to examine, discuss, and develop the ideal institutional research office in relation to various operational areas on campus. Campus functions have been placed among the purview of ten "Deans" who will serve as faculty for NCAIR College. Deans will exist for: Institutional Assessment & Accreditation, Curriculum & Instruction, Student Affairs, Information Resources & Technology, Enrollment Management, Academic Affairs, Facilities, College Relations, and Business, Finance & Personnel.

The conference program is being developed to provide conferees ample time to explore Wilmington's Historic District and the numerous sites along Water and Front Streets, all just a walk away. The Cotton Exchange and Chandler's Warf are among the locations offering a variety of unique shops. The Wednesday night dinner outing will be at Roy's Riverboat Landing.

For more information contact:

Dr. Bruce I. Mallette
NCAIR President-Elect
North Carolina State University
(919) 737-2776
email: N741364@NCSUADM

CALL FOR NOMINATIONS: SAIR OFFICERS

The Nominating Committee (KATHY BISSONNETTE, LARRY GRACIE, SUSAN GRIFFITH, JO ANNE LOWE, ROBERT USSERY) invites all SAIR members to submit nominations for officers of the Association to be elected in 1991:

- ** President-Elect AND Program Chair for 1992 Conference
- ** Treasurer
- ** Three members-at-large (one for a one-year term only)
- ** Five members of the Nominating Committee

Your nominations are seriously requested and all will be considered fully. Self nominations are welcome! Please submit by March 1 to:

DR. MARY M. SAPP, Planning & Institutional Research,
University of Miami, Box 249086, CORAL GABLES FL 33124-4222, (305) 284-3856, Fax: (305) 284-4081

SAIR Officers

President	Brenda Rogers	N.C. Central U.
Vice President	Tom Bohannon	Baylor U.
Past President	Mary M. Sapp	U. of Miami
Secretary	Marilyn K. Brown	U. of Maryland
Treasurer	William Fendley	U. of Virginia
Members-at-Large		
	Joseph L. Marks	SREB
	Bobby Sharp	Appalachian State U.

SOUTHERN AIR Co-Editors

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Next Issue - DEADLINE

Please submit material for the Spring (2) issue of SOUTHERN AIR to the editors by 9 April.

Southern Regional Education Board (SREB)

For more than 40 years, the Southern Regional Education Board has identified and directed attention to key issues in education; collecting, compiling, and analyzing comparative education data, and conducting studies on educational concerns. SREB issues about 35 publications each year, from comprehensive reports to concise summaries highlighting new data and current developments.

SREB makes two offers to SAIR members:

Fact Book on Higher Education, 1990

The SREB Fact Book features a wealth of comparative data about higher education for each of the 15 SREB states, as well as regional and national averages. This 16th edition in the biennial series.

More than 70 tables found in the 1990 edition of the SREB Fact Book are also be available on personal computer disk. Some 70 tables can be accessed using Lotus "1-2-3" to analyze or manipulate the data.

paperbound copies of SREB Fact Book on Higher Education 1990 (at \$12.50 per copy). SREB Fact Book disks (at \$25.00 per set). Specify one: Lotus "1-2-3" Version 1 (WKS files) or Version 2 (WK1 files), (5.25" disks).

Special Subscription Service Offer For SAIR Members:

SREB Publications Subscription Service provides you with SREB publications during a calendar year for a single low subscription fee far below the combined cover prices of the publications. \$65 for 1991 publications.

TO ORDER: Send Name, Institution, Mailing address, City, State, Zip and PAYMENT to: SOUTHERN REGIONAL EDUCATION BOARD, 592 Tenth Street, N.W. ATLANTA GA 30318-5790, Phone: 875-9211.

SAIR AWARDS REMINDER

by Bobby Sharp

Qualifications Described

SAIR again will offer two special recognition awards: the Outstanding Service Award and the Special Recognition ("Unsung Hero") Award.

