



PRESIDENT'S MESSAGE

Jim Nichols

It seems hard to believe that it has been over six months since our annual meeting in Memphis. Time does indeed fly whether you're having fun or not. I'd like to take just a few lines to comment upon three matters which should be of concern to us all: implementation of the Reauthorization of the Higher Education Act in 1992, the long-term financial health of SAIR, and the forthcoming annual SAIR meeting in San Antonio.

The Reauthorization Act and its amendments have widespread consequences for all of us in higher education and particularly the institutional research and planning communities. The independent development of a State Postsecondary Review Entity (SPRE) in each of our states is proceeding along very different paths. In some states, the SPRE will apparently follow the "letter of the law" and be relatively unobtrusive for most institutions. In other states, creation of the SPRE allegedly is being utilized to substantially expand state-level reporting requirements for all institutions. I urge you to become well-informed regarding the SPRE in your state and its development.

Additionally, I ask your support for our regional accrediting associations who are also forthrightly responding to the Reauthorization of the Higher Education Act in 1992. The Southern Association of Colleges and Schools has distributed an April 15 draft of a revised Criteria for Accreditation which incorporates the requirements of the Act and further strengthens SACS' initiative regarding institutional effectiveness. The North Central Association (which accredits institutions in our SAIR states of Oklahoma, Arkansas, and West Virginia) continues its strong push regarding assessment of student academic achievement.

On a more provincial note, SAIR is passing a milestone (or is it millstone?) in its financial history. For the first time in a number of years (and intentionally), SAIR lost money, approximately \$4,000 this past year. Not to fear, SAIR remains very financially healthy (see Treasurer's Report on page 5). But the combination of an annual meeting fee and membership fee which have not increased in a number of years and our financial arrangement with the Institute of Higher Education at the University of Georgia are beginning to take a toll on the revenue side of the balance sheet.

GET READY for the 1994 SAIR/ SCUP Conference

Theme:

Public Trust in a Time of Doubt:
The Challenge for Research, Evaluation,
and Planning

Date:

October 8 through 11, 1994

Place:

San Antonio, Texas

It is my general impression that for a number of years, SAIR was subsidized by the office budgets of its officers. This has, in a number of cases, precluded those members from smaller colleges from taking on SAIR responsibilities, which their institution could not afford. Our arrangement with IHE at the University of Georgia has eliminated this dependence upon the office budgets. However, the modest charges incurred by SAIR with IHE are one of the increased calls on our resources. I've asked Lindy Smith, SAIR Treasurer, to prepare a financial plan and budget for the Association for this coming year. We need to take a good look at the financial stability of our Association so that it can continue to offer the same level of services and professional development opportunities which have characterized our meetings in the past. Lindy should have a proposal ready for us in San Antonio this coming October.

Speaking of San Antonio, Karen Gentemann and her program committee are in the process of putting together what appears to be an outstanding meeting for us all to enjoy this coming October. I had the opportunity of visiting the conference hotel several weeks ago and know that you'll be pleased with the accommodations and their proximity to all the cultural aspects which San Antonio has to offer. As a native Texan and San Antonian, I can tell you that the mixture of diverse cultures creates a truly unique American city. Best wishes for an enjoyable summer. I'll see you in San Antonio!

Meet You in San Antonio

Karen Gentemann, Program Chair

As we approach the end of the 20th century, we find ourselves facing a public which is demanding accountability and elected officials who are establishing performance measures while reducing financial support for higher education. The challenge for those of us in planning and institutional research is to conduct the studies, turn the data into information, and present to all of our constituents, both inside and outside the academy, an accurate and compelling story about learning in the higher education community.

Turning public doubt into public confidence is the challenge for our time. This challenge is the theme for the 1994 SAIR/SCUP conference to be held in San Antonio, Texas, from October 8 through 11, 1994.

The keynote address will be given by Aims McGuinness of the National Center for Higher Education Management Systems (NCHEMS). Before joining NCHEMS, Aims was director of higher education policy at the Education Commission of the States. For the past three years he has directed a national project, State Policy and Colleges Learning (SPCL), funded by the Pew Charitable Trusts. The project is developing strategies for states to reshape their policies to stimulate and sustain campus initiatives to improve undergraduate teaching and learning.

The hotel for this year's conference is the Menger, which is about 10 minutes from the airport, two blocks from the famed Riverwalk, and next door to the Alamo. For those who have not been to San Antonio, it is a festive city with lots to do. The Riverwalk has something for everyone, including flat-bottomed boat rides, an abundance of restaurants, an outdoor theatre, shops with everything Texan, and plenty of space to stroll.

