



## President's Message

*Karen M. Gentemann*

It was a treat to see so many SAIR members at AIR in Boston last spring. We were in the audience, on the program, serving on committees and "running the show." As most of you know, **Bill Fendley**, now of Alabama, was the program chair. Bill did a wonderful job organizing the meeting, planning special activities and even ensuring good weather.

SAIR members continue to distinguish themselves at the national level. **Tim Sanford** (University of North Carolina at Chapel Hill) is the incoming Vice President of AIR, **Larry Jones** (University of Georgia) is the Publications Chair, and **Tom Bohannon** (Baylor) was elected to the Nominating Committee.

SAIR sponsored **Dave Fleming** (Clemson) at the AIR workshop on the practice of institutional research. We look forward to Dave offering that workshop at future SAIR meetings. Unfortunately, **Ann Tomlinson** (University of S. Mississippi) was scheduled to participate in another of the AIR workshops, but was sidelined with unexpected surgery.

The SAIR Board took the opportunity of the AIR meeting to meet and take care of several items of business, including future meeting sites. The **1996 Annual Meeting** site is Mobile, Alabama. The dates are October 12-15 at the Adam's Mark Hotel. The Alabama members are enthusiastic about our coming to Mobile and have several ideas for activities in and around this gulf coast city. The Board agreed to pursue a proposal from an Arkansas contingent that would like to have us come to the resort town of Hot Springs in 1997. This proposal will be presented at the business meeting in Roanoke. The folks in South Carolina are looking at some sites in Charleston for 1998 and will have a presentation at that meeting as well.

It is not too soon to begin thinking about the last meeting of the century. If you have been considering hosting a meeting in your state, now is the time to get in touch with me about how to proceed with the process. We are working with a conference planning group, Conferon, which will help with the identification of appropriate hotels that meet our specifications for space, sleeping rooms, cost, etc. So if you are considering having SAIR come to your state, let me know.

## Join Your Colleagues....

The Southern Association for  
Institutional Research and the  
southern regions of the Society for  
College and University Planning  
in association with the  
Virginia Association for Management  
Analysis and Planning

present...

**BRIDGING THE GAP: Public Perception  
and Higher Education Reality**

October 21 through 24, 1995

Hotel Roanoke  
Roanoke, Virginia

Because of the need to plan well ahead of our annual meeting to obtain the best rates and to secure the most appropriate hotels, the board agreed to prepare a revision to the bylaws that was sent to the membership in August. This change will be voted on at the business meeting in Roanoke. The proposed revision contains language that will allow the Board to secure hotel contracts between fall meeting dates. Because the Board now pursues a location several years in advance, members would still have an opportunity to debate the merit of various sites, but the pursuit of a contract would not be dependent on the fall meeting time. In other words, once the membership has indicated an interest in a particular site, the Board would pursue a contract immediately and not wait a year to get approval on the particulars.

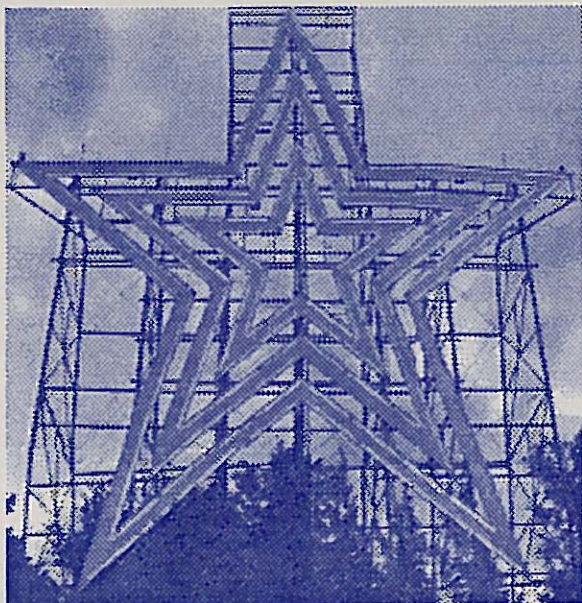
I ask you to give this bylaw change your full consideration. Take good care and I'll see you in Roanoke.

