

Southern AIR



Southern Association
for Institutional Research

President's Message - Matthew Campbell, 2017-18



Spring is here! Is it the bright sunshine, vibrant flowers, and green grass that makes this such a wonderful time of year? Or is it the conclusion of another IPEDS collection?

There is no doubt that—for many reasons—this is a great time of year. For one, Spring is about growth. And for our profession, Spring is when we start to look for new ways in which we can develop during the upcoming year.



Of course an entire industry exists for “professional development” and there are countless training sessions, seminars, workshops, and conferences plying for your attendance. SAIR is different in that your attendance is but one part of the development we offer. Through SAIR you also have the opportunity to convene, facilitate, instruct, teach, and, yes, lead. The roles available to you through our organization are many and varied.

The adage about teaching as the way to truly learn a subject is very true, and when you volunteer to present at a SAIR conference that preparation will pay dividends for you as a professional, and for your home institution. Vice-President and SAIR 45 Program Chair Julie Fulgham will soon be issuing the call for your session proposal at our 2018 conference in Norfolk; what better way to develop professionally than by teaching your peers and by becoming your institution's resident expert? And should you wish to take that instruction to the next level, see Rick Burnette's section in this newsletter on the opportunities available to deliver a pre-conference workshop.

If you google “servant leadership” you probably will not find a reference to SAIR (I tried!), but you should. The Greenleaf Center for Servant Leadership describes the servant-leader as one who “focuses primarily on the growth and well-being of people and the communities to which they belong.” That is literally job #1 of each person serving on the SAIR Board of Directors. This organization exists to serve the profession, and its leaders are tasked with delivering that service. Serving on the SAIR board is an extraordinary opportunity to lead development of our profession through service to the members in it. This Spring, Past-President Lisa Lord is collecting nominations for the next slate of SAIR officers; please considering nominating yourself or a colleague. I look forward to where YOU take US!

Happy growing season 2018.

Matthew Campbell
SAIR President



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AIR...our next professional opportunity!

The AIR Forum, the Association's annual conference, is the world's largest gathering of higher education professionals working in institutional research, assessment, planning, and related postsecondary education fields. This four-day conference includes more than 300 presentations by colleagues representing all sectors of higher education and an Exhibit Hall featuring the latest tools and resources to support data use for decision making. <http://forum.airweb.org/2018/pages/home>

Conference Keynoters:

Opening Keynote - Stephanie Evergreen, author and data visualization expert, *Changing the Conversation with Intentional Data Visualization*, Wednesday, May 30 @ 8:00 AM

Closing Keynote - Cathy O'Neil, data scientist and NYT bestselling author, *Weapons of Math Destruction*, Friday, June 1 @ 10:00 AM

NOTE; The 2018 AIR Forum will be held in the SAIR region!

.....AND in other AIR News....

Recently the **AIR Board of Directors** announced the **2018 election results**. Congratulations to the **SAIR members** recently elected as **Vice President and Board At-Large on the AIR Board!**

Vice President (*The Vice President serves a three-year term – one year as Vice President, one year as President, and one year as Immediate Past President.*)

Martin B. Fortner, Northeast Lakeview College (TX)

Board At-Large Members (*Board At-Large Members serve a three-year term.*)

Soon Merz Flynn, Austin Community College District (TX)

Wendy Kallina, Kennesaw State University (GA)

These members were announced by **Glenn W. James**, Tennessee Tech University, and **AIR Immediate Past President and Nominations and Elections Committee Chair** on the AIR Board. Those elected will take office during the Annual Business Meeting at the 2018 AIR Forum in Orlando.

Vice President and Program Chair—Julie Fulgham, 2017-18



Keeping Your Head Above Water

October 6 – 9, 2018
Norfolk Waterside Marriott
Norfolk, VA

SAIR

SOUTHERN ASSOCIATION
FOR
INSTITUTIONAL RESEARCH
<http://sair.org/about-sair/>

President

Matthew Campbell
Auburn University, AL

Vice President

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(and Newsletter Editor)

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Lisa Lord
University of Louisiana at Lafayette

Members-at-Large

Rick Burnette
Florida State University

Maren Hess
Campbell University, NC

Wendy Kallina
Kennesaw State University, GA

Laverne Macon-Jamison
Livingstone College, NC

The 45th Annual Conference of the Southern Association for Institutional Research is October 6th through the 9th at the Norfolk Waterside Marriott (see page 10 for more info) in beautiful Norfolk, Virginia. Downtown Norfolk is home to popular arts and entertainment venues, historic sites, chef-owned restaurants, museums and much more. One of the most popular, located on the downtown Norfolk waterfront, Nauticus is a maritime science museum that explores the economic, naval, and natural power of the sea. The conference hotel, the Norfolk Waterside Marriott, reigns over the waterfront and is literally steps away from numerous restaurants and entertainment venues. Enjoy undefeated tastes within the newly remodeled award winning Shula's Grill.

