

Southern AIR

Summer 1997

Volume 19, Issue 3

Congratulations Bill Fendley Newly Elected AIR VP

Bill Fendley, Jr., Director of Institutional Research at the University of Alabama, was recently elected as AIR Vice President. Bill's service work in institutional research is found at the state, region, and national levels. His work with the AIR Forum is extensive, serving as Forum committee chair for four years (1988, 1989, 1992, 1993), as Associate Forum Chair in 1993-94, and as Forum Chair in 1994-95. He has also served on numerous AIR committees. Bill has selflessly served SAIR throughout the years. Bill received his Ph.D. in Higher Education and Institutional Research from Florida State University.

Share the Wealth and Win at SAIR '97

Are you proud of the creative and informative nature of your IR publications? Here's a chance to see how your institution measures up (and snag some ideas from another institution). In an effort to provide even more excitement at SAIR '97, John Kalb, conference program chair, has planned a publications contest! Bring (or send with a colleague) your institution's fact books, mini-factbooks, brochures, and planning documents for contest entry and display. Conference participants will be given the opportunity to browse through the collection and select their favorites from among those on display. Categories for awards will be announced at the conference. **Don't let your institution win the award for the category "Unavailable."**

1997 SAIR CONFERENCE

"Challenges & Responses"

October 11-14

Hot Springs, Arkansas

Do you have a colleague that did not receive a personal invitation to SAIR? Well we can help. Registration materials and program information for the 1997 SAIR Conference is now available on the 1997 SAIR Conference web site. To view the registration materials, along with an overview of the Conference speakers, program and workshops go to:

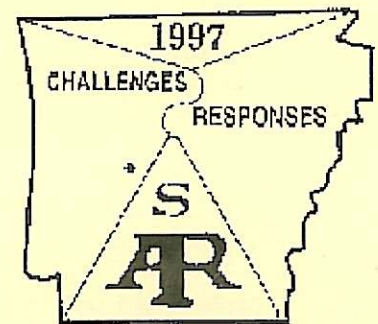
<http://www.oir.ualr.edu/sair/>

and click on SAIR 97 Invitation. ADOBE ACROBAT is needed to read the site, but a download path is included.

The 1997 SAIR Conference registration material has recently been mailed to SAIR members and institutional researchers in the SAIR states. If you have questions or need additional information, contact:

John Kalb, Program Chair <jkalb@mailr.fsu.edu> or (850) 644-1786.

There is also a two page pull out in this publication (for those of you not quite up to surfing for your information) with information on the speakers and workshops. We also have an agenda and just enough information on SAIRendipity to peak your interest. Go on, fill out the travel request form and get to Hot Springs this October!



Have you registered for SAIR '97?

What are you waiting for? Send in the registration form that John Kalb recently sent you. Doris Wright has done a great job in finding a fun, fantastic location with plenty of activities for your free time--not that you will have any. There is a workshop for everyone, and a large variety of programs and panels. Have you seen that guest speaker list? Don't be the only one that missed out. If, somehow, your registration form has been misplaced or your office mates decided it would make a good coaster, give John a call at (850) 644-1786 and he will fax/mail one right to you. Or check out the web page which also has all the details. Now I'm from Arkansas and I can speak enthusiastically about the great time you would have had if you had just taken 5 minutes and registered. See you there!



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Region People and Places

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SAIR

The Southern Association for Institutional Research

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Clemson University

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Editor, *Southern AIR*

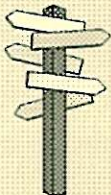
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Please submit materials
for the next issue of
Southern AIR by the first
of November, 1997.

President's Letter



As summer 1997 draws to a close and another fall session begins, and as I begin to put together plans for this next year, it occurred to me that we frequently get so wrapped up in the planning process and the operations of production that we forget to take adequate time to truly evaluate our products and outcomes. In seeking out these products we are forced to examine our true missions and determine if we have met our intended goals.

Working in the field of institutional research gives each of us a host of opportunities to place numeric values on various facets of higher education. I recently read a quote by Stephen Covey: "Doing more things faster is no substitute for doing the right things." Numerical labels tend to give us and our clients a sense of success or failure. We grow up in school systems seeking to strive for higher numbers than our peers believing that we can equate success with a higher number—doing things faster. But are higher numbers our true mission? Are higher numbers our intended goals? Are we so forced into doing things faster that we forget to do the right things?

As we think of the theme of this year's 1997 SAIR Conference to be held in Hot Springs, Arkansas, *Challenges and Responses*, we must realize that we cannot formulate responses without first identifying our challenges—challenges not only from internal demands but external pressures as well. I would ask that each of you take some time during this fall session of planning our responses to this year's challenges, to consciously develop some goals toward our missions that do not necessarily involve numbers. Pay particular attention to goals that further the all-around development of staff: increased staff soft skills training; increased involvement in state, regional, and national professional associations; and increased community involvement. These immeasurable activities can indirectly, yet significantly, effect the quality of our end products.

I look forward to seeing each of you in Hot Springs in October. From all indications, John Kalb and Doris Wright have directed the efforts to prepare our annual SAIR conference in grand style this year. Our challenges are many and our responses seem to be gaining in complexity. Come meet with your colleagues to draw from one of the greatest resources of expertise in the nation. We are fortunate to have secured great speakers in a beautiful setting at the peak of one of nature's most beautiful seasons. Don't miss this excellent opportunity!

David Fleming
President

AIR Nominations Needed

Submitted by Tim Sanford

As chair of the AIR Nominations Committee this year, Tim Sanford asks all AIR members to begin thinking of nominations for AIR offices for 1998-99. The call for nominations will go out this fall and will include a call for persons to nominate themselves or others for AIR's non-elective committee membership positions as well as the regular elected officers and committee chairs. Get involved and suggest names of good folks to help run our professional associations!