## Rapidly Approaching Roanoke

Debbie Dailey

The annual meeting of the Southern Association for Institutional Research and the southern regions of the Society for College and University Planning will be October 21 through 24, 1995, in Roanoke, Virginia. This year, the Virginia Association for Management Analysis and Planning will hold their annual meeting in conjunction with SAIR/SCUP. We look forward to a terrific cooperative effort.

The conference will be held at the beautiful **Hotel Roanoke** and Conference Center. The facility does a great job of "bridging the gap" between the elegant old hotel and the state-of-the-art conference center. The leaves of the nearby Blue Ridge Parkway will be at the height of fall color. Two of nature's wonders, Natural Bridge and Dixie Caverns, are located not far from the conference site. Poplar Forest, the home that Thomas Jefferson designed and used as his personal retreat, is open to visitors even while it is being restored. And, don't miss Explore Park for a taste of old-time frontier culture at a recreated 19th-century settlement.



Roanoke, **Star City of the South**, is home to the world's largest man-made star. Erected in 1946 following World War II, the star is a symbol of the progressive spirit of Roanoke. The star, sitting atop Mill Mountain, can be seen by air for sixty miles. Other city attractions include the Art and Science Museums of Western Virginia, the Harrison Museum of African-American Culture, Virginia Museum of Transportation (largest collection of railroad artifacts in the Southeast), and the Mill Mountain Zoo.

Special conference activities include the Appalachian Experience, our special Monday evening event, the conference golf and tennis tournaments, and scheduled group walking and jogging.

Keynote speakers for this year's conference are **James W. Guthrie**, Professor of Education and Director of the Peabody Center for Education Policy at Vanderbilt University, and **Garland Thompson**, Editorial Director of Career Communications. Guthrie will present the broad view of public expectations of education in general and the relationship between higher education and K-12. Thompson will discuss his perspective, as a member of the media, on the current situation in higher education and how well higher education is responding to today's challenges.

You will not want to miss this opportunity to share your insight and learn from your colleagues in a charming and stimulating environment.

### SAIR Officers, 1994-1995

**President:** Karen Gentemann, George Mason U.  
**Vice President:** Deborah B. Dailey, U. of Alabama  
**Past President:** James O. Nichols, U. of Mississippi  
**Treasurer:** Linda Smith, Coastal Carolina U.  
**Secretary:** Harriott D. Calhoun, Jefferson State  
**Members-at-Large:**  
 John M. Kalb, Florida State University  
 Dianna B. Lowe, East Carolina U.  
 Albert M. Searway, Jacksonville State U.  
 Ann W. Tomlinson, U. of Southern Miss.  
**SAIR/IHE Liaison:** Larry G. Jones, U. of Georgia

### Southern Region

#### SCUP Representatives, 1994-1995

**Southeast:** Ross A. Griffith, Wake Forest U.  
**Southwest:** Mary M. Gullifory, U. of Houston System  
**Southcentral:** Ann W. Tomlinson, U. of S. 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 second week in January.*

## Musings from TBCU

Ah, Boston...the cradle of liberty...the fountain of revolution...the bedrock of American higher education. A city made famous by some of its most distinguished citizens: Paul Revere, Larry Bird, and **Bob the Chef!** *Bob the Chef?!* That was the question on TBCUers minds when we set out to explore the African Heritage Trail enroute to a planned evening of "soul food" cuisine Boston-style.

The trek of TBCUers to one of Boston's uniquely soulful African-American restaurants was in intriguing and satisfying venture. The annual business meeting featured the announced ratification of a new constitution, the awarding of the **C.I. Brown Service Award to Dorothy Cheagle** for her collaboration with Dr. Brown in re-writing the constitution, as well as for contributions toward a new membership directory, and a brief but stellar presentation by Dr. Gladys Bennett on principles of testing and evaluation. TBCU thanks AIR President Trudy Bers for taking time from her busy schedule to remind us of upcoming AIR events and dates and to encourage participation in the Forum and AIR business. We also were joined by Dr. Gerald Gill, professor of history at Tufts University, who served as a tour guide for those who took the Heritage Trail enroute to dinner.