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:

1. Has been a member of the SAIR Board of Directors or a chair of a conference or presidentially appointed committee
2. Has been an officer of or a recognized leader in the establishment of a state or special interest group which is associated with SAIR
3. 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 honors those whose initiative and effort might not otherwise receive public recognition. The contributions to be considered include management assignments, innovative projects or ideas, development of initiatives, or other ongoing service to SAIR, other than as an elected officer. Officers are excluded 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:

1. A person who has previously won the award.
2. Officers of SAIR shall not be eligible for five years after leaving office. Officers include president, secretary or treasurer - For those who have served in two or more positions, the five-year limitation starts with the last office held.

Travel Grants. SAIR will be 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. Application information will be distributed at a later date.

AWARDS NOMINATIONS: Deadline for nominations for the following awards is February 25, 1991.

1. Outstanding Service Award
2. Special Recognition "Unsung Hero" Award

Send nominations to :

Bobby Sharp
Director of Inst'l Research & Member-at-Large,
Appalachian State University
BOONE, NC 28608

BEST 1990 SAIR/SCUP PAPER

Congratulations are due Dr. James O. Nichols and Ms. Lori A. Wolff! Their paper, "The Status of Institutional Effectiveness at Institutions Within the Southern Association of Colleges and Schools: The Extent and Factors Impeding/Facilitating Implementation," was selected by the Publications Committee as the Best Paper from the 1990 SAIR/SCUP Conference in Fort Lauderdale. Jim is Director of University Planning and Institutional Research and Lori is Institutional Research Associate at the University of Mississippi. Their paper will be published in the 1990 Conference Proceedings.

NEW POSITIONS

FAY PARHAM has joined the staff of the Office of Institutional Research at The University of Tennessee at Martin as Senior Computer Systems Specialist. Fay holds BS and MBA degrees from The University of Tennessee, and has worked with the University since 1980. Address: Univ. of Tenn., Office of Academic Affairs, 310 Administration Building, MARTIN, TN 38238-5009.

Starting January 2, 1991, MARYANN S. RUDDOCK became Assistant Director, Office of Institutional Studies, University of Texas at Austin, MAI 202, AUSTIN, TX 78712, moving from her previous position with Office of Planning and Institutional Research at Mississippi Institutions of Higher Learning.

SPECIAL THANKS are extended to GERALD PERKUS for serving as SOUTHERN AIR newsletter editor and to CAROL KAYLA for serving as secretary, each for the past three years, and to MARYANN RUDDOCK for serving as Member-at-Large and convenor of the Awards Committee for the past two years.

INFORMATION REQUESTED --- EMPLOYER SURVEY

GLADYS GRAVES at Shaw University is seeking samples of instruments used in surveying employers of graduates of 2- and 4-year colleges (A.A. and B.A./B.S. degrees) to learn their impressions of the graduates they have hired and of the institution.

Send to her, Dir. of Institutional Research,
Shaw University, 118 E. South St.,
RALEIGH NC 27611,
FAX: 919/566-8301, TEL: 919/546-8262.

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Kentucky AIR

by Brian Daly <COUBD@UKCC.UKY.EDU>

Kentucky AIR met on Sept 21 and charted its course for 1991. Gary Graff of Northern Kentucky University was elected president, Jeanne Osbourne of Morehead State was named vice president and program chair, and Ed Pressler from Midway College was elected secretary/treasurer. Plans are to conduct a February workshop on the state's comprehensive database. Jeane Osbourne can be contacted for further information (606-783-2221).

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CORRECTION

Karlease Clark at Texas A&M wants you to know that Dr. Robert D. Pritchard, Dir., Indust. & Organiz. Psych. Prgm. is coauthor with her of the paper she presented in Fort Lauderdale: "Evaluating and Improving Teacher Effectiveness Using the Productivity and Measurement and Enhancement System (ProMES)." Contact her if you want an updated copy. Off. of Plan. & Inst. Anal., Texas A&M, College Sta. TX 77843-1244.

NEW IR OFFICE

MARY CHARLOTTE McCALL at Columbia Theological Seminary would like to receive information that will help in establishing an institutional research and planning office. Specifically: job descriptions for staff and director and responsibilities of the office would be helpful.