[Editor's Note: Check out page 12 of the Summer Issue (Vol. 35, No. 1b) of *AIR Currents*. Here you will find deadline information and a description of the offices to be filled.]

SAIR Financial Statement 1st Quarter of 1997

Submitted by Robert Kuhn

Total assets as of December 31, 1996*		\$54,249.88
*Distribution among accounts:		
Bank balance	\$27,582.06	
Investment balance	26,667.82	
		<hr/>
Income during the quarter:		
Membership/Conf. fees for 1996-97	\$485.00	
Interest earned from Investment account	275.42	
Interest earned from Bank account	62.57	
		<hr/>
Total Income		\$822.99
Expenditures during this quarter:		
Printing	(290.36)	
Postage	(105.32)	
1996 Conference	(16,815.25)	
1996 Conference Refunds	(355.00)	
1996 Conference	(792.56)	
Miscellaneous	(586.36)	
		<hr/>
Total Expenditures	(18,647.85)	
Total Net Income during the period		(17,824.86)
		<hr/>
Total Assets as of March 31, 1997**		\$36,425.02
**Distribution among accounts:		
Bank balance	\$9,481.78	
Investment balance	26,943.24	
		<hr/>

SAIR Financial Statement 2nd Quarter of 1997

Total assets as of March 31, 1997*		\$36,425.02
*Distribution among accounts:		
Bank balance	\$9,481.78	
Investment balance	26,943.24	
		<hr/>
Income during the quarter:		
Membership/Conf. fees for 1996-97	\$305.00	
Interest earned from Investment account	333.82	
Interest earned from Bank account	16.76	
		<hr/>
Total Income		\$655.55
Expenditures during this quarter:		
Printing	(73.80)	
Postage	(136.81)	
1996 Conference	(463.04)	
1997 Conference	(30.00)	
Miscellaneous	(298.96)	
		<hr/>
Total Expenditures	(1,002.61)	
Total Net Income during the period		(347.06)
		<hr/>
Total Assets as of December 31, 1996**		\$36,007.96
**Distribution among accounts:		
Bank balance	\$8,800.90	
Investment balance	27,277.06	
		<hr/>



Are You Ready for AIR '98?

Submitted by Kaye Lawson

Someone once said, "Not to decide is to decide." It's easy for us to neglect making a commitment to professional meetings by not submitting a presentation proposal or committing to making a presentation and then backing out at the last minute. It is no small task to coordinate professional, timely, and interesting proposals coming from diverse backgrounds into a cohesive, well-received program. So, pick up that call for proposals for the 1998 AIR Conference and get it in the mail today! Make our southern region the most well-represented group as we attend next year's conference in Minneapolis.

Why am I acting as cheerleader for AIR proposals? When I was asked to submit an article regarding my impressions of the 1997 conference held in Orlando at Disney World, I felt I could best relate the value of the conference by encouraging future participation. I admit that given the environment, it was somewhat tough to get into a working mode, but once I did, I found the sessions to be extremely powerful and applicable. The 1997 conference in Orlando was my first AIR meeting. There was something about the camaraderie of the group that made me want to get further involved in the behind the scenes work. As I attended sessions, I kept thinking of projects that we had done in our office that would most likely be of interest to this national group.

Since I have only been in the field of institutional research for not quite two years, I thought that I might be a little lost in some of the subject areas—not so. The conference seemed to have something for all levels of institutional research involvement. The sessions coupled with the networking opportunities were well worth the cost involved with going to a meeting of this magnitude.

So, once again, why am I acting as the AIR cheerleader? I want to encourage you to plan NOW to attend this important conference. Don't wait until next May and regret that you made the wrong decision by not making a decision.

(continued on pg. 9)

1997 AIR Information Technology Institute

Submitted by Pat Dewitt

Ninety-one participants, including 17 from the SAIR region, attended the first AIR Information Technology Institute during a hot July in Indianapolis, July 12-16, at Indiana University/Purdue University (IUPUI.) The overall director was Victor Borden of IUPUI. Each participant was scheduled for four of the six possible sessions, all but one of which focused on uses of the latest software for institutional research: building web sites, data warehouses, presentations, advanced spreadsheet uses, Microsoft Access, and SQL basics.

Overall, the workshop was excellently conceived and executed, and most of the presenters maintained a very high standard of instruction. One computer per student was the norm. The inevitable computer glitches were minor, and the facilities at IUPUI were enviable. Of necessity, there were software "standards." Windows 95 and, primarily, Netscape were used in most sessions, and Microsoft Office 97 was emphasized. On the other hand, the software used in the data warehouse session was far beyond ordinary office productivity products.

For most of the participants, the major goal was to be brought up to speed; I believe that this was achieved at least to the extent that, by the end of the Institute, we could see where we would have to go. During one session, the presenter announced encouragingly, "Now you're real power users!" Even though some of us who used to write code may once have considered ourselves a cut above "power users," we were glad to hear this. Today's software is so extensive both in its own potential uses and in its connectivity with other software and with the Internet that the ability to map out a logical sequence of data processing (a program) is less important than familiarity with the tools that can be combined to accomplish the tasks of institutional research more effectively. In fact, the major emphasis in all sessions was on taking data with which we are all familiar and making it more accessible to users through customizable modes of presentation (pivot tables and other advanced spreadsheet functions, graphics, Power Point slides) and convenient electronic delivery (data warehousing, web sites, Internet file exchanges.)

By the end, participants were, as expected, tired and full of new information to be assimilated. Recreation was not neglected: fitness facilities were available, walks and a baseball game were scheduled, a panel discussion was attempted, and the graduation evening featured a rather extensive variety of IR-style amateur entertainment. Despite the heat, various informal groups took advantage of downtown Indianapolis's night life, a 30-minute walk away.

Since AIR definitely plans to hold the Information Technology Institute again next year, the best advice is—register early!

