# Southern AIR

Winter 1996

Volume 18 Issue 1

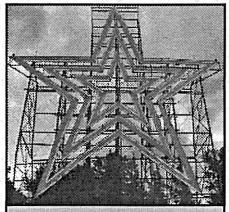
## President's Message

Debbie Dailey, University of Alabama

oanoke, Virginia, in the midst of beautiful fall foliage, lived up to its billing as the annual conference of the Southern Association for Institutional Research and the southern regions of the Society for College and University Planning met there October 21-24, 1995. This year the Virginia Association for Management Analysis and Planning joined with SAIR/SCUP for the meeting. The city was lovely, the hotel spectacular, and the company (as always) was exceptional! Phil Sheldon, catalyst for holding the meeting in Roanoke and local arrangements chair, was a man of his word. It was a wonderful setting for the meeting. Thanks to Phil and all of his committee for making us all feel welcome and showing us a great time!

The conference theme drew attention to the fact that in today's environment, colleges and universities must seek ways to be vital, proactive forces. Crises in K-12 education, budget reductions at the federal and state level, and technological advances that force us to play catch-up are just a few of the challenges we face. As institutional researchers, planners, and assessment specialists we have our work cut out for us. We frequently are the sources of information to help in addressing the issues facing higher education.

That brings to mind some of the major reasons for membership in SAIR. As an organization we want to be a source of direction, information, advice, and support. So over the past several years the Board has been working on providing more services to our member-



Roanoke conference attendees were treated to a view of the world's largest man-made star.

ship. The major step was taken in establishing the relationship with the Institute for Higher Education at the University of Georgia. Larry Jones has done an excellent job in working with and for SAIR over the past three years. We look forward to continued and ex-

As an organization, we want to be a source of direction, information, advice, and support.

panded use of the IHE resources. One exceptional development has been SAIRMAIL. The SAIR Board also would like to develop a resource service through IHE to assist in duties that Larry is performing. Please let me or Larry know if you have expertise in IR or planning that you would be willing to share with your colleagues.

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## SAIRMAIL: Keeping IR shops in touch

AIRMAIL, the electronic message service of the Southern Association for Institutional Research, is intended to provide a fast and rather easy way to communicate with institutional researchers and planners in the region. In its first year, SAIRMAIL was used to post position openings, state and regional meetings of IR interest, requests for "help," and information of importance to colleagues. More than three fourths (77%) of the current membership of SAIR have e-mail addresses and are included on the SAIRMAIL distribution list. Each message reaches more than 250 past and present members.

Registrants at the last conferences who provided correct e-mail addresses are included on the SAIRMAIL distribution list. If you have not received a SAIRMAIL message since the Roanoke Conference and would like to be included, simply send an e-mail message to SAIRMAIL <sair@uga.cc.uga.edu> with your correct e-mail address.

If you would like to send a message using SAIRMAIL, send the message to the same address. SAIRMAIL is not a "listserv," and the messages may be subject to some editing before they are posted to the SAIRMAIL list. Major editing is returned for review by the originator.

**SAIRMAIL**, another service of the Southern Association for Institutional Research.

-Larry G. Jones

#### SAIR

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Please submit material for the next issue of *Southern AIR* by the second week in May.

## **SAIR Minutes**

October 24, 1995, Roanoke, VA

he meeting was called to order by President Karen Gentemann. The minutes of the Business Meeting, October, 11, 1994, San Antonio, Texas, were approved as written.

Report of the 1995 Program Chair. Debbie Dailey thanked the membership for their support and cooperation in making the Roanoke conference a success, the Virginia Association of Management and Planning (VAMAP) their participation, and the program committees for planning and developing the various program components. As of October 24 there were 262 people registered for the conference, and 150 attended the Monday night event. The membership expressed appreciation to Debbie for her work as program chair by enthusiastic applause.

Treasurer's Report. Lindy Smith distributed the 3rd Quarter Financial Report that showed a September 30, 1995, balance of \$40,392.65. She pointed out that the report did not include some registrations nor the conference costs.