The Institute of Texas Cultures is nearby and should be on everyone's list of places to visit. The Lone Star Brewery, the Japanese Sunken Gardens, the San Antonio Zoo, Fort Sam Houston, old Spanish missions, and much, much more are all very close to the conference facilities.

The SAIR/SCUP conference in San Antonio provides an opportunity for us to share our ideas and strategies for accomplishing this and other important goals. It provides a time for reflection as well as conversation, for challenging others even as we are challenged. Accept the challenge. Join us in San Antonio.

News from ALAIR

Mary Beth Bridges

This April, 63 people attended the **Eighth Annual ALAIR Conference** at the University of Alabama in Huntsville. This year's theme was "Technology and Ethics: Implications for Institutional Research." The keynote speaker was Larry Jones from the Institute of Higher Learning at the University of Georgia. One of the most popular sessions continues to be the Presidents' Panel, where presidents of two- and four-year institutions are asked to respond to questions related to the conference theme. At the business meeting, the Joseph T. Sutton Leadership Award was presented to Al Yeager (University of South Alabama). Sam Lowther (Auburn University) was elected ALAIR vice president/president elect. Karen Freemon (University of Alabama-Huntsville) and Myrtes Green (Stillman College) were elected to the nominating committee.

SAIR Officers, 1993-1994

President: James O. Nichols, U. of Mississippi
Vice President: Karen Gentemann, George Mason U.
Past President: William Fendley, U. of Virginia
Treasurer: Linda Smith, Coastal Carolina U.
Secretary: Joseph L. Marks, SREB
Members-at-Large:
 Karleese Clark, US Dept. of Agriculture
 David B. Fleming, Clemson University
 Dianna B. Lowe, East Carolina U.
 Albert M. Searway, Jacksonville State U.
SAIR/IHE Liaison: Larry G. Jones, U. of Georgia

Southern Region

SCUP Representatives, 1993-94

Southeast: Joseph Szutz, U. System of Georgia
Southwest: Mary Marks Guillory, U. of Houston
Southcentral: Ann Tomlinson, U. of Southern Miss.

SOUTHERN AIR Editor

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DEADLINE for Submissions

Please submit material for the next issue of SOUTHERN AIR to the editor by the first week in September.

TAIR Meets in El Paso

Glenn James, TAIR President

The sixteenth annual conference of the **Texas Association for Institutional Research (TAIR)** was held in El Paso at the Camino Real Paso del Norte on February 23 through 25. The conference attracted 170 people under the theme of "Changing Frontiers: Strategies for Action."

Dr. Diana Natalicio, president of the University of Texas at El Paso and AAHE vice chair, spoke about the "changing frontiers" we face and about what is on the horizon for higher education. Dr. James Morrison, from the University of North Carolina at Chapel Hill, led a workshop regarding "The Institutional Vulnerability Audit," in which participants gained experience with tools involved in a new and relatively inexpensive approach to planning. He also presented "Global FutureScan 2000," providing insight into the future of the increasingly interconnected world in which we live.

Dr. Richard Howard, vice president/president-elect of AIR, delivered the luncheon address, sharing his wisdom and humor about surviving the perils of professional life in institutional research. Ing. Francisco Pacheco and Dr. Octavio Chavez, of the Instituto Tecnológico y de Estudios Superiores de Monterrey at Juarez provided a Mexican perspective on higher education and the changing relationship between Mexico and the United States.

A new publication was distributed to TAIR members at the conference. The **TAIR Resource Directory** identifies resource people in specific topical areas related to research and planning. This new resource, designed to facilitate communication, collaboration, and professional development, was developed by Richard Middaugh, Mary Korfhage, Stanley Adelman, Cindy Dutschke, James Hardy, and Butch Prewitt.

While the days were filled with excellent professional development opportunities, an evening excursion into Mexico made this TAIR conference a particularly memorable one.

Name Change in Memphis

Memphis State University has changed its name to **The University of Memphis**. The Tennessee Legislature approved the change, making it official beginning July 1, 1994. The University of Memphis is the largest of six universities which report to the Tennessee Board of Regents.

College Image Study

Charles Harrington

In preparation for the transition to new institutional leadership at **West Georgia College** (a new president will assume duties July 1), the institutional research office is conducting a study of the various College images as perceived by its various constituents. We feel that, in order to maximize institutional efficiency and effectiveness, we must better understand our current image, develop methods to improve and enhance our image, and ensure that we work toward attaining a "desired" institutional image.