Mermaids: Mermaids have graced the city of Norfolk for well over a decade. Norfolk attorney Peter Decker (1936-2012) - known as "Uncle Pete" throughout the community - introduced the idea of Mermaids on Parade at a breakfast with 300 business and civic leaders at Nauticus on November 30, 1999. The idea is credited to his wife Bess who was inspired during a visit to Chicago at the height of that city's Cows on Parade. Through a public/private partnership, the Norfolk community pulled off the major event - Mermaids on Parade - in a short period. It was a huge success with local bronze sculptor Kevin Gallup mass-producing 130 mermaid castings for artists to decorate. Business and community leaders from Norfolk and beyond "adopted" mermaids at \$2000 apiece that were auctioned off during the event. Today mermaids can be found throughout downtown and in neighborhoods. Some old, some new. Some in front of businesses, schools, hospitals and some in homeowners' yards. Some have had to be completely redone due to damage from the elements or unfortunately from vandals. Some have even disappeared. But one thing has remained since their appearance: they are truly loved by young and old, visitors and residents alike. So start looking! See how many you can find. When you spot one, give a shout, "There goes a mermaid!"

SAIR 45: SAIR 45 will continue its tradition of being one of the largest conferences for professionals to gain knowledge in the areas of institutional effectiveness, institutional research, accreditation, technology, assessment, and strategic planning applicable for both the two-year and four-year colleges and universities. Workshops continue to be the "biggest value for your buck" when providing professional development opportunities for new colleagues in the profession or those desiring to enhance their skills in other areas of the office.

Special Event: Another key benefit of attending a SAIR conference is the opportunity for networking with your colleagues from across the region. Our traditional special event will be on Monday night, October 8 at the famous Nauticus and Battleship Wisconsin. This is a casual evening within a very short stroll from the hotel that will be filled with a tour of the historic Nauticus, dinner on the Battleship Wisconsin and a great opportunity to relax and converse with friends and colleagues.

For more information on SAIR 45, visit www.sair.org



Vice President and Program Chair—Julie Fulgham, 2017-18



Call for Proposals – Your Chance to Give Back.....

SAIR 45 in Norfolk, Virginia promises to continue the conference tradition of offering an opportunity to participate in an exciting learning experience by exchanging ideas and knowledge with our colleagues. Plan to attend the conference and bring your ideas for **“Keeping Your Head Above Water.”** Consider projects you’ve recently completed and research you’ve

conducted along with other helpful professional tips. Submit your proposal to share your experiences with your colleagues by going to www.sair.org and clicking the ‘Call for Proposals’ link. **Proposals are due by Friday, Jun 8.**

Proposal for conference sessions addressing areas relevant to the practice of institutional research, accreditation, assessment, community colleges, planning and technology are solicited. Topics reflecting the conference theme are encouraged, but all relevant subjects are welcomed. **The following types of sessions will be offered:**

Accreditation Track - welcomes proposals that address the principles of accreditation adopted by the Southern Association of Colleges and Schools.

Assessment Track - addresses authentic approaches to evaluating administrative, support and learning outcomes. Whether reflecting upon insights gained from national surveys or highlighting improved learning outcomes based upon locally developed assessment measures, these sessions will highlight best practices.

Community College Track - continues to be a growing area of interest at SAIR. The size and diversity of the community college sector requires us to learn as much as we can about these institutions.

Institutional Research Track - addresses the need for effective and efficient collection of data, data analysis and dissemination to inform college and university stakeholder in their decisions.

Planning Track - welcomes proposals that address how legitimate planning processes shape the agenda for your institution.

Technology Track - demonstrates creative and innovative uses of information technology to support institutional research and effectiveness activities.

