



## REPORT OF THE TREASURER

by Bill Fendley

At year-end 1990 the Southern Association for Institutional Research had an ending balance of \$28,017. Because of fewer paid memberships/registrations (a major source of revenue) in 1990 and due to a very active financial year, the balance decreased slightly from that of 1989. However, the Association continues to be quite fiscally sound.

Memberships during calendar year 1989 decreased from approximately 400 to 300 during calendar year 1990. As membership is closely tied to the attendance of the annual conference, the lower membership in 1990 was due to the decreased attendance at the conference in Fort Lauderdale. We believe that the attendance was down primarily because of travel restrictions in several southern states, particularly in Florida, the host state. [Although the number in attendance was down in Fort Lauderdale, the program and accommodations were excellent.]

In terms of the increased financial activity in 1990, the Association participated in both AIR and SAIR program grants, recognized several members with awards, contributed to the Institute of Desegregation, produced two proceedings (New Orleans and Durham conferences), paid more taxes than in previous years, and experienced higher conference costs in Fort Lauderdale.

Although the fund balance as of December 31, 1990 was lower than that of December 31, 1989, prospects for regaining the position of December 31, 1989 look very good. Yields from the 1990 CD investments will be greater than the bank interest of 1990, federal taxes for 1990 (\$0) will be considerably less, and attendance at the 1991 SAIR/SCUP/MIDAIR conference in Oklahoma City is projected to be much higher.

To illustrate the changes and growth in the Association, I have prepared two spreadsheets reflecting on six years of conferences and financial activity. These tables appear on Page 7 for your reference and information.

To reiterate, SAIR continues to be fiscally sound. Hopefully, we will be able to translate the financial success into more and better services to members in the future.

## PRESIDENT'S MESSAGE

by Brenda Rogers

The 1990 AIR Forum theme "Institutional Research Coming of Age" addressed the issue of professionalism, with a controversial presentation by Frans A. van Vught who raised the question of whether institutional research can be described as a profession. Clearly van Vught challenged us to develop a scientific base if we want to elevate institutional research to a professional status. If we allow institutional research to be defined as a "management-oriented data collection activity"\* that lacks a theoretical and scientific base, then van Vught predicts that institutional research will suffer a loss of esteem and credibility on our campuses.

I have thought about these remarks over the past few months, particularly in light of what SAIR can do to promote the professionalism of institutional research and planning. I personally believe that a strength of institutional research is the interdisciplinary approach to studying problems in post-secondary institutions. I also believe that, regardless of our varied disciplinary backgrounds and the diversity of our jobs, each of us working in the field of institutional research and planning needs a basic core of knowledge and skills to be effective. Defining this basic core of knowledge and skills is one of the challenges before our professional associations. The subsequent challenge is developing a systematic continuing education program which meets the needs of both newcomers and experienced institutional researchers and which addresses the needs of the technical support personnel, the analyst, and the manager.

I agree with van Vught that institutional research is at a critical juncture: if we fail to define the knowledge and skill base, institutional research

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\* van Vught, F.A. "A Fundamental Challenge for the Institutional Research Profession." in Institutional Research Coming of Age, General Session Presentations, 30th Annual Forum, AIR, Louisville, KY, May 13-16, 1990, p. 23.

#### 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
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#### Next Issue - DEADLINE

Please submit material for the Fall (3) issue of SOUTHERN AIR to the editors by 15 August.

(President's Message, continued)

may very well become no more than a data production operation. I urge SAIR to become aggressive in elevating institutional research to a profession through establishing the competencies required of institutional researchers and planners and offering a well-thought out "curriculum" for training. The Professional Development committee has been charged with this very important task and seeks your input. I urge each of you to contact either Mary Sapp or me if you have ideas for the Professional Development Committee to consider.

Another attempt to elevate institutional research to a profession is to ask the Southern Association of Colleges and Schools (SACS) to recognize in its Criteria the need for adequate personnel with appropriate qualifications to staff institutional research and planning offices. I will ask the membership at the SIG meeting at the San Francisco AIR Forum, scheduled for 7:30 am on Monday, May 27, 1991, to consider endorsing the following revision of the 3.2 Criteria, with changes underlined:

Institutions should assign administrative responsibility to an individual with the professional qualifications for carrying out institutional research and should provide sufficient staff with appropriate experience or training to support planning and evaluation processes.