We are exploring the following questions: What is the difference between our desired image and our current image? Do our various publics view the College differently? If so, to what extent? Our research instrument covers five College image factors: spirit and temperament, curriculum, competitiveness, academic life, and demographics. The constituents we are surveying include community leaders, our faculty, staff, and students, alumni, students accepted for admission for Fall 1994, other University System faculty, administrators, and students.

Experts' Corner

The following individuals graciously have offered to field questions from the SAIR membership regarding a variety of topics of interest to institutional researchers:

Student Retention Studies

Theresa Y. Smith, University of Oklahoma
Phone: 405-325-3681 FAX: 405-325-7470

IPEDS Surveys

Student Right-to-Know Legislation

Marsha Moss, University of Texas at Austin
Phone: 512-471-3833 FAX: 512-471-8950
Internet: ismkm@utxdp.dp.utexas.edu

SAS (Statistical Analysis Software)

Assessment of Institutional Research Executive Decision Support Systems

Charles Harrington, West Georgia College
Phone: 404-836-6449 FAX: 404-836-6720

Proposed Changes in SACS Criteria

Leslie Bielen, Florida Atlantic University
Phone: 407-367-2665 FAX: 407-367-2750

If you would like to serve as a Southern AIR "expert," please contact Deb Barshafsky, Editor.

Memphis Awards

Karlease Clark

Four service awards were presented at the luncheon on the final day of the Memphis conference to individuals who have made significant contributions to SAIR. **Gerald McLaughlin** and **Donald Reichard** received the James R. Montgomery Outstanding Service Award. **Murriel Gilliam** and **Gerald Lunney** received the Special Recognition "Unsung Hero" Award.

Gerry McLaughlin was recognized for his service as a SAIR officer and leader, conference and workshop presenter, service on committees, and perhaps most significantly, his mentoring and encouragement given to other SAIR members.

Don Reichard was praised for his past service, leadership, and conference participation. Murriel Gilliam was acknowledged for his leadership in developing a tool for understanding faculty salaries in a comparative sense, his development of the graduate assistant survey, and service as a conference chair for the Oklahoma City conference. Gerald Lunney was recognized for his support of newcomers and his leadership in the Kentucky association.

In addition, **Tom Bohannon** and **Debbie Dailey** were congratulated on their service to SAIR as out-going officers. Plaques were presented to each of these individuals to symbolize the on-going appreciation SAIR members have for each persons contributions to the success of the association.

Presidential Problems with Tapes

It seems that problems with tapes are common to Presidents of all types. Regrettably, the tape-recorded presentations by Ted Marchese and Donald Norris at the Memphis meeting were found to be of insufficient quality to permit transcription. The background noise on the tape simply made indistinguishable various comments made by both speakers. It was not a case of insufficient information (or gaps in the tape), just too much "data" cluttering up the recording and making analysis impossible.

Jim Nichols

New Faces, New Places

Karlease Clark has taken a position as Employee Development Specialist with the Food Safety and Inspection Service, which is part of the United States Department of Agriculture. She is working with the Human Resource Development Division to coordinate training evaluation and to provide organizational development. You can telephone her at 409-260-9579, fax her at 409-260-9580, or write to: Karlease Clark, Training Center, TAMU Research Park, 200 Discovery Drive, College Station, TX, 77845-9546.

Bruce Mallette, Associate Director of University Planning and Analysis at North Carolina State University, has been selected as an American Council on Education Fellow for 1994-95. Bruce will be on leave from NCSU and will work with a CEO at another institution. The host institution selection process currently is underway.

Dan Rosenthal has assumed the position of Associate Director in the Office of Planning and Analysis at Auburn University. Dan's previous position was Computer Center Manager at Mississippi College. You may telephone him at 205-844-4765, fax him at 205-844-6179, or write to: Dan Rosenthal, Office of Planning and Analysis, 203 Samford Hall, Auburn University, AL, 36849-5111. E-mail: rosenda@mail.auburn.edu.

Kim Thoma recently has joined the staff of the University of Alabama System Office as a Research Assistant. You may telephone Kim at 205-348-9206 or write to: Kim Thoma, 526 Queen City Avenue, Tuscaloosa, AL, 35401. E-mail: ktthoma@ualvm.ua.edu.