TBCU Musings: Magic Kingdom Provides Backdrop for Record Forum

Submitted by Charlie Brown

The 37th Annual Forum which met in sunny Orlando May 17-21 provided TBCU with a "magic kingdom" arena in which to display the super talents that continue to emanate from our ranks. Highlights of TBCU's presence at the Forum include:

Publication of the Inaugural TBCU Research Journal: TBCU with a grant from AIR published its inaugural issue of the TBCU Research Journal. The 32 page journal featured two refereed articles and a contributed article by Charlie Brown, journal editor, that chronicled the early days of AIR/SAIR and TBCU. TBCU quickly became the buzz of the Forum as a limited number of the journal was sold or distributed to the AIR membership. John Smart, former editor of AIR's Research in Higher Education, lauded TBCU for "achieving in its first journal issue what AIR took over a decade to do."

TBCU/AIR T-Shirts: With the blessing of AIR Executive Director, Terry Russell, to include the AIR trademark logo on our t-shirt design, we sold nearly 100 shirts. Forum goers from as far away as Australia were quick to snap up the well-designed shirt. Puerto Rico's Gloria Davila-Casnovas won a free t-shirt from the promotional drawing we held. So now we have indeed gone international. Viva TBCU!

Record Attendance and Participation of TBCUers as Presenters, Facilitators, and Committee Members: A high-tech presentation to the membership at the TBCU business meeting by Terricita Sass of Norfolk State on the costs and considerations associated with investing in computer technology in the IR workplace capped off a record level of participation by TBCUers at this year's Forum. A few examples of out involvement in the program included: Susan Swayze serving on the Evaluation Committee (along with Alice Simpkins) and serving as a panelist responding to a general session address; Charlie Brown and Tony Williams serving as panelists, and Sam Baldwin serving on several committees including the External Relations Committee. Gebre Tesfagiorgis led a roundtable discussion on the current status of affirmative action in higher education. Other participants included Baba Adam, Dawit Teklu, Marcia Conston, Gladys Bennett, Myrtes Dunn-Green, Nettie Daniels, Michael Boatwright, Janie Ganaway, Phyllis Edamatsu, Clover Hall, Sidney McLaurin...the list goes on.

AIR Outstanding Service Award to TBCU's Tony Williams: There may not have been a dry eye in the place after Tony Williams' emotional acceptance speech when he received one of AIR's top awards, the Outstanding Service Award. Tony's grateful acknowledgment of the many folks who have both inspired and nurtured him in his 17 years of service to AIR was a moment that will be long remembered. TBCU adds its accolades to one of our stalwart leaders. Congratulations!

Update from Tony Williams

Marcia Conston (Benedict College) participated in a marathon in Anchorage, Alaska. Also, the second issue of the TBCU Research Journal is set for distribution for October (SAIR conference). We continue to solicit papers, subscriptions and support for the journal. We heard from Leonard Ballou who is recovering from surgery; and finally Dr. Maxine Allen, Norfolk State, Assoc. VP, Acad. Affairs and Dir. of IR has retired as of Aug. 1st and is fine-tuning her golf game with her husband George.

SAIR '97

1997 SAIR Conference

SAIR '97

Southern Association for Institutional Research
Challenges & Responses

October 11-14, 1997

Arlington Resort Hotel and Spa, Hot Springs National Park, Arkansas

The theme of this year's conference is Challenges & Responses, something all Institutional Researchers face, sometimes daily. The sub-theme of this year's conference, "In and Out of Hot Water," was chosen to play upon the site of the conference, with the perhaps heretical notion that not all Hot Water is bad for you. Just as the famed mineral waters of Hot Springs can be soothing, localized hot water can sometimes make us stronger. Bring your personal challenges and responses to SAIR '97 and hear from others who have faced their own challenges. Return to your campuses invigorated!

SPEAKERS

Dr. Robert Fisher is Professor of Management and Vice President for Academic Affairs at Arkansas State University, Jonesboro, Arkansas. He has published numerous articles on the management of human resources including articles published in *Personnel Journal* and *Personnel Administrator*. A recent Fulbright Scholar to Malaysia, he is active in the Society for Human Resource Management and the Southern Development Bank. Fisher is co-author of "Real Dream Teams," a book about team leadership. His major work interest lies in promoting, through research and teaching, management approaches that result in people making greater contributions to organizations.

Dr. Marvin Peterson is Professor of Higher Education and former Director of the Center for the Study of Higher and Postsecondary Education at the University of Michigan-Ann Arbor. Dr. Peterson is Past President of the Association for the Study of Higher Education, the Association for Institutional Research, and the Society for College and University Planning. He has received the AIR Outstanding Service Award, the Distinguished Member Award and most recently, the Sidney Suslow Award for Scholarly Contribution at the Orlando Forum. His numerous articles, chapters and research reports relate to his primary research interests in organizational and administrative behavior and institutional research and planning in higher education. He has served on national advisory boards and task forces for the American Council on Education, the National Center for Postsecondary Governance and Finance, NCES, the ERIC Clearinghouse on Higher Education, and the National Center for Postsecondary Governance and Finance, among others.

CONFERENCE AT A GLANCE

Saturday October 11

8:00 am - 5:00 pm	Registration
8:30 am - 12 noon	SAIR Board Meeting
9:00 am - 4:00 pm	Workshops
1:00 pm - 5:00 pm	Southern University Group (SUG)
5:00 pm - 5:30 pm	Newcomers Gathering
6:00 pm - 6:30 pm	Dinner Groups

Sunday October 12

7:00 am - 12 noon	Recreational Activities
8:00 am - 5:00 pm	Registration
8:30 am - 11:30 am	SUG Meeting
9:00 am - 4:00 pm	Workshops
2:30 pm - 4:00 pm	TBCU
4:00 pm - 5:00 pm	Presenters/facilitators meeting
5:00 pm - 5:45 pm	Newcomers Meeting
6:00 pm - 7:15 pm	Opening Session
7:15 pm - 8:30 pm	Reception

Monday October 13

7:30 am - 8:30 am	Dinosaur's Breakfast
7:45 am - 8:30 am	SIGS
8:00 am - 12 noon	Registration
8:30 am - 9:30 am	General Session
9:45 am - Noon	Paper/panel sessions
12:15 pm - 1:15 pm	Roundtables/lunch
1:30 pm - 5:00 pm	Paper/panel sessions
6:00 pm - 10:30 pm	Special Event: SAIRendipity!