Lastly, all participants are expected to be paid registrants at the conference, and those submitting proposals acknowledge their intent to register by submitting a proposal. If you have any questions about the proposal submission process, please contact me or go to www.sair.org and click the ‘Call for Proposals’ link. Let’s make SAIR 45 a huge success!!!

Julie Fulgham, Program Chair, 2018 SAIR Conference

(662)769-5854 julie.fulgham@att.net

Awards and Recognition - Maren Hess, Member-at-Large, 2016-18

Conference Awards

Best Fact Book, Best Mini-Fact Book, Best Electronic Fact Book, and Best IR Website will be named during the awards breakfast at the 2018 conference in Norfolk, VA. In a change from previous years, **all submissions will occur during the summer.** We will not be collecting Fact Books or Mini-Fact Books during the conference as submission for awards.

Again, all submissions and judging for the Best Electronic Fact Book, Best IR Website, Best Fact Book, and Best Mini Fact Book will take place prior to the conference. To submit your electronic entry for **consideration of Best Electronic Fact Book or Best IR Website**, please contact Maren Hess at hess@campbell.edu by **Friday, July 27, 2018** with the subject line of “SAIR Award submission for [Award Name]”.

To submit your hardcopy entry for **consideration of Best Fact Book or Best Mini Fact Book**, please mail to Maren Hess at Office of Institutional Effectiveness || PO BOX 172 || Buies Creek, NC 27506 by **Friday, July 27, 2018**. If you are interested in volunteering to assist in the determination of the Conference Award winners, please contact Maren Hess directly at hess@campbell.edu. The time commitment would be one brief phone call and an estimated 1-2 hours total of reviewing submissions against a defined rubric. Thank you for sharing your time!

Awards and Recognition - Maren Hess, Member-at-Large, 2016-18

Call for Nominations for SAIR Awards due August 3, 2018

SAIR encourages you to nominate an outstanding member for consideration for the following awards:

James Montgomery Outstanding Service Award

This award is given to an individual who has made a significant contribution to SAIR over an extended period of time. Nominees must have been a SAIR member for over five years and cannot be a member of, or a candidate for, the Board of Directors during the year nominated. In addition, two of the following criteria must be met:

- * Have been a member of the Board of Directors or a chair of a conference, or a presidentially appointed committee;
- * Have been an officer of, or a recognized leader in, the establishment of a state or special interest group which has been associated with SAIR; and/or
- * Have made a professional contribution to SAIR by being actively involved in a combination of the following: presented papers at the SAIR conference; organized, offered, or acted as a primary participant in workshops at the SAIR conference or workshops sponsored by an affiliated SAIR organization or group; contributed in some other specific significant way that has advanced the professionalism of SAIR

Distinguished Member Award

Distinguished Membership may be awarded to members or former members who have made distinguished contributions to institutional research. This award is a meaningful recognition of significant effort in the field of institutional research. The award is for the lifetime of the individual. (Persons retiring from active service in institutional research may be recognized through the award of emeritus membership rather than Distinguished Membership). A member or former member nominated for Distinguished Membership should meet the following qualifications:

- * Has been an active and contributing member of SAIR
- * Has contributed substantially to the field of institutional research over an extended period of time, either in practice of institutional research or in a supporting role (e.g., faculty, President)
- * Has influenced higher education policies and practices through work or research

Special Recognition Unsung Hero Award

This award recognizes the ongoing contributions of a member of SAIR and the field of institutional research and planning in the broadest sense. This award honors individuals whose effort and initiative might not otherwise receive public recognition. The types of effort to be considered include management assignments, innovative projects or ideas, development of new initiatives, or other ongoing service to SAIR, other than as an elected officer. [For purpose of this award, "officer" is defined as President, Secretary, or Treasurer.] Officers are excluded in order to encourage initiative in fields other than political office and to ensure that the award does not become an appreciation award for past presidents. All members of SAIR are eligible to receive the award with the following exceptions: a member who has previously won the award; officers of SAIR shall not be eligible for five years after leaving their last office.