Committee Reports. Service Awards. John Kalb reminded members that they may make nominations at any time but particularly when the call for nominations appears in the newsletter. Best Paper Award. Those wishing to be considered for the Best Paper Award must put 5 copies in an envelope and place it in the box on the registration table before the conference is over. The

paper chosen the for award w i 1 1 repres e n t SAIR the AIR Forum in t h e session desig-"Best nated as a Presentation from

State/Regional Conference." *Travel Grants*. Ann Tomlinson announced that 3-5 grants are available for each conference and encouraged members to

watch for the application form in the mail and apply for the grants. Publications. SAIR ESSENTIALS is expected to be ready for distribution in early 1996. It will be mailed to current members at that time and to new members thereafter. Also, a new membership brochure will be available soon. Professional Development. Al Searway reported that David Fleming was sponsored by SAIR to participate in the AIR Train-the-Trainer Program. He attended the workshop "Campus Culture and Politics." Ann Tomlinson was also selected to participate but was unable to do so because of illness. Both the electronic distribution list for the membership (SAIRMAIL) and the Board of Directors (SAIROFF) are working well. Al thanked Larry Jones for setting up and maintaining these lists through the University of Georgia.

Election Results. Past-President Jim Nichols announced the following results: Dave Fleming (Vice-President/President-Elect). Robert Kuhn (Treasurer), Hannelore Delbridge and Mary Korfhage (Members-at-Large), and Ansley Abraham, Kathleen Bissonnette, Myrtes Dunn Green, John Hemmeter, and Theresa Smith (Nominating Committee).

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# **New Year: New Look for Southern AIR**

The new year, traditionally a time for rumination and resolution, has worked its magic on *Southern AIR*. While you'll still receive the publication on a quarterly basis, the newsletter has a whole new look. More aggressive. More progressive. But still the same reliable source for information concerning the Southern Association for Institutional Research, the statewide organizations, and the activities and whereabouts of your IR colleagues.

-The Editor

## Musings from TBCU: a SAIR Special Interest Group

naccountably for a SAIR conference billed as "clean as a mountain breeze," there were a surprising number of "vices" around. These were vices we are proud to own up to, though. TBCU Vice Presidents in attendance were Maxine Allen, Myrtes Green, Charles Nash, Sidney McLaurin, and Barbara Wyles.

To our rediscovered and very charismatic Robert I. "BOB" Lewis,  $\Pi$ , whom we haven't seen for some time,

we say "Thank you" and "Congratulations" for a dynamic workshop. For those who had wondered and worried about Bob. fear not! The brother has landed on his feet in a stellar role with GEM (a graduate placement and scholarship bureau for minority engineers) in Indiana. Bob's sojourn through the IR ranks included stints at Norfolk State, the University of Arkansas at Little Rock and Talladega College.

Hopefully, we will see more of him when AIR convenes in

Albuquerque.

Kudos to Maxine Allen of

Norfolk State for: (a) bringing the largest contingent of IR practitioners to a SAIR conference ever in the annals of TBCU, (b) serving as the chair of the SAIR Facilitators committee, and (c) upsetting the perennial SAIR golf champion Tony Williams on a truly mountainous golf course appropriately named Hanging Rock.... But then, you already knew Tony's nickname was "Rock," didn't you?

Sam Baldwin receives our congratulations for being one of three cofounders of the newly organized Georgia Association for Institutional Research, Planning, Assessment, and Quality (GAIRPAQ), to which all Georgia TBCUers are encouraged to join.

Charlie Brown is "recognized(?)" for being the other of SAIR's TBCU de-

throned champs, higher than a third place finish in a round-robin tennis tournament of six participants. But, like his favorite Tarhell, Michael Jordan, we can expect Charlie to say in Albuquerque, "I'm back!"

Myrtes Green gets our heartiest best wishes for multiple accomplishments: (1) serving as chair of the SAIR Roundtable Committee, (2) her promotion to Vice President for Planning and Evaluation at Stillman College, and (3)

TBCU members (left to right) Tony Williams, Myrtes Dunn-Green, and Deborea Winfrey enjoy the company of Garland Thompson, SAIR Keynote Speaker.

her service as a member of SAIR's Nominating Committee.

Jillian Kaskey, a senior reporter for Money magazine chose to attend TBCU's luncheon meeting. Could it be that her presence indicates that of all the other SIG meetings going on that day, she was acknowledging that under the present leadership TBCU must be doing something right? Makes you wanna go Hmmmmmm!

A collective kudo to Willie Jackson of Tuskegee for his promising draft report on a coterie of social and institutional research issues that (with further study) is destined to make headlines for Wille and TBCU. This will be especially true if all of those who were asked to critique the draft will do so in a timely manner.