Tuesday October 14

7:30 am - 9:00 am	Awards Breakfast/ Business Meeting
9:30 am - 11:45 am	Paper/panel sessions
12 noon - 1:30 pm	Lunch (on your own)
1:30 pm - 5:00 pm	SAIR Board Meeting

SAIR '97 WEBPAGE

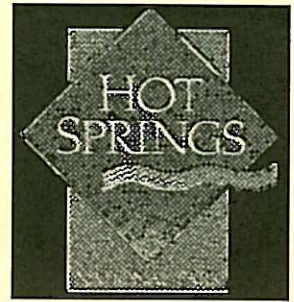
Conference information is available on the SAIR Webpage, address:

<http://www.oir.ualr.edu/sair/>

Check the webpage for frequent updates and timely information.

HOTEL ACCOMMODATIONS

The conference will be held at the Arlington Resort Hotel and Spa. Non smoking rooms are available. The Arlington has the usual business support services available to its guests as well as a shopping mall and restaurants.



Room rates, *guaranteed until September 10, 1997*, are:

Single:	\$ 71	Double:	\$ 81
Mineral Water Room	\$140	Mini-suite	\$140

These rates will be applicable three days before and three days after the conference, based on room availability. Reservations should be made through the hotel by calling the toll free reservations number **1-800-643-1502**. **After September 10**, reservations will be accepted on a space available basis. In case of overflow, rooms will be available at the same rate at a near-by resort hotel operated by the same owner.

Commuter service is available to the Hot Springs airport, or to the Little Rock Airport, approximately one hour away. Options for travel from the Little Rock Airport are spelled out on the SAIR webpage. They are:

- _ Rental cars-- available at the airport;
- _ An airport shuttle to and from Hot Springs at a cost of \$20 one way.
- _ The Local Arrangements Committee will provide shuttle vans to and from the Little Rock Airport before and after the conference (not during); contribution requested to help pay for gas. SAIR transportation will be available at the airport--**if you let us know when you are arriving.**

TRAVEL ARRANGEMENTS

Airline/Travel Agency

SAIR has selected Delta Air Lines, Inc. and Small World Travel, 2905 Pine Street, Arkadelphia, Arkansas 71923, as the official air carrier and travel agency for the conference. Delta is offering special meeting fares!* To take advantage of these savings, travel Delta round-trip from anywhere within the U.S., Canada, Bermuda, Nassau, San Juan, St. Croix, Mexico and St. Thomas to the meeting. Delta, Delta Express and the Delta Connection carriers offer over 5000 flights daily serving 45 states, Puerto Rico, the U.S. Virgin Islands, Washington, D.C. and 57 international destinations. Delta has the best overall record for passenger satisfaction of any major U.S. airline. (Based on consumer complaint statistics for major carriers of record since 1971 as compiled by the U.S. Department of Transportation.)

To take advantage of Delta's quality service, convenient schedules and special fares, follow these steps:

1. Call Small World Travel at 1-800-346-0150 between 8:30 a.m. - 5:00 p.m. on Monday, Wednesday, Friday or 8:30 a.m. - 6:00 p.m. on Tuesday, Thursday, CDT and refer to **Delta File Number XP603** or
2. Call Delta at 1-800-241-6760 between 8:00 a.m. - 11:00 p.m. EDT - Daily and refer to **File Number: XP603**

* Applicable restrictions must be met. Seats are limited

SPECIAL CONFERENCE ACTIVITIES

Golf - available through the hotel at the Hot Springs Golf and Country Club

Tennis - available through the hotel at the hotel and at the Hot Springs Golf and Country Club

Health Walk - join the early morning health nuts at times to be posted.

Tours - ride the trolleys in downtown Hot Springs, or 'ducks' to local tourist spots, such as the Twentieth Century Gardens. There are no tours planned in advance, but local arrangements folk will help those interested in seeing the local attractions.

Dinner Groups - join other attendees and local Arkansas experts to partake of Hot Springs' finest cuisine

SPECIAL EVENT: SAIRENDIPITY *



SAIREndipity is the title of this year's SAIR banquet. Come and have a SAIREndipitous time--no telling what you'll discover! Great food, hands-on science fun, outstanding people, a band. Enjoy a SAIREndipitous evening at the Hot Springs Museum of Science. The museum will be open for exploration & dinner will be served. The cost includes the admission, food, drink, entertainment, and transportation. Transportation will be provided to & from the Museum at regular intervals for those wishing to leave throughout the evening.

*Definition: *serendipity* - after the Three Princes of Serendip--a Persian fairy tale in which the princes make such discoveries; an apparent aptitude for making fortunate discoveries accidentally. Webster's New World Dictionary.



Workshops

(Registration: Workshop 1, \$100; Workshops 2-10 is \$25;)

Saturday October 11, 1997



WK1 Building a Data Warehouse in a Day.... Well, Almost

Time: 9:00 - 4:00 (6 hours)

Limited to 20

Description: To remain competitive in today's business climate, an organization needs a solid foundation of quality data--organizations of Higher Education need this as much as Fortune 500 companies. A Data Warehouse is a separate store of data extracted from one or more production databases to produce an authoritative source for decision support. This workshop will give attendees a hands-on experience in developing, designing and building a data warehouse. After attending this workshop, participants should be ready to play an integral role in their institution's efforts to devise more effective ways to maintain and manage data for decision-support derived from operational information systems.