If we are a profession, I believe that we as an association should be able to define, to our satisfaction, what we mean by "professional qualifications." I propose that we spend some time discussing this point at the SIG meeting in San Francisco and look forward to seeing you there!

#### 1991 SAIR/MIDAIR/SCUP CONFERENCE OKLAHOMA CITY.....OCTOBER 6-8

by Tom R. Bohannon, Vice President & Program Chair  
and Verna L. Dewees, Publicity Chair

This year's Program Committee, under the direction of Tom Bohannon, has put together a great program. The theme "MANAGING DIVERSITY - DELIVERING QUALITY: IN A CHALLENGING ECONOMIC ENVIRONMENT" is very timely as we all have been called upon to manage in changing demographics, coupled with less resources. The conference will be held at the Airport Hilton Inn West in Oklahoma City from October 6-8.

The 1991 Conference will be unique in many ways: One is that the MIDAIR group will participate with SAIR and SCUP, primarily because of the conference's location. Having the three groups present will be a first, and we are especially happy to have everyone's participation. Another change is that our program starts on Sunday. The Planning Committee felt that beginning the conference on the first day of the week, you would probably have a greater opportunity to obtain a reduced airfare through a Saturday night stay.

On Sunday, October 6, the conference will start with remarks from Dr. Lawrence A. Sherr. His opening remarks will provide the impetus for the "Delivering Quality" portion of this conference. Dr. Sherr presented several AIR Institute programs on "Principles of Total Quality Management." He has agreed to conduct a Professional Development Opportunity (PDO) pre-conference workshop on a similar topic.

Following the opening address, all participants are invited to attend a reception. We especially encourage newcomers to attend it since it will provide them an opportunity to get acquainted with and be welcomed by everyone.

Monday will be a very full day, and we plan to start with breakfast roundtables which will address a variety of relevant topics to planners and institutional researchers. You can gather goodies from the continental breakfast buffet and join a roundtable of one's choice. Note that these breakfast roundtables are included in the registration fee. For those who prefer a slower start-up pace, a continental breakfast buffet will be offered in separate quarters.

Monday's program will also include a morning general session, morning and afternoon concurrent sessions, and a box luncheon. During the box luncheon participants can join in regional SCUP group discussions to find out what is happening in SCUP and to meet their colleagues. The concurrent sessions will offer a wide variety of papers, panels, and software demonstrations from which attendees may select.

The Special Event at this conference is a private banquet on Monday evening at the National Cowboy Hall of Fame. The Hall represents seventeen western states and preserves accurately and authentically the rich heritage of the American West. Don't miss it!

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Special Interest Groups will meet Tuesday morning during a continental breakfast. SAIR and MIDAIR will also hold business meetings that morning. These activities will be followed by more concurrent sessions and the conference will officially close with the Awards Luncheon (that afternoon).

This year's conference is packed with workshops, presentations, breakfast roundtables, and demonstrations that support the overall theme of the conference. Take advantage of this opportunity not only to participate but also to meet your colleagues. Seasoned members are encouraged to initiate contact with newcomers to assure that they feel the warmth and friendliness that has characterized our conferences.

Recreational activities throughout the conference will include a Putting Contest on Sunday, a morning jog on Monday, and a Tennis tournament on Monday as well.

More detailed information on the general and concurrent sessions will be announced in the next newsletter as well as in the forthcoming registration materials. Other activities and meetings throughout this conference will include additional software demonstrations, a Consultants' Corner session, a SUG meeting on Saturday afternoon (1-5 pm), and a MIDAIR (BIG 8) post conference.

Another feature of the 1991 SAIR/MIDAIR/SCUP Conference is the conference facilities. The Airport Hilton Inn West offers many nice features. It has 508 guest rooms, suites and townhouses, four swimming pools (1 indoor), a wading pool, a sauna, a whirlpool, a paddle tennis court, two lighted tennis courts, a putting green, an outdoor jogging track/fitness trail, a volleyball court, a gift and sundry shop, a barber shop, 20,000 square feet of convention area and meeting rooms, four clubs, two coffee shops, and superb dining in the true Hilton tradition. Room rates will be reasonable and within the per diem rates of the various states participating. Additionally, the facility is conveniently located close to the Oklahoma City airport and within walking distance of many great restaurants!