SAIR Awards Nomination Process:

Send an email attachment in Microsoft Word format by **August 3, 2018** to Maren Hess at hess@campbell.edu. Please put "SAIR Award Nomination" in the subject line of the email. The attachment should include the following sections:

- * SAIR Award Name: (James Montgomery Outstanding Service Award, Distinguished Member Award, Special Recognition Unsung Hero Award)
- * Nominator information: name, current position, company/institutional affiliation, address, phone, and email
- * Nominee information: name, current position, company/institutional affiliation, address, phone, and email
- * Has this nomination been discussed with the nominee?: (Yes or No)
- * Provide a narrative summary of 1,000 words or less. The narrative should evaluate the nominee's accomplishments and a specific identification of the work to be recognized; explain why the nominee is being recommended for this award with regard to the stated purposes of the award; if the nominee has received another SAIR award within the last five years, specifically describe why this nomination is appropriate; if the nominee has received a previous SAIR award, describe why this award nomination does not cover the basis for a previous award; analyze patents if cited, and if the nominee is not the sole author of works, specify the contribution of the nominee.

Lisa Lord, Past President, 2017-18

The **Call for Nominations for Board of Directors and Nominating Committee** was recently sent to SAIR members via email. Serving on the SAIR Board provides a unique view of our association and allows members to contribute in a leadership role! The following **positions will be elected in 2018**: Vice President/2019 Program Chair (three-year term), Secretary (two-year term), two Members-at-Large (two-year term), and Nominating Committee (five members). If you have any questions, please feel free to contact me or a member of the Nominating Committee: Andrew Brady (Florida State University), Sandi Bramblett (Georgia Institute of Technology), Denise Gardner (University of Tennessee), Michelle Hall (Southeastern Louisiana University), and Jill Triplett (Spelman College).

Also, I am working to **select a site for the 2021 SAIR Conference**. If you have any questions about the election process or 2021 conference location, please feel free to contact me lisa@louisiana.edu or (337) 482-6977. I hope you have a great Summer!

Professional Development—Rick Burnette, Member-at-Large, 2016-2018

Make a Splash with a Pre-Conference Proposal

You may know that at our 2017 SAIR Conference we had the highest percent of conference attendees who participated in a pre-conference workshop than in recent memory. The results of our surveys reinforced that this was a meaningful and useful option to both new and veteran members. Our intent is to do even better at **SAIR Norfolk, 2018 on Saturday, October 6th and Sunday, October 7th.**

Once again, **we need you – our valued SAIR members** – to give back to the organization by agreeing to host a three-hour, pre-conference workshop (or even an all-day workshop). We are planning 24 small sessions that are focused on the tools needed to become better institutional researchers or assessment leaders. What **new tools and techniques** are you using? Do you have an **admissions or revenue model** that you wish to share? Are you making **assessment a key part of continuous improvement** on your campus and are willing to share your **successes**? What research are you doing to support your **student success efforts**? **This is a chance to advance the profession and to advance yourself as a SAIR thought leader or to promote someone else with those skills.**

We need you to submit a proposal (or two), or provide ideas about what you would want to learn about so we can create another excellent slate of workshops. We had co-presenters for a lot of our sessions last year, so draft someone to help you. You (all) should submit your proposal(s) by June 8, visit www.sair.org and click 'Call for Proposals. I have reached out to a few people to brainstorm session topics and evaluate the proposals, but we can always use a couple extra people. Volunteering on the Pre-Conference Workshop Planning Committee is a great way to get involved with SAIR. Let me know if you want to help. Questions? Let me know at rburnette@fsu.edu or 850.644.1532.

Newcomers and Travel Grants - Wendy Kallina, Member-at-Large 2017-2019

If Norfolk is going to be your first SAIR, consider applying for a travel grant! There are nine travel grants available:

Are you a graduate student or are you working with a graduate student? The **Larry G. Jones Graduate Student Travel Grant will be awarded to a graduate student who is currently enrolled Master's or PhD level at an accredited institution of higher education.** The student must have had a scholarly paper accepted for presentation at SAIR 2018. The grant is \$500 towards travel expenses for the conference as well as a waiver of the conference registration fee. Please see <http://sair.org/awards/larry-jones-student-travel-grant-information/> to apply. This award was established in 2005 to honor past SAIR president and executive board member Larry G. Jones and is available for award annually to a deserving graduate student who meets the award criteria as outlined.

