SOUTHERN AIR

Southern Association for
Institutional Research

May 2012

Volume 35 Issue 2

President's Message

The spring semester is about over. We've submitted all the external surveys and IPEDS, and updated our Fact Books and reports. Now we can take a breath and plan our summer projects, our summer vacations, and our participation in the fall SAIR conference!

The call for proposals has gone out, and details are also available in this newsletter. Please give back to your colleagues by submitting a proposal for a paper, workshare, or workshop. Think about what you've learned at past conferences, and how you've taken that to the next level. What about that great project you've been working on – wouldn't it be nice to share the findings and methodology with your colleagues? Or do you have expertise with SPSS, SAS, Excel, assessing general education, writing the SACS Fifth-Year Report, or strategic planning – and can teach others in a workshop?

Your program chair, Kathleen Morley, and her committees are putting together another great conference for us. The Grand Floridian on the Disney property is impressive. We're getting an incredible room rate. The conference website will continue to be updated with details about the hotel and amenities. Come early or stay late, but please participate in sessions, workshops, and network with your colleagues.

I'd like to personally thank all of you who have agreed to run for SAIR office. Our all-volunteer organization depends on each and every one of you to get involved at some point.

A big congratulations to SAIR member and past president Sandi Bramblett at Georgia Tech – she has been elected AIR's Vice-President. SAIR colleague Hansel Burley of Texas Tech has been elected as an AIR At-Large Board member. Recall that AIR has undergone a restructuring and is also depending on members to stay involved.

I hope to see many of you at the AIR forum in New Orleans June 2-6. SAIR will have our SIG during the Regional Affiliates Meeting timeslot, at 6:00pm on Sunday June 3rd in room Bayside C. We'll discuss plans for the fall conference in Orlando September 22-25, and ways for everyone to get involved in SAIR and AIR. Please invite your colleagues to join us for a short meeting, and then we'll go in groups to dinner.

Happy Spring,
Denise Gardner

Call for Participation
Southern Association for Institutional Research
39th Annual Conference
September 22-25, 2012
Grand Floridian Resort & Spa
Lake Buena Vista, FL

SAIR Colleagues:

I invite you to participate in our SAIR conference this fall by submitting one or more proposals. An important function of SAIR is the promotion of professional development of individuals engaging in institutional research. Presenting a paper, work share session, or workshop will be beneficial to many of your SAIR colleagues.

In addition, the conference will be held in the beautiful Grand Floridian Resort & Spa on the property of Walt Disney World in Lake Buena Vista (Orlando), Florida. Our theme "The Magic of SAIR: Insight, Inspiration, Imagination" challenges us to look beyond the traditional role that institutional research has played in higher education.

We have been able to negotiate a slight reduction in the hotel conference room rate to $179. This price includes complimentary self-parking, complimentary Wi-Fi in hotel rooms, complimentary airport transportation, and no resort fees. The hotel registration site is open and can be accessed at www.louisianau.com/sair12/. The hotel site is your "one stop shopping" for hotel, transportation, dining, and park information.

After much deliberation, it has been decided to not have a dedicated Special Event on Monday night. The cost to do any sort of dinner/event at a Disney park is quite prohibitive.   In addition, any event at a Disney park would also require a separate purchase of an admission ticket to that park. Other event options on and off Disney property were investigated. Unfortunately, we ran into issues of scheduling in that some were not open on Monday nights or start times did not fit into our conference schedule.

Despite having no specified Special Event, I encourage attendees to take advantage of being at the "happiest place on earth!" There will be special "after 2 pm" and "after 4 pm" tickets available for conference attendees and their families (of course, that is after we have all attended sessions!). The prices for these tickets are $66 (after 2pm) and $52 (after 4 pm). There is also free transportation to Downtown Disney which is full of wonderful restaurants and entertainment. There will be sign-up sheets at the Local Arrangements table to facilitate groups who would like to gather and go to a park or Downtown Disney on Monday.

In terms of dining, Disney has many world renowned restaurants at their various hotels, parks, and Downtown Disney. I strongly encourage you to research your options before arriving in September. If there is a particular restaurant that you would like to visit, it's highly recommended that you make reservations far in advance (this is especially true for the themed restaurants).