The Program Planning Committee, being sensitive to budget cutbacks and travel restrictions that are plaguing many of our institutions, will attempt to set the conference registration fee at the same rate as the 1990 conference. This fee will include SAIR membership dues, the Newcomer's reception, two continental breakfasts, a box lunch, and the Awards Luncheon. The Monday night banquet at the National Cowboy Hall of Fame will cost approximately \$30 per person and will include tours of the Hall, a delicious, all-you-can-eat barbecue dinner, and Country Western entertainment in the form of music and dancing. Our group will have sole use of the facility on Monday evening. Buses will be available to deliver and return members of the group as needed.

Features of the National Cowboy Hall of Fame include tours of: 1) the Western Performers Hall of Fame (which honors John Wayne, Walter Brennan, Slim Pickens, the entire Gunsmoke cast and other personalities who made significant contributions to the western film); 2) the Historic Western Art Exhibit (American West art of C.M. Russell and Frederic Remington; Taos artists Ufer, Sharp, Berninghaus, Blumenschein and Couse; and world renowned sculptures); and 3) the Contemporary Galleries (two galleries which showcase exhibits from the Hall's nationally-known contemporary western art collections.)

A Call for Participation for submission of proposals was sent to the memberships of the three organizations in mid-April with a mid-June deadline. All are encouraged to consider participating in the activities which we feel confident will provide an excellent conference.

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#### FROM THE LOCKER ROOM

by Bruce Mallette

Many of you have heard that major reporting requirements are coming on institutional graduation rates, athletic graduation rates and campus security. Two important documents have recently arrived on campuses, and a third document provides a glimpse of the future. I encourage you to get copies, NOW!

1) The United States Department of Education sent out in early April its first "Dear Colleague Letter" (DCL) on the Student Right-to-Know and Campus Security Act. The DCL was mailed to CEOs, Registrars, and Financial Aid Administrators at each institution. If you are not one of the above and are just a hard working IR type, then I encourage you to get a copy from the chosen ones on your campus. The mailing also contained a copy of the Act, known as Public Law 101-542. The DOE will be publishing a Notice of Proposed Rulemaking and Final Regulations to implement the Act. Prior to that time a second DCL will be issued. This law applies to any institution that receives Federal financial assistance!

2) In late March, the NCAA mailed its new graduation-rates disclosure form to Division I institutions. This report is due by October 1, 1991. Division II schools will begin compliance in 1993. The Faculty Athletics Representatives, Directors of Athletics, and Senior Women Administrators of Athletics Programs were sent copies of these materials. The instructions are 37 pages and the forms are 50 pages.

3) On March 19, the Knight Foundation's Commission On Intercollegiate Athletics released its report, "Keeping Faith With The Student-Athlete: A New Model for Intercollegiate Athletics." The third component in its

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(Locker Room, continued)

"one-plus-three" model is "certification." This is a topic that is coming quickly and will involve the "accreditation" specialists on our campuses. You may receive a free copy of this report by writing to: Knight Foundation, Commission On Intercollegiate Athletics, 301 South Brevard Street, Charlotte NC, 28202.

#### NCAIR COLLEGE

The North Carolina Association for Institutional Research (NCAIR) held its 18th Annual Conference on April 3-5 at the Wilmington Hilton. The conference theme of "NCAIR College" centered around ten different think-tank sessions on various aspects of campus management in relation to institutional research. The convocation speaker was Dr. John Weems, President, Meredith College. The graduation speaker was the former Governor of North Carolina, Robert W. Scott, who is now President of the North Carolina Department of Community Colleges. There were 74 paid registrants. NCAIR and its colleagues to the south, SCAIR, will join together for a 1992 conference in Myrtle Beach, SC, at The Landmark Resort Hotel on March 25-27, 1992.

NCAIR's officers for 1991-92 are:

President: Bruce Mallette - North Carolina State Univ.  
President-Elect: David Williamson - Haywood Comm. Coll.  
Immediate Past Pres.: Ross Griffith - Wake Forest Univ.  
Members-at-Large:

Myron Dunston - North Carolina Central Univ.

Bobby Sharp - Appalachian State Univ.

Larry Stern - Mars Hill College

Cathy Bunn - Johnston Community College

Secretary: Cyril Harvey - Guilford College

Treasurer: Renee Corbin - Western Carolina Univ.