Are you a second year attendee? If you were a **newcomer at SAIR 2017 in Fort Worth**, you can apply for the Bill Fendley Travel Grant. The grant is \$300 towards travel expenses and a waiver of conference registration fees. This award was established in 2007 to honor William R. Fendley who was a Distinguished Member, recipient of the James R. Montgomery Outstanding Service Award, and a Past President of SAIR. Bill served as a mentor to many and was always one of the first to greet newcomers to the profession and/or the organization. Because of this, the Board designated one of the travel grants as the Bill Fendley Travel Grant to be awarded to a member who was a newcomer the previous year, basically a "sophomore" to the SAIR Conference.

Are you a SAIR member seeking a professional development opportunity on a limited budget? There are **six travel grants for both active members and newcomers.** The grants are \$300 towards travel expenses and a waiver of conference fees. Information about travel grants including the Bill Fendley travel grant, see <http://sair.org/awards/bill-fendley-travel-grant/>.

Travel Grants | SAIR The Southern Association for Institutional Research (SAIR) is dedicated to the advancement of research leading to improved understanding, planning, and operation of institutions of post-secondary education.

Sponsors and Exhibitors—Laverne Macon-Jamison, Member-at-Large, 2017-19



SAIR Conference—Norfolk, VA 2018 Sponsor/Exhibitor Opportunities

	\$4,000 Platinum Sponsor (limit of 4)	\$3,000 Gold Sponsor	\$2,000 Silver Sponsor	\$1,000 Exhibitor
Booth Location	16 x 10 ft. (double) in prime location	8 x 10 ft. in high traffic area	8 x 10 ft. in designated area	8 x 10 ft. In designated area
Complimentary Conference Registrations	4	3	2	1
Acknowledgement in Conference Program	✓	✓	✓	✓
Hyperlink on Conference Website	✓	✓	✓	✓
Invitation to Saturday night President's Reception	✓	✓	✓	✓
Advertisement in Conference Program	Full-page	Half-page	Quarter-page	
Sponsorship of Events	✓	✓	✓	
Presentation during Conference	Concurrent Session	Concurrent Session	Luncheon Roundtable	
Mailing List of Attendees (pre-conference)	✓	✓		

Other Sponsorship Opportunities-A La Carte (excludes the items listed in the above chart):

- Brand Awareness (i.e., Bag Stuffers) - \$200 per piece
- Program-at-a-Glance Sponsorship - \$500
- Name Tag/Badge Holders – at cost
- Conference Tote Bags – at cost



SAIR Conference 2018 **October 6-9, 2018**

Sponsor/Exhibitor Contact:
Laverne Macon-Jamison
lmacon@livingstone.edu
(704) 216-6247

A WORD FROM SAIR AFFILIATES...Updates on Spring Conferences



The **32nd Annual ALAIR Conference** was held **April 12-13, 2018** in Orange Beach, AL. The conference theme was "Learning from the Experts" and featured the Executive Director of the Alabama Commission on Higher Education, and SAIR Distinguished Member, Jim Purcell.

Florida Association for Institutional Research held its Spring 2018 Conference at Holiday Inn Harbourside, Indian Rocks Beach, FL, January 22-23. Big Data, Data Visualization, and IPEDS Training sessions were among topics reviewed.



Georgia Association of Institutional Research, Planning, Assessment, and Quality held its **2018 conference, GAIRPAQ 2018: Taking Action on Data, April 25th, 2018** at Middle Georgia State University in Macon, GA.

The **Kentucky Association for Institutional Research 2018 Annual Conference: The Power of Data and People Connection**, was held **March 15-16, 2018**, at the Council on Postsecondary Education Offices, Frankfort, KY.



The **Maryland AIR (MdAIR) 2018 Spring Institute** was held **April 27, 2018**, Carroll Community College, Westminster, MD.

The **Mississippi Association for Institutional Research** met **April 4th - 6th, 2018** at the BancorpSouth Conference Center, Tupelo, MS.



The **North Carolina for Institutional Research 2018 Annual Conference** was held **April 15-18, 2018**, Harrah's Cherokee Casino Resort, Cherokee, NC. The theme was *Institutional Researchers: We Leave Nothing to Chance.*

The **SCAIR 2017 Annual Conference, Strength in Numbers**, was held January 29-30, 2018 at the Springhill Suites by Marriott in downtown Columbia, SC. Presentations may be viewed at <http://www.sc-air.org/2017-conference.html>. Topics of discussion included data-mining approaches and policy analysis models.