Descriptions of the program track options and the session formats offered are detailed in this newsletter. Please gather your best ideas and work, and share them with your SAIR friends.

See you in Florida in September!
Kathleen Morley, SAIR 2012 Program Chair

Proposal Submission Site:
http://www.louisianau.com/sair12/proposal
Proposal Due Date: June 12, 2012

Program Tracks

The **Accreditation Track** welcomes proposals that address the revised principles of accreditation adopted by the Southern Association of Colleges and Schools. Our members will gain valuable insights into how your knowledge and expertise informs this important process of external peer review.

The **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.

The **Community College Track** is 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.

The **Institutional Research Track** addresses the effective and efficient collection of data to inform college and university decisions. In addition to data collection, sessions may also address data analysis and dissemination to various stakeholders.

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

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

Presentation Formats

Papers (45 minutes)
Papers should describe a research study or an effective process or technique (quantitative or qualitative), present a theoretical approach to a problem or issue, or review the literature on a topic of interest to institutional researchers.

Panels (45 minutes)
Panel presentations involve three or more individuals who present different perspectives on a common theme or topic. The proposal should describe the common theme/topic and the major points of discussion. The proposal should also describe how each panelist contributes a different perspective to the session.

Roundtables (60 minutes)
Roundtable sessions occur during lunch on Monday, September 24 and offer an opportunity for a convener to give a brief overview of a relevant topic that leads to an engaged and lively discussion. A proposal should include a description of the topic and the convener's relevant expertise and experience.

Software Demonstrations (45 minutes)
Presentations should demonstrate one or more software packages or programming solutions that are applicable to the work of institutional researchers. The proposal should describe the relative strengths, weaknesses, and special features of the product or solution. The presenter should also discuss the hardware required for the software/solution. If Internet access is needed, please request such access during the proposal process.

Workshare (45 minutes)

Workshare sessions provide an opportunity to share professional work products, effective practices, innovative applications, and creative solutions that are not ready to be presented as a paper. A proposal should include a description of the topic and its applicability to other institutions.

Workshops (3 or 6 hours)

Workshops provide the opportunity for in-depth discussion and instruction on a single topic. Demonstrations, exercises, group activities, and other methods of experiential learning are appropriate and desirable. Proposals should outline the specific objectives of the workshop, the intended audience (novice or experienced researchers, prerequisite knowledge/skills, etc.), the instructional techniques, and the qualifications of the instructor(s). Proposals also must include an estimate of the reimbursable expenses and the minimum and maximum number of participants allowed. Workshops occur on Saturday and Sunday, both at the hotel and off-site. Workshops requiring a computer lab will be held at Valencia College (transportation provided).

Proposal Submission Instructions

Proposals should be submitted on-line at http://www.louisianau.com/sair12/proposal
Deadline: June 12, 2012

An abstract of no more than 100 words is required. Although some editing may occur, most abstracts of accepted presentations will appear verbatim in the conference program.

A narrative representing the body of the proposal should cover the following: a) significance of timeliness of the topic; b) historical, theoretical, and/or conceptual framework; c) method of inquiry; d) analytical method; and e) intended audience.

No reference to authors or their institutions should appear in the body of the proposal.

SAIR will notify primary presenters in late July about the status of their proposals.
Equipment: Each session room will have a computer projector and a screen. Please submit all requests and justifications for other equipment during the proposal process. SAIR will make every effort to accommodate reasonable requests. For additional information, please contact Program Chair Kathleen Morley, Kathleen_Morley@baylor.edu.

Please note that all participants are expected to pay conference registration fees, and those submitting proposals acknowledge their intent to register by submitting a proposal.

Honoraria are not paid to presenters, although reasonable expenses are reimbursed for pre-conference workshop materials.

Conference Exhibitor Opportunities

We are busily trying to arrange sponsors/exhibitors for SAIR 2012. Currently, we have Platinum level commitments from **Digital Measures** and **TaskStream** and Gold level commitments from **SAS**, **TK20**, **iDashboards** and **Nuventive**.

SAIR invites exhibitors with products and/or services pertaining to the higher education community to become involved in our annual conference. If anyone knows of an exhibitor that might be interested in participating in the 2012 SAIR conference in Orlando, please pass along the following information.