Presenter: _ John Porter, Director of Institutional Research and Data Administration, Arizona State University; _ John Rome, Assistant Data Administration, Arizona State University

WK2 Using Focus Groups for Institutional Research and Assessment

Time: 9:00 - 4:00 (6 hours)

Limited to 12

Description: Long valued as a tool of market research, focus groups have been growing in popularity as an effective method of gaining insight on issues and research questions in higher education. Participants in this workshop will develop an understanding of when to use focus groups as well as the methodology and mechanics that contribute to their successful application in institutional research and assessment. Group facilitation and data collection skills will be honed in a series of hands-on case studies. Data analysis and reporting will also be covered. Due to the individualized nature of this workshop, participation is limited to twelve. Some prior experience in institutional research and assessment is suggested, but not required.

Presenter: _J. Joseph Hoey, Asst Director, Evaluation & Policy Studies, North Carolina State University

WK3 QFD: A Tool to Guide Institutional Effectiveness (or Program Review in a Box)

Time: 9:00 - 12:00 (3 hours)

Description: Quality Function Deployment (QFD) is a tool used in continuous improvement as a systematic methodology for guiding stakeholder input. QFD streamlines and focuses discussion to prioritize individual contributions and reach consensus on factors needing improvement. QFD is ideal for ranking not only faculty input, but also that of employers and students. This workshop provides a demonstration of how to use QFD in program evaluation for institutional effectiveness activities and hands-on experience in using the technique and instructing a group in using QFD.

Presenters: _Loretta Ferguson Cochran, Doctoral Research Asst, Office of Assessment, Clemson University; _Michelle Craighead, Research Asst, Office of Assessment, Clemson University; _Alex Hines, Research Asst, Office of Assessment, Clemson University

WK4 Mist-ified When Quantitative Research Results Raise Even Further Questions? Clear Them Up Using Qualitative Research Methods

Time: 1:00 - 4:00 (3 hours)

Description: Quantitative research results sometimes lead to further questions. In some cases these questions are best answered using additional quantitative research methods. In others, qualitative research methodologies are required to more effectively clarify the research outcomes.

This participatory workshop presents an approach for incorporating both qualitative and quantitative methodologies in research. We will: (a) compare and contrast the two methodologies, (b), review various types of qualitative research methodologies, (c) evaluate higher education quantitative case studies which require qualitative methodologies for further understanding, and (d) identify and develop appropriate qualitative methodologies to validate and clarify quantitative research results.

Presenters: _Marcia Harrington, Asst Director, Institutional Research & Planning Analysis, Virginia Tech University _Delores Scott, Director, Center for Academic Enrichment and Excellence, Virginia Tech University

Workshops

Sunday October 12, 1997

WK5 Basic Research and Evaluation Basics for Institutional Researchers

Time: 9:00-12:00 (3 hours)

Description: This three-hour workshop will focus on concepts that are basic to Institutional Researchers. Types of variables, hypotheses, sampling techniques, internal and external validity, descriptive and inferential statistics, and other ideas and theories related to statistical analyses will be discussed. Workshop participants should come prepared for straightforward, meaningful, and lively discussion that will increase comprehension and take away fears and frustrations of statistics.

Presenter: _Anna Waggner, University of South Alabama

SAIR '97

Workshops

Sunday October 12

SAIR '97

WK6 National Study of Instructional Cost and Productivity: How to Build the Data, Interpret the Benchmarks, and Develop Analytical Presentations that will be USED in Academic Policy and Decision Making

Time: 9:00 - 12:00 (3 hours)

Description: The National Study of Instructional Costs and Productivity, sometimes referred to as "The Delaware Study," is increasingly becoming the national standard for benchmarks in the area of teaching workloads. This workshop is directed at institutions contemplating participation in the Cost Study, as well as those which already participate and are seeking strategies for enhanced presentation and use of the data.

Through a carefully prepared volume of instructional materials that will be provided to each workshop participant and through a series of simple exercises and demonstrations, each person in the workshop will, at its conclusion, be able to: submit data to the National Study for appropriate disciplines at his/her institution; easily use and interpret the summary reports annually provided from the study; prepare a series of PowerPoint and Excel spreadsheet presentations that effectively communicate the institution's own data and the comparative benchmarks gleaned from the Cost Study.

Presenter: _Michael F. Middaugh, Assistant Vice President for Institutional Research and Planning, University of Delaware and Director, National Study of Instructional Costs and Productivity; others TBA

WK7 The Use of NCES National Data Bases for Institutional Policy Analyses

Time: 9:00 - 12:00 (3 hours)

Limited to 20

Description: The purpose of the workshop is to help participants gain experience in the use of several national databases that have rich information for institutional research. The workshop will map major research issues with these databases, discuss technical issues such as sampling weights and variance computation in analyzing sample survey data, illustrate the use of personal computers to create analysis files and conduct statistical analyses, and demonstrate peer selection techniques. Procedures of obtaining these databases and technical assistance from NCES will also be discussed.

Presenters: _William H. Freund, Director, Technology Programs, National Center for Educational Statistics, Washington, D. C. _Rosalyn Korb, Director, Postsecondary Education and Libraries Cooperative System, NCES; _Valerie Martin Conley, Asst Director of Institutional Research & Planning, Virginia Tech University

WK8 The Basics of Using SPSS on the PC

Time: 9:00 - 1:00 (4 hours)

Limited to 20

Description: Many institutions in the South have experienced high turnover in the office of Institutional Research. As such, there are many persons who have the task of picking up the baton and carrying forward the mission of the offices. Many have little or no working knowledge of collecting and analyzing data using SPSS on the PC. This workshop will examine the basics of producing information from data using the PC version of SPSS. The workshop will address formatting data, manipulating many of the basics, generating frequency tables, cross tabulation, generating charts and graphical depictions of data, selecting basic statistical functions, importing and exporting data, and what should not be done with certain SPSS functions. This is a hands-on working session and will move at a moderate pace with participants working independently. This is a class for beginners or those with very minimal SPSS background.