The 31st **TENNAIR Conference** was held August 7-9, 2017 at the Doubletree Hotel in Murfreesboro. The theme was "Research that Drives Action".



"Data's a Beach" was the conference theme for **TAIR's spring conference** held **February 11, 2018 – February 14, 2018**, Corpus Christi, Texas. The conference topics can be viewed at http://texas-air.org/conference/2018/Trifold_2018.pdf.

The **Virginia Association for Management Analysis and Planning** met at **Liberty University**, Lynchburg, VA on **October 27, 2017**. Session tracks were focused on: SCHEV Undergraduate Core Competencies, Analytic/IR-Roles, Assessment and Compliance/IE-Roles, and Best Practices or Innovation in Higher Education.



Lynne Crosby, Treasurer, 2017-19

8:12 PM

Southern Association for Institutional Research

04/16/18

Balance Sheet

Accrual Basis

As of March 31, 2018

	Mar 31, 18
ASSETS	
Current Assets	
Checking/Savings	
Bank	
Capital One Savings Account	25,407.92
PayPal Account	2,402.38
Vanguard Mutual Fund	58,863.80
Wells Fargo Account	85,603.19
Total Bank	172,277.29
Total Checking/Savings	172,277.29
Total Current Assets	172,277.29
TOTAL ASSETS	172,277.29
LIABILITIES & EQUITY	
Equity	
Net Assets	172,021.53
Net Income	255.76
Total Equity	172,277.29
TOTAL LIABILITIES & EQUITY	172,277.29

04/16/18

Profit & Loss

Accrual Basis

January through March 2018

	Jan - Mar 18
Ordinary Income/Expense	
Income	
Bank Interest	31.87
Change in Mutual Fund	-387.78
Conference Sponsorships	1,000.00
Direct Public Support	
Individ, Business Contributions	500.00
Total Direct Public Support	500.00
Member Conference Fees	600.00
Memberships Fees	285.00
Rebates and Reimbursements	1,934.16
Total Income	3,963.25
Gross Profit	3,963.25
Expense	
Conference	
Food	670.16
Total Conference	670.16
Elavon Merchant Account Fees	73.19
PayPal Merchant Account Fees	3.07
Reimbursement	
Conference Fee	215.00
Travel	2,186.57
Total Reimbursement	2,401.57
SAIR Website Fees	449.25
State of Florida Annual Report	61.25
Supplies	49.00
Total Expense	3,707.49
Net Ordinary Income	255.76
Net Income	255.76

Select 2018 Conference Pictures; ALL [Pictures](#) from SAIR 2017 continue to be available on SAIR.org.

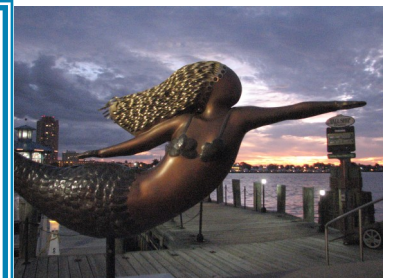
But here's what's up in Norfolk, City of Mermaids, and home to the largest Naval Base in the world!



Nauticus, seen in the forefront next to the Battleship Wisconsin, inspires and educates with experiences that celebrate our connections with today's maritime world. Nauticus is a museum that uses the natural setting of Norfolk's harbor to showcase global maritime commerce and the world's largest Navy. Such as Nauticus, the Battleship Wisconsin is one of the largest and last battleships ever built by the U.S. Navy. Explore its deck through a self-guided tour or, with an additional charge, our guided Topside Tour that will take you back in time to experience this majestic ship that earned five battle stars during WW II.



SAIR 45 Annual Conference
Last day to book hotel: 9/13/18
 Special group rate: • **Norfolk Waterside Marriott** for
 \$147.00 USD per night
 Self parking discount \$15/car/day plus tax with in/out access
Book your group rate for SAIR 45 by going
 to www.sair.org and click the 'Conference' link.



Naval Station Norfolk is the world's largest naval station, supporting 75 ships and 134 aircraft alongside 14 piers and 11 aircraft hangars.

The base houses the largest concentration of U.S. Navy forces. Air Operations conducts an average of 275 flights per day or one every six minutes. It is the hub for Navy logistics going to the European and Central Command theaters of operations, and to the Caribbean.