TBCUers were out in number early Sunday morning for the inaugural "informal breakfast" meeting. Over coffee, juice, fresh fruit, and Danish rolls, nearly three dozen TBCUers were able to come together and share information on new positions, new degrees, new children (Marcia Conston), new names (Almaz Cato AKA P.J. Boone-Edgerton), relocations (Gladys Bennett, Hansel Burley, Sidney McLaurin, Phyllis Edamatsu, and George Bradley), and other tidbits. Roland Carey, Southern University, serves on the Board of Directors of the Louisiana Quality Foundation, which recognizes and promotes quality management and achievement in Louisiana. TBCU newcomers included: Hinsdale Bernard of Cleveland State, Gladys Oyewole of MIT, Terricita Sass of Norfolk State, Lynn Stewart from Hampton University, Susan Fredine of Xavier of Louisiana, Lodie White of Wayne State, and Mohammadou Kah of Bloomfield College in New Jersey. Welcome aboard!

AIR committee assignments filled by TBCUers include: Ansley Abraham, Publications; Michael Boatwright (chair), Alice Simpkins, Waddell Herron, and Dawit Teklu, Table Topics; Averlyn Pedro (co-chair), Sam Baldwin, Elvalee Banks, and Maryann Rogers-Wright, Forum Evaluation; Myrtes Dunn-Green, George Bradley, and Roland Carey, Program Tracks 3, 4, and 5. TBCU congratulates Phyllis Edamatsu on her appointment to serve on the Data Policy Committee. Gladys Bennett will serve on the Local Arrangements Committee when we meet in Albuquerque in May. Gladys is already working on a "soulful" outing New Mexico style when we venture west. *(continued)*

## SWT Announces Online Fact Book

Southwest Texas State University is proud to announce the availability of the Student and University Fact Book through Lynx, Mosaic, Netscape, and any other World Wide Web (WWW) client that can interpret HTML code.

The Fact Book is purely textual at this point, but graphics will be developed in the future. The Fact Book was made available in electronic format to increase access to the information and to eliminate the costly printing of the document. We encourage you to take a look at this publication and offer any comments you may have. The Fact Book is located at the following address:

<http://www.swt.edu/SWTFactbook/factbook.html>

For more information about the SWT Fact Book, contact Dennis Alejos, Fact Book Coordinator, at 512-245-2386 or [da01@swt.edu](mailto:da01@swt.edu).

## Musings, continued

President Emeritus Charlie Brown congratulated **Tony Williams** on his unsuccessful bid to become the first TBCUer elected Vice President of AIR and urged TBCUers (and other SAIR members) to support Tony's new bid to serve as Member-at-Large on the SAIR executive committee.

### Don't Miss the Appalachian Experience

It's becoming a SAIR tradition...  
learning local dance styles from local  
music groups!

This year's conference banquet will feature  
an old-time mountain music group  
who will lead us in  
**Appalachian mountain dancing!**

The "Experience" includes a buffet dinner  
at the Hotel Roanoke...

So pack your appetite, your dancing shoes,  
and join the rest of the membership  
for the Appalachian Experience  
on Monday evening, **October 23.**

## State News

from the organizations

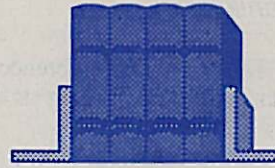
**ALABAMA.** The Alabama Association for Institutional Research (ALAIR) held its 9th annual conference April 20-21 at Troy State University in Dothan. Sixty participants heard a keynote address by Trudy Bers, AIR President, and chose from several other sessions and workshops related to "The Changing Face of IR: New Responsibilities and New Techniques." Sam Lowther of Auburn University served as program chair. Terry Russell, executive director of AIR, came up from Tallahassee to attend. At the meeting, Judy Rogers (University of Montevallo) was elected president-elect, Ellen Haulman (Alabama Commission on Higher Education) treasurer, and Hannelore Delbridge (University of Alabama) and Teresa Hall (Auburn University), nominating committee. Dr. Joe Sutton was in attendance to present the Leadership Award named in his honor to Kay Staub (University of Alabama).