Exhibitor benefits include: Fully dedicated exhibit area and times, various sponsorship levels to meet their company's needs (see table on following page), and brand awareness opportunities to showcase their products.

For additional information, exhibitors can contact SAIR Board Member Donald Cunningham by email, hip@utk.edu, or by phone (865) 974-8666.

The Magic Of SAIR
Insight, Inspiration, Imagination

2012 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
SAIR Membership	1	1	1	1
Acknowledgement in Conference Program	✔	✔	✔	✔
Hyperlink on Conference Website	✔	✔	✔	✔
Invitation to Newcomer'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:

Brand Awareness (i.e., Bag Stuffers) - $200 per piece

Conference Program Advertisement (quarter-page) - $300

Program-at-a-Glance Sponsorship - $500

Name Tag/Badge Holders – at cost

Conference Tote Bags – at cost

Water Bottles – at cost

Apply for a SAIR 2012 Conference Travel Grant to Orlando!

SAIR awards three types of travel grants. Information on applying for the travel grants and the deadlines can be found at http://www.louisianau.com/sair12/travel_grant.php.

SAIR Travel Grant

SAIR 2012 Conference Travel Grants will be awarded to seven members in order to promote professional development among institutional research professionals. Awards are available to both active members and newcomers (individuals who will become new members of SAIR at the 2012 Annual Conference). Applications from individuals who have not received a travel grant from SAIR within the past two years will receive priority. All grants are awarded in the amount of $300, plus waiver of conference registration fees (an additional $200 value).

Bill Fendley Travel Grant

The Bill Fendley Travel Grant will be awarded to a deserving member whose first SAIR was in 2011 in Atlanta. Grants are awarded in the amount of $300 plus waiver of the conference registration fees.

Larry Jones Graduate Student Travel Grant

Established in 2005 to honor past SAIR president and executive board member Larry G. Jones, the travel grant will be awarded annually to a deserving graduate student who meets the award criteria outlined below. A total of $500 will be awarded to the successful applicant to defray travel expenses associated with the annual SAIR conference and the conference registration fee will be waived as well.

The applicant for the Larry G. Jones Graduate Student Travel Grant must be currently enrolled as a graduate student at either the master's or PhD level at an accredited institution of higher education. Enrollment must be verified via letter from the registrar of the home institution. The applicant must also have submitted a scholarly paper which has been accepted for presentation at the annual SAIR conference.

Instructions for applying for the Larry Jones Graduate Student Travel Grant can be found at: http://www.sair.org/Conferences/larry-jones-travel-grant.asp

For more information on any of these travel grants, please contact Lisa Lord at lisa@louisiana.edu.

"Like" SAIR on Facebook

We will once again offer a SAIR Facebook page as a way to communicate conference news, along with other SAIR notices. We hope you will use this fan page to post any questions or feedback concerning the events of the Annual Conference. To "like" SAIR on Facebook, please visit: http://www.facebook.com/Southern.Association.for.Institutional.Research
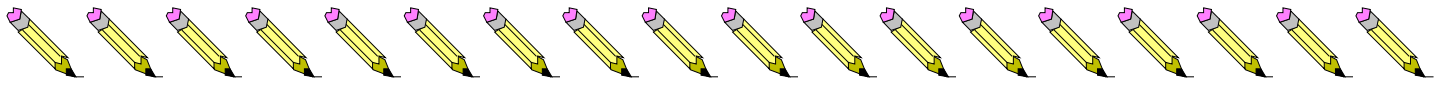
Pre-Conference Workshops

We are looking for pre-conference workshop presenters on Saturday and Sunday prior to the conference. The pre-conference workshops are designed to provide more in-depth training in half or full-day time periods. We are looking for workshops on the accreditation process, program review, strategic planning, QEP development, learning outcomes, SPSS, Excel for beginners, advanced Excel, and Access. Workshops requiring computer labs will be held at Valencia College, and we appreciate all of their help and accommodations.

To submit a workshop proposal, please go the following website http://www.louisianau.com/sair12/proposal and select the *Pre-Conference Workshop* item in the Session Format.