Membership Comm. Chair: Leonard Ballou

- Elizabeth City State Univ.

Newsletter Editor: Susan Hunter - Wake Forest Univ.

#### AIR FORUM Special Meetings

- an eclectic list; see the AIR FORUM program for the unexpurgated version.

#### SPSS Users SIG

Sunday, 3:00-4:00, Elizabethan A.

Open forum, sharing ideas and problems at all levels.

#### SAIR SIG

Monday Morning, 7:30-8:45, California West

Discussion of Oklahoma City Conference, reports from state and committee leaders, discussion of steps towards professionalizing institutional research.

#### NCRP: National Council for Research and Planning SIG

Monday, 12:15-1:15, Elizabethan B

Special interests of comm. coll. researchers & planners.

#### UIUR: Urban University Institutional Researchers

Monday, 12:15-1:15, Elizabethan A

Needs and concerns of urban institutions. Two special presentations.

#### ICAIR: Independent Colleges Assoc. for Inst. Res. SIG

Tuesday Morning, 7:30-8:45, Cambridge

IR folk working at private colleges.

#### NCAIR: North Carolina AIR SIG

Tuesday, 12:15-1:15, Georgian

Informal updates for NCAIR members

#### MIDAIR: Mid-America AIR SIG

Tuesday, 12:15-1:15, Elizabethan D

Plans for joint October Conference with SAIR and SCUP

#### VAMAP: Virginia Assoc. for Mgt. Anal. and Planning SIG

Tuesday, 12:15-1:15, Elizabethan C

Needs and concerns of members, Fall meeting plans

#### ALAIR: Alabama AIR SIG

Tuesday, 12:15-1:15, Elizabethan B.

Exec. Comm. activity, brainstorm next conference, SAIR meeting in Alabama?

#### KAIR: Kentucky AIR SIG

Tuesday, 12:15-1:15, Yorkshire

Planning for fall meeting.

#### SCAIR: South Carolina AIR SIG

Tuesday, 12:15-1:15, Essex

Informal meeting leading to lunch.

#### FAIR: Florida AIR SIG

Tuesday, 12:15-1:15, Kent

Brief business meeting and discussion of FAIR Conference.

#### TENNAIR: Tennessee AIR SIG

Tuesday, 12:15-1:15, Victorian

Informal discussions.

#### MAIR: Mississippi AIR SIG

Tuesday, 12:15-1:15, Parlor B

Discussion of MAIR goals.

#### SAS USERS SIG

Tuesday, 5:00-6:00, Georgian

Presentation from SAS Institute of latest developments and idea/problem exchange among attenders. Novice and expert both welcome.

#### SUG: Southern University Group SIG

Tuesday, 5:00-6:00, Elizabethan B

Annual data exchange and plans for SUG at Oklahoma Conf.

#### TBCU: Traditionally Black Colleges and Universities SIG

Tuesday, 5:00-6:00, Elizabethan A

Video presentation, report on EAIR at Lyon, and annual business meeting.

#### SACCR: SE Assoc. for Comm. College Research SIG

Tuesday, 5:00-6:00, Essex

Share projects of interest, plans for August Conf.

#### TAIR: Texas AIR SIG

Tuesday, 7:00 pm, Elizabethan B

Goals & review of amendments to constitution & by-laws.

#### MdAIR: Maryland AIR

Tuesday, 7:00 pm, Yorkshire

Informal exchange and adjourn to restaurant.