A tip of the hat goes to Gregory Epps of West Virginia State for losing his graduate student status with TBCU by completing all the requirements for his doctoral degree. Way to go, Doc!

Congratulations also go to Patricia DeWitt, Stella Dorgu, and Willie Jackson for serving on SAIR's Roundtable Committee. TBCU also welcomed newcomers Haseem Ahmed, Harold Aubry, Connie Hill, Earlie Horsey, Sheila Jones, Rita Jackson Teal,

Angela Robertson, and Adrienne Royster.

It was good to see Roy Stubbs, another oldtimer of whom TBCU has regrettably not seen enough. Thanks to Roy for introducing TBCU to Angela Robertson...or was it the other way around? Can we say enough to Deborea Winfrey for being the hostwith the mostess...(ahem) in terms of managerial skills when it comes to settling the tab (including the tip) at

Roanoke's finest eateries. Actually, we still owe her thanks for similar duties in Boston last May! Thanks, Deb.

Lastly, we are indebted to **Tony** Williams for his personable and suave leadership skills. While he took us to task for not using our political clout in SAIR and AIR elections, we accept his admonishments and herewith solemnly swear that we will henceforth get out the vote for all TBCUers and others endorsed by TBCU.

—Charlie Brown and Adrienne Royster

Editor's Note: SAIR extends condolences to Charlie Brown who lost his wife Minnie on December 2.

## Members Honored at Luncheon

he traditional SAIR Awards Luncheon closed the 1995 SAIR/SCUP Conference. Other than having chicken, it was an excellent event! The Conference Planning Committees were recognized for their excellent work. John Kalb, member-at-large on the Board of Directors, announced several organizational awards.

Two Unsung Heroine Awards were bestowed. The first went to Nancy Ellen Soteriou of El Paso Community College. For several years, Nancy Ellen voluntarily has taken on the responsibility of producing the SAIR Annual Report. This publication is the official record of the Association and its activities for the year. Production requires technical capabilities, knowledge of the organization, and considerable patience. Nancy Ellen has carried out this task in a professional and caring manner. SAIR recognizes her for her successful efforts.

The second Unsung Heroine Award went to Theresa Smith of the University of Oklahoma. Theresa is the founder of the Consortium for Student Retention Data Exchange. She saw a need for this type of information and initiated its collection. Her efforts began with the Southern University Group and the Big Eight/Big Ten Data Exchange Group and have resulted in national participation in the study. Her motivation is directly related to her commitment to higher education and high standards for institutional research. SAIR congratulates her on her accomplishment.

After recognizing the members of the Best Paper Award Committee, John announced the SAIR 1994 Best Paper Award winners, J. Fredericks Volkwein and Bruce P. Szelect, for their paper, "Factors Associated with Student Loan Default Among Different Racial and Ethnic Groups." The authors were unable to attend the 1995 conference, but Larry Jones accepted on their behalf.

-Debbie Dailey

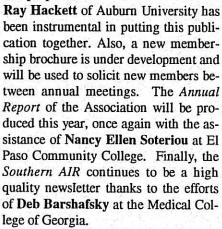
## President's Message, continued

Another development that will enhance the benefits of membership in SAIR is an increase in publications. SAIR Essentials is well on its way to reality. Included will be basic documents of the organization such as the Constitution and Bylaws, a brief history of SAIR, guidelines for service awards, and other information about the organi-

zation. It will be provided to all current members initially and in the future be given to all new members. The purpose of this publication is to better inform our membership of the organi-

zation and

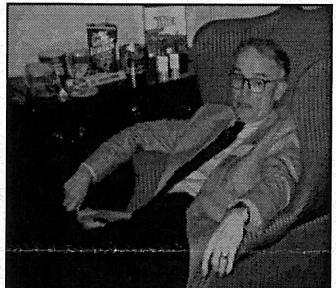
its purpose.



You will notice that several individual members' names were mentioned related to various activities of the Association. This leads to my last reason for membership in SAIR. Involvement in the organization provides an individual with access to information, opportunity for input in the direction the organization is taking, and exposure to a warm, helpful group of colleagues. Our organization is a strong one. Its heritage is one of true volunteerism from individuals across the South and beyond.