Send information to: Ms. Mary Charlotte McCall, Assistant to the Dean, Columbia Theological Seminary, 701 Columbia Drive, DECATUR, GA 30030.

[You might wish to refer to "Organizing Effective Inst'l Res. Office," Jennifer B. Presley, ed. New Directions for Inst'l Res. No. 66, Jossey-Bass, Inc. --- Eds.]

SOME MUSINGS FROM TBCU

by Charlie Brown

For you who have followed the saga of TBCU's search for a new columnist and are surprised that the by-line of MUSINGS is still the same, you are deserving of some kind of explanation. Well, the truth of the matter is that there was such a show of eagerness on the part of the applicants to be TBCU's new columnist that to have said "Yes" to either one of the applicants would have provoked a flood of tears -- and, in that there was water enough already in Fort Lauderdale, the most prudent escape route for me to take under these circumstances was to continue as MUSINGS columnist myself.

As continuing columnist and as is my usual wont following a conference or forum, I wish to salute MARY SAPP, et al., for a conference well worth attending from its opening workshops and address by Robert McCabe to its Awards Luncheon and closing address by CAMERON FINCHER. The very last activities held on Saturday after most of us were already at home were a Wrap-up Discussion and the second of two Southern University Group (SUG) meetings. Incidentally SUG may be excused for a bit of prideful praising because, what is now the humongous SAIR (formerly SCIR) is the brainchild of its parenting body SUG.

Even though the most recognizable name on the program was that of Arthur Ashe, celebrity ASHE and co-author Kip Branch of "History of the Afro-American Athlete in America" were "no-shows". But, not to worry, because "Exploring the Education of the Black Athlete" fashioned by BEVERLY JONES was nonetheless made a rewarding experience by Junious "Jay" Davis, a long-time student of the black athlete on college and university campuses. Following a thoughtful presentation, "Jay's" conclusion was a challenge not only to Ashe and Branch, but to all of us that the Ashe/Branch study should in a larger and more correct sense serve as a threshold or harbinger to the study of the entire gamut of problems that especially afflict blacks at major universities.

The two main items on the agenda of the TBCU:SIG meeting were: 1) the third edition of The TBCU Personnel Directory, prepared by PAMELA STURM; and 2) a sneak preview of a very professionally done recruitment videotape by MICHAEL BOATWRIGHT and the whole of the Norfolk State University gang. I keep telling you, and I say again, that this recruitment video is going to serve as the prototype of recruitment not only for TBCU but for AIR/SAIR as well. A primary reason I can make the foregoing assertion is that the video presentation passed the muster of an audience of nit-pickers and a motley collection of reviewers who signaled a thumbs-up on its production and content. Prior to distribution the video will be presented once again in San Francisco. So be there to put in your two-cents-worth.

One other bright spot on the SAIR/Fort Lauderdale meeting reminded me that all of my cajoling and preachments for more active participation is being heeded. The evidence of this is the upward of 20+ TBCU/Institute on Desegregation names were on the program. Ranging from "A" for ANSLEY ABRAHAM & MAXINE ALLEN and "Z" for TEW-ELDE ZEROM. Norfolk State University with four, had the largest number of participants.

I can't conclude this column without again expressing my thanks and appreciation for being among the first recipients of the JAMES R. MONTGOMERY Outstanding Service Award. I consider that ole "Jim" has made of himself "a legend in his own time" in IR and Planning circles. As he now ventures into a new profession, I'm sure that he's going to prove to be the real-life personification of "Matlock" ...or without saying that of the nine participants in the Round Robin Tennis Tournament where I finished third, which is not bad for a seventy-year-old geezer; but more importantly, I want to put in a plug for a more tangible prize for the winners of tennis, jogging, etc., competitions. Just imagine, if you will, ROSS GRIFFITH in his dotage, fondling his trophy and reminiscing as to how he served and volleyed his way to the SAIR/Fort Lauderdale Open Championship.