## SAIR FINANCIAL STATEMENTS

	1985	1986	1987	1988	1989	1990
Beginning Balance	\$8,352.12	\$10,591.17	\$7,019.38	\$13,303.77	\$29,706.66	\$32,316.33
Income:						
Activities	\$1,032.00	\$4,041.50	\$0.00	\$4,004.75	\$3,735.00	\$925.00
Interest Earned	568.73	435.97	844.65	807.51	1,286.31	1,376.87
Membership	2,575.00	270.00	3,300.00	5,400.00	8,250.00	6,120.00
Other (late fees, etc.)	549.00	1,635.47	385.00	640.27	1,535.10	1,195.50
Refunds	(790.00)	(572.00)	(625.00)	(680.00)	(1,220.00)	(295.00)
Registration	7,380.00	8,895.00	17,625.00	14,595.00	18,835.00	12,120.00
Reimbursements						403.07
Sponsors			350.00	1,250.00	2,850.52	250.00
Vendor Exhibits			600.00			
Workshops	2,105.00	794.00	4,877.00	3,835.00	2,325.00	1,605.00
Total Income	13,419.73	15,499.94	27,356.65	29,852.53	37,596.93	23,700.44
Expenses:						
AIR Challenge Grants						300.00
AIR Program Support				150.00		150.00
Awards and Plaques	52.06	45.47				330.00
Business and Taxation	251.90	250.62	150.00	287.70	315.00	413.10
Conferences	8,078.24	16,182.11	17,908.93	10,270.95	30,938.86 **	20,121.91
Contributions						1,000.00
Corporate Report Filing	20.00	20.00	30.00	25.00	35.00	35.00
Miscellaneous						263.62
Newsletter			1,696.13	1,066.57	458.40	
Postage, Printing, Supp	1,689.63	2054.53	457.10	824.07	891.71	840.18
Proceedings	968.85		794.95		1,497.65	2,306.58
Taxes	120.00	519.00	35.15	825.35	850.64	2,239.00
Total Expenses	11,180.68	19,071.73	21,072.26	13,449.64	34,987.26	27,999.39
Ending Balance	\$10,591.17	\$7,019.38	\$13,303.77	\$29,706.66	\$32,316.33	\$28,017.38

\*\*Includes partial expenses for Houston as well as expenses for Durham.

## SAIR CONFERENCES

	1985 Virginia Beach	1986 Pipestem	1987 New Orleans	1988 Houston	1989 Durham	1990 Ft. Lauderdale
Income:						
Activities	\$1,032.00	\$4,039.50	\$0.00	\$4,004.75	\$3,760.00	\$900.00
Other (late fees, etc.)	549.00	1,411.90	310.00	702.00	1,076.00	835.50
Refunds	(790.00)	(562.00)	(625.00)	(680.00)	(1,220.00)	(295.00)
Registration	9,500.00	8,860.00	17,555.00	14,955.00	18,295.00	12,060.00
Reimbursements						396.93
Sponsors			150.00	1,500.00	1,600.52	
Vendor Exhibits			600.00			
Workshops	2,105.00	774.00	4,860.00	3,785.00	2,325.00	1,605.00
Total Income	12,396.00	14,523.40	22,850.00	24,266.75	25,836.52	15,502.43
Expenses:						
Activities	2,099.53	5,591.50		3,813.69	2,866.00	900.00
Audio/Visual Equipment			448.65	1,191.42		1,155.00
Food and Beverages	4,559.39	5,296.76	9,936.25	12,863.72	11,940.68	13,203.25
Local Arrangements	565.13	2,207.75	571.73		557.98	217.01
Miscellaneous	5.50	130.98	163.12	241.13	576.61	232.53
Program/Registration	1,839.60	1,647.86	3222.25	3,152.23	2,081.27	3,093.30
Program Planning						1,097.21
Publicity				636.75	921.80	445.45
Speakers		2,507.23	1,263.52			
Workshops	628.94	380.80	2,303.41		552.53	397.25
Total Expenses	9,698.09	17,762.88	17,908.93	21,898.94	19,496.87	20,741.00
Difference: Income-Expenses	\$2,697.91	(\$3,239.48)	\$4,941.07	\$2,367.81	\$6,339.65	(\$5,238.57)

# SAIR MEMBERSHIP APPLICATION

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

## SAIR MEMBERSHIP APPLICATION/OCTOBER 1990 TO OCTOBER 1991

Name \_\_\_\_\_ City \_\_\_\_\_  
Inst. \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ - \_\_\_\_\_  
Dept. \_\_\_\_\_ Telephone \_\_\_\_\_  
Position \_\_\_\_\_ email \_\_\_\_\_  
DR./MR./MRS./MS. (circle one) FAX \_\_\_\_\_

Be sure to specify a membership type:

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

\* To be eligible for graduate student membership, a person must be actively pursuing a graduate degree and must not be employed full-time.

\*\* To be eligible for emeritus membership, a person must be retired and must have been an active member of SAIR for a minimum of five years immediately preceding retirement.

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

SOUTHERN AIR - NEWSLETTER  
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N C S U  
The People's University"



ADDRESS CORRECTION REQUESTED

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