I urge each of you to continue this heritage. Please offer your assistance to the organization. Dave Fleming and the

> Planning Committee SAIR 1996 would welcome your offer serve on a committee. When you receive the Call for Proposals the Spring, submit one (or more)! Examples



Larry Jones, SAIR/IHE Liaison, relishing the incomparable rewards of volunteerism.

other ways you can become involved include: volunteering to serve as a facilitator at the conference; becoming a resource person; adopting a newcomer to mentor; or offering to host a future conference. You can talk with any Board member about what you would like to do.

In closing, I want to say that it is a pleasure to work with the SAIR membership, the Board of Directors, and IHE. I am very proud to be a member of SAIR. My hope is that each of you feels the same pride in our Association.

Dethic Sailey

## **Upcoming Conferences**

arly 1996 is full of professional development opportunities for institutional researchers and planners. Mark these on your calendar....

ALABAMA. The Alabama Association for Institutional Research (ALAIR) has scheduled its 1996 annual conference for April 11 and 12 on the campus of Samford University in Birmingham. ALAIR invites colleagues from other states to submit proposals for the program and to attend. For more information, contact Dr. Judy Rogers, Univerof Montevallo, by phone sity (205.665.6392)or e-mail (rogersj@um.montevallo.edu).

GEORGIA. The second annual oneday, drive-in conference of GAIRPAQ, the Georgia Association of Institutional Research, Planning, Assessment, and Quality, will be held on Friday, March 22, on the campus of Mercer University in Macon. Grover Andrews, Georgia Center for Continuing Education, is the featured speaker. The conference fee is \$25 and includes lunch. For program and other information, contact Patricia (706.233.7308; DeWitt patdewit@ix.netcom.com) or Sam Baldwin (404.880.8796).

OKLAHOMA. The Oklahoma Association for Institutional Research and Planning will hold its Spring Conference at Tulsa Junior College on April 11, 1996. Contact Mark Giese for more information (918.456.5511, ext. 2066).

May 20. Mike Middaugh, University of Delaware, will conduct a workshop on benchmarking.

SAIR. The Southern Association for Institutional Research will host its next

TEXAS. The 18th Annual Conference of the Texas Association for Institutional Research will be held at the historic Wyndham Warwick Hotel

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February 27 through March 1. The conference theme is "Facing the Information Explosion." For further information, contact Patricia Duhon by phone (409.880.8097), FAX (409.880.8720), or e-mail (duhonpb@bigred.lamar.edu).

VIRGINIA. The Virginia Association for Management and Analysis will host a one-day meeting in Lynchburg on annual conference in Mobile, Alabama, on *October 12-15*. This historic postcard pictures the Steamer "Baldwin." The message reads: "Letter received, all well, will answer in few days. This photograph was taken off Chicksaw Point at mouth of Mobile River." For conference details, contact Debbie Dailey.

OTHER. The Southeastern Association for Community College Research will hold its Silver Anniversary Meeting at the Marriott Bay Point Resort in Panama City, August 4-7, 1996. The theme for the conference is "Research and Assessment: Where We've Been and Where We're Going." For more information, contact Bud Levin at 540.234.9261.

The Institute for Academic and Professional Leadership of UNC-Chapel Hill offers "Financial Strategies for the New Economic Environment" on *February 25-27*. The seminar will help college and university leaders understand the new economic environment for higher education and successfully cope with its demands. For further information, contact William Pate by phone (800.845.8640), FAX (919.962.2643), or e-mail (iapl@unc.edu).

## AIR in Albuquerque: A chile pepper primer

The Association for Institutional Research convenes in Albuquerque, New Mexico, May 5-8, for the 36th annual forum. Albuquerque...heart of the great southwest, cradle of the infamous red hot chile pepper. For the novice and chilehead alike, I offer a little guidance. 1912, In Wilbur Scoville developed the Scoville Organoleptic Test, a method to measure the heat level of chiles. If you're a rookie, stay away from the mighty Habanero, which measures in at an incendiary 300,000 Scoville units. The Jalapeno, to put this in perspective, has

a heat range of 2,500 to 10,000 units. **Bell** varieties measure in at zero. For a touch of heat and a lot of flavor, try the **Serrano** or the **Anaheim** varieties. Any pepper you choose, hot or not, is ex-

tremely good for you. Fresh chiles have twice as much vitamin C as cit-

rus fruits. And, when peppers are dried, the vitamin A skyrockets. If you bite into something a bit hotter than you can handle, kill the heat with a dairy product...milk or ice cream. Water and beer only intensify the heat.