Virginia Association for Management Analysis and Planning Annual Fall Meeting

by Martha A. Smith <MAS100U@ODUVM.BITNET>

Approximately 80 people attended the annual fall meeting of the Virginia Association for Management Analysis and Planning (VAMAP) held at the Williamsburg Hilton on November 8 and 9, 1990. The College of William and Mary acted as host institution for the event.

The keynote address on "The Economic Outlook for Virginia Higher Education in the 90's" was presented by Dr. Roy L. Pearson, Director of the Bureau of Business Research at the College of William and Mary and Member of the Governor's Council of Economic Advisors.

The President's Forum was presented by Dr. John T. Casten, III, President, the University of Virginia and Dr. Robert G. Templin, Jr., President of Thomas Nelson Community College. Their discussion centered on the current economic status of the Commonwealth and the implications on planning for higher education.

Concurrent session topics included: effective state governmental relations, current legislative concerns relating to higher education, integrating information technologies, environmental scanning and strategic planning, and student cohort tracking.

New officers were elected at the annual business meeting. Tom Daley of the College of William and Mary was elected President. Collette Capone of the University of Virginia was elected Program Chair, and Glenda Ridgely of James Madison University was elected Secretary-Treasurer.

The fall 1991 meeting will be hosted by the University of Virginia in Charlottesville.

1991 SAIR conference

by Tom Bohannon, Program Planning Chair
<BOHANNONT@BAYLOR.BITNET>

Reserve the dates October 6 through October 8, 1991, for the SAIR/MIDAIR/SCUP Conference in Oklahoma City. (That's Sunday through Tuesday.) The conference will be held at the Hilton West which is conveniently located near the airport. Murriel Giliam, Chair of the Local Arrangements Committee and his committee members are already making plans for you to have an exciting and casual visit to Oklahoma City. An evening with dinner and entertainment at the Cowboy Hall of Fame is already scheduled. Make plans now for the 1991 SAIR/MIDAIR/SCUP Conference in Oklahoma City.

AWARDS AND SPECIAL RECOGNITIONS

by Brenda Rogers

The 1990 SAIR/SCUP conference closed with an awards luncheon honoring several members for their service and professional contributions.

The Outstanding Service Award was named in honor of James R. Montgomery, who was then recognized as the first person to receive the award. Charles Brown and Glynton Smith also received this award for their many contributions to SAIR.

The Special Recognition Award (previously known as the Unsung Hero Award) was presented to Bruce Mallette for his work on athletic issues and to Gene Buckley for carrying out the Arkansas Administrative Salary Survey.

Craig Clagett received the Outstanding Paper Award for "The Presentation and Interpretation of Data to Management," which he presented at the 1989 SAIR/SCUP Conference in Durham, NC.

Lea Lehman of Baylor University and Gordon W. Waugh of the University of South Florida were recognized as recipients of the graduate student travel grants to attend and present papers at the SAIR/SCUP conference.

MEMBERSHIP APPLICATION

se use or pass this form on to an interested colleague. The
ompleted form and check should be mailed to:
Fendley / SAIR, Institutional Planning and Studies
ersity of Virginia, Box 9014, CHARLOTTESVILLE VA 22906-9014

SAIR MEMBERSHIP APPLICATION/OCTOBER 1990 TO OCTOBER 1991

City _____
State _____ Zip _____
Telephone _____
email _____
FAX _____
MR./MRS./MS. (circle one)

ire to specify a membership type:

MEMBERSHIP TYPE (check one):
[] GRADUATE STUDENT* (\$10.00) [] REGULAR (\$20.00)
[] EMERITUS** (\$0)

to be eligible for graduate student membership, a person must
be actively pursuing a graduate degree and must not be em-
ployed full-time.

to be eligible for emeritus membership, a person must be re-
tired and must have been an active member of SAIR for a
minimum of five years immediately preceding retirement.

DER: Those who paid registration to the SAIR conference in Fort
rdale are members of SAIR for 1990-91.

ERN AIR - NEWSLETTER
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"The People's University"

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