Presenter: _Terricita E. Sass, Asst Director, Institutional Research & Planning, Norfolk State University

WK9 Strategies for Successful Meetings

Time: 1:00 - 4:00 (3 hours)

Limited to 12

Description: Are you hesitant to assume the role of leading a group of colleagues on a project? Do you aspire to a leadership role within a professional organization, but question your skills? Are you intimidated by these challenges? This workshop is aimed at developing knowledge and skills in planning meetings--from one-day workshops to professional conferences. It is intended for individuals wishing to move into leadership roles, both within their own work environment as well as their professional organizations. Attendance limited to 12 persons in order to enhance group activities and exercises. Copies of reference materials which provide key strategies for planning successful meetings of varying types will be provided to all attendees.

Presenter: _Verna Dewees, Texas A&M University System, _Lizabeth Elkins, Texas Woman's University

WK10 Newcomers, Welcome to Our World

Time: 1:00 - 4:00 (3 hours)

Description: "Unique" is often used to describe the expectations and opportunities of an institutional researcher in the information-rich academic community. Newcomers to the field will learn about the basic IR functions and selected examples of effective practice. Topics will include: reporting; conducting enrollment, retention, financial, and cost/benefit studies; evaluating the IR office and functions; institutional effectiveness and IR; and resources for professionals. Participants will receive *Strategies for Institutional Research* by Middaugh, et al.

Presenters: _Gerry Dizinno, St. Mary's University; _Tom Bohannon, Baylor University; _Tom Martin, Collin County Community College; _Susan Swayze, University of Mississippi; _Ann Tomlinson, University of Southern Mississippi; _Tony Williams, Tennessee State University.

Bits and Pieces: People in the Region



MTSU's Director of Institutional Research Earns Doctor of Education Degree

Cornelia Willis, Director of IR at Middle Tennessee State University, recently completed her Doctor of Education degree from Tennessee State University in Nashville. A graduate of Talladega County High School, she received her Bachelor of Science degree from Austin Peay State University in Clarksville, Tenn. and her Master of Education degree from TSU.

Dr. Willis is the first female and first African American to hold the position of Director of IR at MTSU. She is also the only African American in Tennessee's public colleges and universities to hold this position.

Auburn at Montgomery is Growing!

Submitted by Carlton Woods

The Office of Institutional Studies at Auburn University at Montgomery has added two new staff members. Last December Sarah Carrigan became the coordinator of institutional studies. She came here from a post-doctoral position at Auburn University. She has a Ph.D. in higher education from the University of Kentucky. Carlton Woods joined the office last September as acting director. He is also head of the Department of Mathematics.

Holland Completes Doctoral Degree, Research

A. Priscilla Holland, University of North Alabama, Office of Research, received a doctoral degree in Higher Education Administration from the University of Alabama on May 17, 1997. The research for the dissertation was on faculty's motivations for giving to their employing institutions. Three universities, with different missions (e.g., research, liberal arts, regional), faculty were surveyed. A copy of the abstract, summary counts and means of each motivator by university type can be obtained by contacting Dr. Holland at (205) 765-4221 or e-mail pholland@unanov.una.edu.

Stirton Goes North

Submitted by Ike Ikenberry

E. Rob Stirton, Associate Director of Planning, Evaluation and Institutional Effectiveness at Mississippi State University has accepted the position of Assessment Coordinator at the University of Scranton, Scranton, PA. effective September 15, 1997. His duties will include responsibility for implementation of the Assessment Plan for the university. He will coordinate existing assessment measures and develop new instruments, sources of information, and assessment processes as well as, conduct periodic studies of selected issues. The staff of the MSU office wish him the best of luck and great success in his new position.

Rob states that even though he is going north of the Mason-Dixon Line, he will maintain membership in SAIR.....once we set the hook, it is hard to get 'em off the line!

Changes Abound at Auburn

Submitted by Sam Lowther

Cara Mia Braswell has joined the Office of Planning and Analysis at Auburn University in the position of Coordinator of Institutional Studies. She is completing work on a doctorate in counselor education, and previously was associated with Auburn's College of Education as Placement Coordinator.

Gerald S. Leischuck retired as Auburn University's Executive Assistant to the President and Secretary to the Board of Trustees on April 30. He joined what would become Auburn's first institutional research office in 1962 as a Graduate Research Assistant and held virtually every job in that operation, up through Executive Director of Planning and Analysis (including several stints where we served as our own secretary). Although not active in IR organizations during recent years, Gerald was one of the founding fathers/mothers of SUG and SAIR. He was instrumental in creation of the Alabama Association for Institutional Research (ALAIR), and was awarded that organization's Joseph T. Sutton Leadership Award for his lifetime achievement in 1993. He and his wife Emily are residing in Auburn, indulging their interests of travel and gardening.

Moore Joins UNC Staff

Submitted by Tim Sanford

The Office of Institutional Research at UNC-Chapel Hill is pleased to announce that Ms. Kyra Moore has joined their office as a research associate. Kyra came to UNC from NC State where she worked in a project research office.

Position Listing:

Director Of IR, Tri-Co. Tech

Applications are invited for the position of Director of Institutional Research [Statistical & Research Analyst III] reporting to the Vice President for Development. The position is responsible for institutional data collection, management, analysis, verification, and reporting. The position will have responsibility for coordination of mandated accountability/performance evaluation data.

Required: A bachelor's degree, preferably in institutional research and accountability, and 1 year of experience in collecting and reporting college data. Working knowledge of PC's, mainframe computer systems, and SAS essential.

Closing Date: Open until filled.

Send resume to: Tri-County Technical College, Personnel Office, PO Box 587, Pendleton, SC 29670

-EOE/ADA-

AIR '98 *(continued from pg. 3)*

I realize that all budgets in higher education are tight, to say the least, but we all have to make a personal effort to be as creative as possible to maximize the efficient use of reduced resources.