-The Editor

### Oh Canada....

ne of the many pleasures of being an officer of AIR is getting to attend professional meetings that you might not otherwise be able to attend. In November, I was fortunate to be able to go to the fourth annual conference of the Canadian Institutional Research and Planning Association (CIRPA) which

was held at the Queen Elizabeth
Hotel in Montreal.
Not only was the
program great
but I also got
my first dose
of snow for
the season!
Under the

program chairmanship of Garry Milton from Concordia University, the program offered much of interest to me and, in fact, I would have thought I was at SAIR or AIR if so many of the attendees had not been speaking French. Under the theme, Restructuring Higher Education: Facilitating the Development of New Paradigms, the program included sessions on program evaluation, restructuring/re-engineering, performance indicators, outcome measures, resource allocation, etc. At least to me, these are all current, important topics and I found the sessions to be both interesting and useful. There were many similarities in the way that these topics were being approached by the Canadian colleges and universities, but there also were many differences that helped me see things at my own institution in a new light.

While this was the fourth CIRPA conference, this was really the beginning of a formal organization for Canadian planning and IR professionals as a constitution was approved and formal officers were elected. Judith Murray, Saint Mary's University, was elected to a two-year term as President, Barrie Dubray, University of Saskatchewan, was elected to a one-year term as Vice President, and Jeff Donnelly, Northern Alberta Institute of Technology, was —continued on page 7

## **SAIR Minutes, continued**

SAIR/IHE AGREEMENT. Karen Gentemann thanked Larry Jones, SAIR/IHE Liaison, for the support he has given the Board during the last year. Larry Jones informed the membership that SAIRMAIL is available to them for announcements, requests, etc. The Board approved continuation of the SAIR/IHE Agreement at their meeting on October 21, 1995.

Proposed Change to the Bylaws. So that conference planning can move ahead at judicious times, the Board proposed changing the association bylaws to allow the Board to finalize the site for the annual conference without a vote by the membership at a prior annual business meeting. President Karen Gentemann explained the problems with the change from Perdido Beach to Mobile for the 1996 conference as background to illustrate the time problem involved. members approved Perdido Beach as the 1996 site at the business meeting in 1994. Between the time that terms were first discussed with the hotel and the time after the vote when the contract could actually be signed,

terms so that the contract was not acceptable to the Board. To secure a dequate accommodations for the conference, a contract was signed with a Mobile hotel without a specific approval from the membership for that site. If the Board had waited

the hotel changed the

for another business meeting before signing the contract, that hotel would have no longer been available.

A motion was made by Gary Graff and seconded by David Fleming to approve the proposed change to the bylaws. Tim Sanford offered an amendment to the motion, which was seconded by Mary Sapp, to include the wording "after consultation with the membership at a previous business meeting." After discussion of this

amendment, it was withdrawn by Sanford and Sapp. A motion was made by Gerry Dizinno and seconded by Jim Nichols to include in the proposed change to the bylaws that the agenda at every annual business meeting will include discussion of future sites. Tim Sanford and Mary Sapp expressed that this fulfilled their intent with the amendment to the motion that they had Secretary Harriott Calhoun made. asked for clarification as to where the additional wording would be added. Tim Sanford suggested that the Secretary finalize the wording and its placement in Section 1. Graff and Fleming agreed to amending their motion to include the additional wording. After a call for the question by Gerry Dizinno and a second by Jim Nichols, a unanimous vote approved the following changes (in italics) to Article V, Section 1. The annual meeting of the Corporation shall be held during the Fall of each year at a site and date determined by the Board of Directors. The Secretary shall be responsible for notifying all members of the date and location of the annual meeting at least

sixty (60) days prior to the annual meeting. The annual business meeting shall be

held in conjunction with the annual meeting, and the agenda at the annual business meeting shall include discussion of future meeting sites.

**Discussion** of Future Conference Sites. Doris Wright spoke in behalf of *Hot* 

Springs (1997) and those who have volunteered to work with local arrangements there. Tim Sanford moved to approve Hot Springs with flexibility for the Board to make other arrangements, if necessary. Dave Fleming seconded the motion which was approved unanimously.

The dates for the *Mobile* conference are October 12-15, 1996. Al Yeager proclaimed the weather delightful at that time of year.