**LOUISIANA.** The Louisiana Association for Institutional Research (LAIR) held its annual meeting on April 11-12 in Baton Rouge on the campus of Louisiana State University and A&M College. The theme of this year's meeting was "Institutional Effectiveness: Using Institutional Research to Support Institutional Effectiveness." Dr. Richard D. Howard and Dr. Gerald W. McLaughlin presented two half-day workshops to Louisiana institutional researchers and planners, provosts, deans, and graduate students. At the business meeting, Dr. Gary Young (Centenary) was elected Vice President and 1996 Program Chair. The following were elected 1995-96 LAIR officers: Robert Kuhn (President), Gary Young (Vice President), Eugene Fields (Secretary/Treasurer), and Ben Showalter (Past President).

**OKLAHOMA.** The Oklahoma Association of Institutional Research and Planning (OKAIRP) held its spring conference on April 11 at Oklahoma State University in Stillwater. The conference set an attendance record with 62 participants. The theme for the conference was "Linking Institutional Research, Assessment, and Planning for the Future." Dr. Cindy Ross, Executive Vice Chancellor for Academic Affairs, Oklahoma State Regents for Higher Education (OSRHE), was the keynote speaker. Participants shared information and research findings on diversity and retention, tracking transfer students, assessment and institutional research linkage, and many other topics.

Current members of the OKAIRP Board of Directors are: Annette Lopp (President), Lee Tarrant (Secretary), Theresa Bragg (Treasurer), David Bailey, Mark Giese, and Virginia Reasor (Members), and Kurt Jackson (Past President).

## BOOK TALK



Back by popular demand is the special book talk session. At this year's conference, SAIR President Karen Gentemann will lead the discussion on the book **Once Upon a Campus** by Dan Seymour. Pre-registration is required. Check the Book Talk box on your registration form if you plan to attend. And remember, if you sign up for the session, PLEASE read the book. (Registration limited to 20 participants.)

## New Places, New Faces

**Dr. Darrell Glenn** joined the State College and University Systems of West Virginia on May 1 as Assistant Director of Research and Information Systems. He works under the direction of Dr. Marsha Krotseng. Dr. Glenn's previous experience includes serving as institutional researcher and faculty member at Providence College in Rhode Island. While at Providence College, he developed new procedures for more consistent external reporting, provided analytical support for enrollment management decisions, and assembled several different databases in order to analyze the impact of financial aid decisions on enrollment patterns. He holds a PhD in economics from the University of Kentucky. Dr. Glenn's internet address is [dglenn@scusco.wvnet.edu](mailto:dglenn@scusco.wvnet.edu).

In addition to serving as Director of Research and Information Systems for the State Colleges and University Systems of West Virginia, **Dr. Marsha Krotseng** has been appointed interim Director of Finance and Facilities until the search for the position is complete.

**Ms. Yihong Gu** has been appointed Assistant Director of Institutional Research at Wake Forest University effective August 21, 1995. Ms. Gu will receive an MA in Mathematics from Wake Forest in December 1995. She also holds an MS in Systematic Engineering from East China Institute of Technology and a BS in Applied Mathematics from Xian Jiaotong University.

Effective June 30, 1995, **Dr. Ginger Hawk** retired from East Tennessee State University after 27 years of service at the university and two additional years of teaching in the Tennessee System. **Dr. Jack Sanders** will replace Dr. Hawk as Director of Institutional Effectiveness and Planning. You may contact Dr. Sanders by e-mail at [sandersj@etsuserv.east-tenn-st.edu](mailto:sandersj@etsuserv.east-tenn-st.edu).