Assessing IR

The subcommittee on Assessing Institutional Research of the Administrative Committee on Institutional Research and Planning, University System of Georgia Advisory Council, is completing a draft for a manual to guide institutions and institutional research practitioners in their assessment of IR offices and functions. The document is an outgrowth of federal, regional, and state interest in the assessment of quality and effectiveness of institutional research and its contribution to institutional planning and assessment activities. The document will include examples of assessment model structures, measurement methodologies, and evidence of assessment outcomes. Contact Charles Harrington at West Georgia College for more information (404-836-6449).

Myrtle Beach to Host Assessment Conference

Kris Kaase

The **Seventh Annual South Carolina Higher Education Assessment Conference** will be held November 3-5, 1994, in Myrtle Beach, South Carolina. The conference theme is "Assessment for Quality Improvement, Planning and Budgeting, and Accountability." Conference highlights include national experts, more than 30 assessment sessions, and pre-conference workshops.

As always, the conference will be held in a convivial, oceanfront atmosphere of collegial support and professional development. The conference site is the Radisson Resort at Kingstong Plantation, the highest rated location in the history of this conference. Conference registration by September 16 is \$75 (after September 16, \$95). Room rates are \$70 per night. For a conference registration form and a more detailed program contact: Kris Kaase, Director of Planning and Institutional Research at Charleston Southern University, by e-mail (kaasek@citadel) or phone (803-863-7170).

Treasurer's Report

1st Quarter (as of January 1, 1994)

Bank balance	\$12,755.68
Investment balance	23,221.72
Total Balance	\$35,977.40

Income

Membership 1993-94	\$1,220.00
SAIR/SCUP Conference 1993	160.00
SAIR/SCUP Workshops 1993	25.00
SAIR/SCUP Special Event 1993	50.00
A.G. Edwards investment income	127.56
Interest earned - Bank account	60.65
Total income 1st quarter	\$1,643.21
Total assets	\$37,620.61

Less Expenses

1994 Conference planning	\$1,644.87
Postage and supplies	33.43
Corporate filing fee	61.25
IHE expense	19.39
Total expenditures 1st quarter	\$1,758.94

Balance as of March 31, 1994 **\$35,861.67**

OKAIRP Happenings

Kurt Jackson

The **Oklahoma Association for Institutional Research and Planning (OKAIRP)** held its spring conference on April 28 at the University of Central Oklahoma. Conference participants shared information and research findings on the state regents' data sharing project, Internet, longitudinal retention studies, and assessment research at the two-year, four-year, and comprehensive institutions.

The **Fall 1994 OKAIRP Conference** will be held early November at Oklahoma State University in Oklahoma City. The OKAIRP Steering Committee is soliciting proposals for conference sessions. Direct inquiries to Kurt Jackson, East Central University, Ada, OK, 74820. Phone: 405-332-8000. FAX: 405-332-1623.

Current members of the OKAIRP Board of Directors are: Kurt Jackson, Chair; Laura Tyree, Secretary; Deborah Skeel, Treasurer; Pamela Davis, Member; Annette Lopp, Member; and John Bush, Past Chair.

On April 29, Mr. Robert Cornwell of UNC-Chapel Hill passed away unexpectedly at his home. Bob was active in NCAIR and SAIR and had been in IR at UNC since 1989. He joined the UNC Registrar's Office in 1972 after 20 years as a commander in the United States Navy.

Musings from TBCU

Jackie Stewart

TBCU joins the entire AIR and SAIR associations in mourning the death of our friend and respected colleague, **Barbara Venice Hinton**, who died in January 1994. Barbara was Director of Institutional Research and Planning at Claflin College in Orangeburg, South Carolina. She was a graduate of Alabama State University.

TBCU extends its heartfelt sympathy to Barbara's family and to Claflin College for their loss and a loss we consider to be our own. We will remember Barbara with warmth and fondness as one who enhanced the Associations, who served her institution with distinction, and who enriched us by her presence among us.

SAIR MEMBERSHIP APPLICATION, October 1994 to September 1995

Please use or pass this form on to an interested colleague. The completed form and check should be mailed to:

Linda Smith/ SAIR, Coastal Carolina University
PO Box 1954, Conway, South Carolina 29526

Name _____ Institution _____

Address _____

City _____ State _____ Zip _____ - _____

Dept. _____ Telephone _____

Position _____ E-mail _____

DR./MR./MRS./MS. (circle one) FAX _____

Be sure to specify a membership type: (check one)

☐ GRADUATE STUDENT* (\$10) ☐ EMERITUS** (\$0) ☐ REGULAR (\$20)

* 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: You are a paid member for the year following a SAIR conference registration or payment in lieu of registration.

SOUTHERNAIR-NEWSLETTER
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