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#### **Other News**

ENTUCKY. The Kentucky Association for Institutional Research (KAIR) held its Fall meeting on November 3, 1995, at the University of Louisville in Louisville, Kentucky. The all-day conference included presentations on the Kentucky accountability process, issues on the higher education horizon, and various roundtable discussions. At the meeting, Juli Duvall (University of Louisville) was elected President, Karen Wardrip (Owensboro Community College) was elected Vice President, and Garvel Kindrick (Georgetown College) was elected Secretary/Treasurer. For membership information, please contact Juli by phone (502.852.6168) or e-mail

OKLAHOMA. The Oklahoma Association for Institutional Research and Planning (OKAIRP) held their Fall conference at Oklahoma State University with 70 members in attendance. 1996 Board members are as follows: Mark Giese (President), Annette Lopp (Past President), Angie San Millan (Treasurer), Lee Tarrant (Secretary), Bet Becker (Newsletter Editor), and Virginia Reasor, Chan Hellman, and David Bailey (Board Members).

(ifduva01@ulkyvm.louisville.edu).

SACCR. The Southeastern Association for Community College Research held its annual meeting in Asheville, North Carolina, at the Holiday Inn Sunspree Resort. The Keynote Speaker was James Palmer from Illinois State University and formerly of the American Association of Community Colleges. Two papers presented at the conference will be presented at the annual meetings of the Association for Institutional Research and the American Educational Research Association. Officers elected for the coming year are Max Reichard (President), Bernard Levin (President Elect), Terry Alexander (Secretary), and Ronald Head (Treasurer).

**TEXAS.** Dr. **Dennis Brown** has been appointed Associate Dean for Institutional Effectiveness at El Paso Community College, effective January 1, 1996.



## **Call for Nominations**

SAIR Service Awards



SAIR members are invited to nominate deserving colleagues for one of the organization's Service Awards:

James R. Montgomery Outstanding Service Award SAIR Special Recognition Unsung Hero Award Distinguished Membership Award

For a copy of the awards criteria, send a request to:

John Kalb, Director of Institutional Research Florida State University

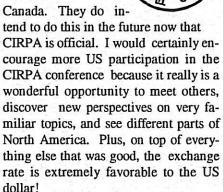
> VOICE: 904.644.1786 FAX: 904.644.9622 E-MAIL: jkalb@mailer.fsu.edu

### Conclusions....

#### Oh Canada

elected program chair for the 1996 meeting, which looks like it may be in Calgary. One thing that was surprising to me was that I was the only person there from the US, but the conference coordinators did say

coordinators did say that they had not made much of an attempt to mail to IR folks outside of Canada. They do in



—Tim Sanford

#### SAIR Minutes

Salt and fresh water recreation are in abundance. Excellent golfing is available on the Robert Trent Jones Golf Trail; food and music are great in the area. The National Shrimp Festival in Gulf Shores is October 10-13, so conference attendees may want to arrive early so that they can attend that event.

Conferon investigated Hilton Head and Charleston as possible sites for 1998, but they are too expensive for our conference. The information on Savannah looks very promising, and the Board will also consider Tampa.

Other. Announcements were made by Debbie Dailey concerning sessionroom changes.

Tim Sanford announced that the AIR Forum will be in Albuquerque, May 5-8, 1996. The meeting was adjourned at 10:05 a.m.

-Harriott Calhoun

## SAIR Membership Application, October 1995 to October 1996



lease use or pass this form on to an interested colleague. The completed form and check should be mailed to **Bob Kuhn** at SAIR/Louisiana State University, 311 Thomas Boyd Hall, Baton Rouge, LA 70803.

Position

Institution

Department Name

Address

City \_\_\_\_\_ State \_\_\_\_ ZIP Code \_\_\_\_\_

Telephone \_\_\_\_\_ FAX \_\_\_\_

Internet Address

Membership Type Student (\$10) \_\_\_ Emeritus (free) \_\_\_ Regular (\$20) \_\_\_

Membership Types

To be eligible for a STUDENT membership, you must actively be pursuing a graduate degree and cannot be employed full-time.

To be eligible for EMERITUS membership, you must be retired and must have been an active member of SAIR for a minimum of five years immediately preceding your retirement.

**REGULAR** membership applies to the rest of us.

And a reminder...you are a paid member for the year following a SAIR conference registration or payment in lieu of registration.

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Southern AIR

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inside...

Welcome to the Winter issue of Southern AIR. Inside you'll find the President's message, a SAIRMAIL update, minutes of the annual business meeting, news from the States, Musing from TBCU, upcoming conferences, and more.....