We all have projects of which we are particularly proud. Don't assume that no one else is interested. You may have just stumbled onto a national model that can be applied across the nation. Make the commitment to present material from your office. Solicit joint presenters from your peers. Don't be afraid to tap into the synergy that can come from teamwork.

Start working NOW on the necessary funding and support for your attendance at the 1998 meeting of AIR. I'll look forward to seeing you in Minneapolis!

TENNAIR: Effectiveness in Action

Submitted by Glenn James

The Tennessee Association for Institutional Research (TENNAIR) celebrated its tenth annual conference on August 7-8, in Nashville, attracting 60 members under the theme of "Effectiveness In Action." The opening session featured a thought-provoking keynote address by Dr. Gerald McLaughlin, Director of Institutional Research and Planning Analysis at Virginia Polytechnic Institute and State University. Dr. McLaughlin spoke about overcoming barriers to institutional research at our institutions and shared insightful suggestions about how to become more effective institutional researchers.

Paper and panel presentations, demonstrations, and special interest group sessions featured such subjects as data warehouse, data mart, student tracking, the SCT SIS Strategic Enrollment Management module, an independent institution's approach to SACS reaccreditation, customized scannable forms, management of inquiries from college guide publishers, and other current topics. A pre-conference workshop focused upon changes in performance funding standards at Tennessee public higher education institutions.

For more information about the association, contact TENNAIR President Glenn James at <gwj9172@tntech.edu> or (615) 372-6144.

Wanted: Newsletter Editor for an Outstanding Organization

Due to dissertation time constraints, I must pass the torch of newsletter editor on to another fateful soul. In order to help you decide to pick up the phone and call Hanne to volunteer, below are a few of the costs and benefits to this job.

Costs:

- 1) Time-It probably takes an average of one hour a week to do this newsletter. Unfortunately those 50 hours end up getting bunched together three or four times a year into 10-15 hour blocks needed to complete the newsletter. However, this time requirement is directly proportional to your organizational skills (of which I have none.)
- 2) Energy-You have to get a note off to Larry Jones to run in the SAIRNEWS, our electronic news source, to remind people to send items in. In addition, you must accost the current SAIR president for his/her letter to the members. (Now, I find the latter a personal joy to hassle Dave Fleming and do not consider it a cost. But you may not have the same luxury as I, of working in the same building as the sitting SAIR president.)
- 3) Administrative Services-Three or four times a year, our administrative person sends a bill to Bob Kuhn that details the printing and postage costs for the newsletter. Our office person, Kathy Hammel, is experienced and it takes 5 minutes.

Benefits:

- 1) Learn more about IR-I was probably the least qualified person (subject matter wise) to edit this newsletter. My knowledge about the issues and challenges facing the field of institutional research has developed as a direct result of reading/publishing your articles.
- 2) You get noticed-No one has ever paid more attention to my work than for this newsletter. Mind you, a few "suggestions" will come your way, in the spirit of continuous improvement, but so will compliments and rah! rahs! for spreading the IR message. It really does balance out.
- 3) Build relationships-I have "met" through e-mail and faxes more of the SAIR membership that I have in the last 5 years of being "just" a member. A #1 reason to do it!

Helpful Tools:

So what kind of equipment and software does this take? If you were starting from scratch, one would need a computer running Windows 95 with some sort of word processing and publishing software. I already had PageMaker, but the newsletter could be done in something much less expensive, such as Microsoft Publisher (runs around \$100 and seems to also be more user friendly). The Apple equivalent to this set up would also work. A scanner is helpful to scan in pictures and artwork. New scanners priced around \$150 are quite capable of doing the job. Ideally, you would be set up on e-mail--it is really easy to drop in text that is already on your system from an e-mail message.

Final Note:

I was concerned that the Executive Committee and State Associations would be tough to get information from. In reality, I have had to expand the number of pages twice because I had so much information. Sure, I had to remind a few people, but we are all really busy and have full plates. All that was needed was a reminder and the news poured in.

Tempted? I will be in Hot Springs at the conference and would love to talk to anyone interested. Give me a call (864-656-1078) or drop me a line (LORETTA@CLEMSON.EDU) for more information.

ALAIR Elects 1997-1998 Executive Committee

Submitted by Myrtes Dunn Green

The Alabama Association for Institutional Research recently elected the ALAIR 1997-1998 Executive Committee. The Alabama Association will be led in the upcoming year by Dr. Myrtes Dunn Green of Stillman College. Vice President and President Elect is Dr. Anna Waggener from the University of South Alabama. Ms. Janis Colee from the ACHE will serve as secretary and Dr. Michael O'Rear from the University of Alabama will fill the position of Treasurer. Dr. Julia Roger from the University of North Alabama is the outgoing president of ALAIR. The three members at large that serve on the Executive Committee are Dr. Priscilla Holland from the University of North Alabama, Mr. Willie Jackson from Tuskegee University, and Mr. Jim Pitchford from Gadsden State Community College. The Nominating Committee for the upcoming year includes Mr. Reginald Crenshaw from Bishop State Community College and Mrs. Debbie Fortune from Troy State University. Congratulations are in order for the membership of ALAIR for selecting such a talented slate to lead them through this next year.

KAIR Annual Meeting Set for Nov. 7th

Submitted by Karen Carey

The annual meeting of KAIR will be all day Friday, November 7, at Eastern Kentucky University's Perkins Conference Center in Richmond, Kentucky. For more information contact Karen Carey at inrcarey@acs.eku.edu or (606) 622-6585.

NCAIR Summer Conference a Success!

Submitted by Karen Noel

The NCAIR Summer Drive-In Conference "Technology Enhancement" last Friday in Raleigh, NC was terrific. Li-Shing Wang at UNC-Wilmington can give you information on the program and registration (and maybe even a photo). She deserves congratulations on a very effective day of professional development for NCAIR members.

Bits and Pieces: Region Conference News

Something BIG in Texas!?!