## Conference News

*from the organizations*

In addition to the upcoming SAIR/SCUP Conference, members should mark their calendars for the following state conferences:

**OKLAHOMA.** The Fall 1995 Oklahoma Association of Institutional Research and Planning (OKAIRP) will be held on Thursday, November 9, at the University of Oklahoma in Norman. Tom Angelo, nationally recognized expert on classroom assessment and co-author with Patricia Cross of Classroom Assessment Techniques, will be our keynote speaker. Direct inquiries to Annette Lopp, Director, Office of Institutional Research/Assessment, Rose State College, by phone (405-736-0356), FAX (405-736-0260), or e-mail (alopp@ms.rose.cc.ok.us).

**TEXAS.** The 18th Annual Conference of the Texas Association for Institutional Research (TAIR) will be held at the historic Wyndham Warwick Hotel, near Rice University in Houston, February 27 through March 1, 1996. The conference theme is "Facing the Information Explosion." For further information, contact Dr. Richard Bailey, Program Chair, by phone (713-998-6176), FAX (713-479-8127), or e-mail (richardb@tenet.edu).

**OTHER.** This just in from the editor of *On the Horizon*...consider posting announcements of upcoming conferences on the On the Horizon World Wide Web home page (<http://sunsite.unc.edu/horizon>). Send announcements to James Morrison via e-mail at [morrison@unc.edu](mailto:morrison@unc.edu). Also, consider enhancing the inducement for your conference participation by inserting a note that papers/presentations for your conference are eligible for posting on the On the Horizon web page and for publication consideration in the On the Horizon newsletter.

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## Awards Reminder

The winter edition of *Southern AIR* contained a call for nominations for the SAIR awards and the awards criteria. While the call for nominations is made annually, keep in mind the criteria throughout the year and file them in your memory along with those persons who come to mind so that you can put them forward next year when the call comes again.

Remember, SAIR is *your* association. Help those who are deserving get recognized. Keep them in mind. Nominate them next year for recognition by the association. For a copy of the awards criteria, send a request to John Kalb, Director of Institutional Research at Florida State University, by phone (904-644-1786), FAX (904-644-9622), or e-mail ([jkalb@mailier.fsu.edu](mailto:jkalb@mailier.fsu.edu)).

## Florida Accountability Measures

Mary Sapp shared the new accountability measures that private colleges in Florida were required to supply to the state this spring. (Those of you who receive SAIRMAIL have already seen this information.) According to Mary, the public institutions had to supply a MUCH longer list. The measures are as follows:

- **Faculty Teaching Load:** distribution by rank and load
- **Faculty Profile by Rank, Gender, and Race:** IPEDS Fall Staff Survey
- **Faculty Contact with Undergraduate Students:** number of sections taught by course level and faculty status
- **Time to Degree:** credit hours from catalog and actual credit hours plus number of years
- **Accumulated Student Debt:** by loan program and time to graduation
- **State Cost Per Student:** supplied by the Postsecondary Education Planning Commission
- **FTIC Retention and Graduation Rates:** by gender and ethnicity and time to degree; using SRTK methodology
- **Transfer Student Access to Upper Division:** percent of transfers gaining immediate access to chosen field
- **Transfer Student Graduation Rate:** two-year and three-year rates
- **Professional Licensure Pass Rates:** by program
- **Undergraduate Course Section Sizes:** mean, minimum, median, maximum by CIP code
- **Accredited Programs:** number of programs seeking accreditation in prior year and status
- **Constituents' Assessments of Quality:** our "extra credit" measure in which each institution supplied a narrative describing indications of quality, effectiveness, and service to the community

Contact Mary Sapp ([msapp@umpir.msmaail.miami.edu](mailto:msapp@umpir.msmaail.miami.edu)) for more information.

If the doors of perception were cleansed,  
everything would appear as it is,  
infinite.

**William Blake, 1757-1827**

# SAIR MEMBERSHIP APPLICATION, October 1995 to September 1996

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.

**SOUTHERN AIR** Newsletter  
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