If you would like to attend a pre-conference workshop, we would like to know your preferences in days, times, and suggested topics. Please complete the short workshop survey form: http://www.louisianau.com/sair12/sair_workshops_survey.
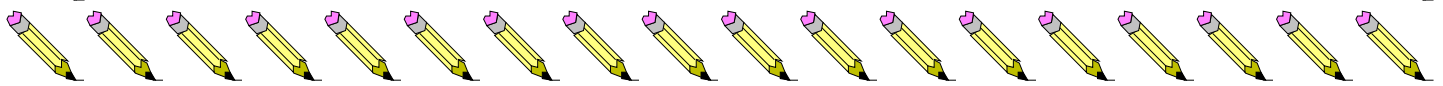

Additional Opportunities For Participation In The 2012 SAIR Conference

If you would like to serve as a session facilitator, please indicate so when registering for the conference. Facilitators introduce the session and presenters, distribute evaluation materials, and ensure that the session begins and ends on time.
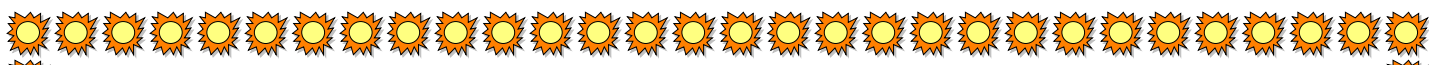
SAIR Welcomes Newcomers with Special Events

SAIR members, you know SAIR is the premier regional Institutional Research organizational group. Tell other colleagues and associates who are not yet members. The Annual Conference has designated activities for Newcomers. A very informative day- long Newcomers Workshop will be presented and a fun-filled reception will take place prior to the Opening Session. Encourage nonmembers to join to learn, engage, exchange and form lifelong friendships.
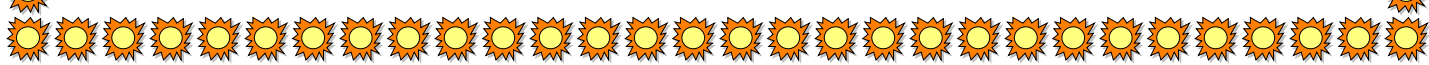
Call for Nominations for SAIR Awards

SAIR encourages nominations of its outstanding members 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, nor 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 contributed 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 the 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 to 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 purposes 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 e-mail attachment in Microsoft Word format by August 15, 2012 to Julianna Proctor at the following email address: jproctor@ua.edu . Please put "SAIR AWARD NOMINATION" in the subject line of the email. The attachment should include the following sections:

SAIR Award Name:
Nominator information: name, current position, company or institutional affiliation, address, phone, fax, and email.
Nominee information: name, current position, company or institutional affiliation, address, phone, fax, and email.
Has this nomination been discussed with the nominee? (Yes or No)

Provide a **brief summary** of the nominee's accomplishments in reference to the award for which they are nominated; Has this achievement been the basis of any other previously awarded SAIR Award? If yes, how does this nomination differ from previous body of work honored?

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. Questions regarding the awards process should be directed to Julianna Proctor via e-mail, jproctor@ua.edu, or phone (205) 348-7207.

Conference Awards

The SAIR Board is in the process of reorganizing the judging criteria for Best Paper, Best Electronic Fact Book, and Best IR Website. Upon completion, we will make this information available on the SAIR website.

The annual conference awards - Best Fact Book, Best Mini-Fact Book, Best Electronic Fact Book, and Best IR Website will be given out during the awards breakfast at the conference in Orlando. Fact Books and Mini-Fact Books will be collected and judged during our annual conference. Submissions and judging for the Best Electronic Fact Book and Best IR Website will take place prior to the conference.

To submit your electronic fact book or IR website for consideration, please contact Julianna Proctor, jproctor@ua.edu, by June 15, 2012.

Past President's Report,
Roy "Ike" Ikenberry

I am happy to report that I have signed a Group Sales Agreement with the Hyatt Regency Savannah as the site of our 2015 SAIR Annual Conference. The dates we have a room block for are October 8 through 13. Julie Daniels of Helms Briscoe did her usual magic and got us some good deals that should help hold the cost of the conference down.