Submitted by Jana Marak

The Texas Association for Institutional Research (TAIR) held its 19th Annual TAIR conference in South Padre Island February 12-14, 1997, with 166 in attendance. While in a bit of a remote location, conference planners put on their "if we build it, they will come" attitude (we're not talking sand castles here)!! And build it we did -- with the theme of "Charting New Waters in the Information Age," supported by four outstanding guest speakers and many dedicated TAIR members who shared their knowledge and skills through five pre-conference workshop sessions, six special interest groups, 18 roundtables, and 23 concurrent sessions.

Kicking off the conference on Wednesday afternoon with "Reefs, Shoals, and Safe Passage," Dr. Jerry Niebaum provided some valuable insights for the institutional researchers--ethics in the work place, do's and don't's that lead to "safe" passage, and pitfalls and danger signs. On Thursday morning, Dr. Steve Murdock, the State Demographer, presented "The Population of Texas: Historical Patterns and Future Trends Affecting Higher Education." During our luncheon on Thursday, we had the pleasure of hearing from the Honorable Wilhelmina Delco, former member of the Texas House of Representatives. (TAIR members experienced a special moment when member Loretta Edelen had the opportunity to introduce her mother.) The final speaker on Friday morning was Dr. Juliet Garcia, who advocated the importance of the IR office in supporting the leadership of the institution.

A record number of paper and panel presentations and roundtable discussions addressed a variety of subjects such as current directions and challenges in distance education; factors contributing to the persistence of Hispanic women; 'virtual' departments: constructing programmatic peers using CIP codes; the effectiveness of development courses and programs - a continuing question; navigating from data-free to data-driven decisions, rapid response relational data base for institutional research; evaluation of compressed course formats; and the Consumer Report System.

And to top off the programmatic portion, as the conference's special event, the local arrangements committee took advantage of the wonderful hotel facilities and cuisine, having the hotel prepare a Polynesian Luau, complete with roasted pig, to the delight of the attendees. As a "topper" to the conference, a local sand castle expert constructed a beautiful "TAIR" sand castle (see insert) for members to view throughout the last day of the conference.

TAIR Officers for 1997-98 are Verna L. Dewees (President); Thomas Martin (Vice President/President-Elect); Cindy Dutschke (Secretary/Membership Chair); Dennis Brandt (Treasurer). TAIR's 1998 conference, "Capitalizing on Institutional Research", will be here in our state capital - Austin, February 22-25. Interested IR members can find more information about the 1998 conference on TAIR's Web page - www.dcccd.edu/ecc/tair/tair.htm.



SACCR Annual Conference

Submitted by Edith Carter

The Southeastern Association for Community College Research (SACCR) held its twenty sixth annual conference in New Orleans, Louisiana at the Omni Royal Orleans in the French Quarter, August 4-6, 1997. The theme for the conference was "Institutional Research: Making Dollars with Sense." The conference opened with two workshops. The first was on the Ideal IR Office with Lisa Kleiman, Director of Institutional Research and Planning at Tidewater Community College in Virginia and Henry Cope, Research Associate at Trident Technical College in Charleston, South Carolina. The second workshop was "IR on the Internet" and was conducted by Charles Duffy, Institutional Research Officer at Delgado Community College in New Orleans.

Dr. James Hudgins, President of Midlands Technical College in Columbia, South Carolina, presented the Keynote address on "Performance Funding and Its Effect Upon Institutional Effectiveness." Several members who now serve as vice presidents and executive directors participated in a panel discussion on "Life After IR." Program sessions also included paper presentations and roundtable discussions. Conference special events included evening receptions, a special luncheon, and the "Cajun Caper," an evening of Cajun dining and dancing at Mulates. Award certificates were given to the officers and state coordinators. Bud Levin was presented the traditional Jefferson Cup for serving as President 1996-1997.

Outstanding Paper Awards for Presentations at National Meetings were given for "The Course-Based Model of Transfer Success: An Update" by Michael Quanty, Richard Dixon, and Dennis Ridley for their presentation at the annual meeting of the American Educational Research Association in San Diego and the award for presentation at AIR in Minneapolis was given to Randall Hickman and John Quinley for their paper on "A Synthesis of Selected Local, State, and National Studies in Workforce Education and Training."

The following members were elected to serve as SACCR officers for 1997-98: President, Phyllis Myers, Director of IR at Trident Technical College in Charleston, South Carolina; Program Chair and President Elect, Randell Johnson, Director of IR and Planning at the Gwinnett Technical Institute, Atlanta, Georgia; Secretary is Hong Yu Chen, Director of IR at the University of West Virginia at Parkersburg; Ronald Head, Executive Director of Planning and Information Technology at Piedmont Virginia Community College in Charlottesville is Treasurer. Members at Large are Lisa Kleiman of Tidewater Community College in Norfolk, Virginia, and Barbara Townsend of the University of Memphis, Memphis, Tennessee.

Southern AIR

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Inside:

Welcome to the Summer issue of Southern AIR.
 Inside you will find the invitation for the SAIR '97
 conference, an Update on People and Places in the
 Region, and lots more...

Student Membership: For those who are actively pursuing a graduate degree and are not employed full-time.
Emeritus Membership: For those who have retired and have been an active member of SAIR for at least five years immediately preceding retirement.
Regular Membership: For those professionals working in institutional research or a related field.

Membership Types:

Please use or pass this form on to an interested colleague. The completed form and check should be mailed to: Bob Kuhn SAIR Louisiana State University 311 Thomas Boyd Hall Baton Rouge, LA 70803	Name: _____
	Position: _____
	Institution: _____
	Department Name: _____
	Address: _____
	City: _____
	State: _____
	Zip Code: _____
	Telephone: _____
	Fax: _____
Internet/E-Mail Address: _____	
Membership Type: Student (\$10) _____ Emeritus (free) _____ Regular (\$20) _____	