Our Nominations website closed on April 16 and the 2012 Nominating Committee composed of Julia Pet-Armacost, David Allen, Michael Crow, Andrew Luna, Greg Schutz and I are reviewing all the nominations and will be producing a slate of nominees to fill the following offices: Vice President/Program Chair (for 2013 in Memphis), Secretary, two Members-At-Large, and five Nomination Committee members. The nominations we are reviewing are outstanding and I feel that we will be able to present to you, our membership, a superb slate. When we open voting, please avail yourself of the opportunity to vote for the excellent folks who will help guide our organization in the future.

SAIR Affiliates

LAIR is co-hosting an IPEDS workshop on May 16 and the LAIR Annual Conference will be May 17. Contact Justin Roy at the University of Louisiana at Monroe for additional information, roy@ulm.edu.

LOUISIANA ASSOCIATION for INSTITUTIONAL RESEARCH

NCAIR — **North Carolina Association for Institutional Research**

The North Carolina Association for Institutional Research (NCAIR) held their Annual Conference March 12th-14th, 2012. The three-day event featured 15 member/sponsor presentations and a pre-conference workshop on SACS. We had over ninety participants hosted at the Graylyn International Conference Center in Winston-Salem, NC. Also, NCAIR will be hosting a Summer Drive-In at SAS campus in Cary NC on July 27th, 2012. More information on all the events can be found at our website www.ncair.net.

The Texas Association for Institutional Research (TAIR) will hold its annual professional development Summer Workshops on Friday, August 3 on Texas State University's campus in Round Rock, TX. These workshops are designed to be 'drive-in' workshops and are an affordable way to gain new skills.

The 35th annual TAIR conference, "Developing Knowledge from Strands of Information," will be held on February 11 – 13, 2013 at Moody Gardens in Galveston, TX. Preconference workshops will be held on Sunday, February 10. The deadline to submit a presentation proposal will be September 30, 2012.

More information on each of these events will be posted to our website: http://www.texas-air.org/.

Please join Tennessee AIR (TENNAIR) for our conference August 9-10, 2012, at the Embassy Suites in Murfreesboro, TN. Our theme is "Decision 2012: Promoting Student Success". You are also welcome and encouraged to submit a presentation proposal. Conference details can be found at www.tennair.org . We look forward to seeing you there!

SAIR Financial Statement
1st Quarter of 2012

Assets as of January 1, 2012	Checking Account	SAIR	CMG*	PDCF**	Total
Bank balance	$ 17,866.73	$ -	$ -	$ -	$ 17,866.73
Investment balance		$ 57,875.46	$ 5,024.88	$ 5,341.19	$ 68,241.53
Total	$ 17,866.73	$ 57,875.46	$ 5,024.88	$ 5,341.19	$ 86,108.26

Income during the quarter:

	Checking Account	SAIR	CMG*	PDCF**	Total
New and Renewed Membership	$ 310.00	$ -	$ -	$ -	$ 310.00
2011 Altanta Conference Payments	$ 4,205.00	$ -	$ -	$ -	$ 4,205.00
Past president donations	$ 740.00	$ -	$ -	$ -	$ 740.00
Larry Jones ($325)		$ -	$ -	$ -	
To Transfer to CMG ($415)		$ -	$ -	$ -	
Checking Interest	$ 0.37	$ -	$ -	$ -	$ 0.37
Investment Interest	$ -	$ 1.44	$ 0.13	$ 0.13	$ 1.70
Total Income	$ 5,255.37	$ 1.44	$ 0.13	$ 0.13	$ 5,257.07

Expenditures during the quarter:

	Checking Account	SAIR	CMG*	PDCF**	Total
January 2012 Board/Planning Meeting	$ 3,145.97	$ -	$ -	$ -	$ 3,145.97
Site Planning	$ 400.45	$ -	$ -	$ -	$ 400.45
2011 Conference expenses	$ 520.79	$ -	$ -	$ -	$ 520.79
2011 Conference refunds	$ 585.00	$ -	$ -	$ -	$ 585.00
Elavon Merchant Account Fees	$ 384.56	$ -	$ -	$ -	$ 384.56
Corporate Registration (Florida State)	$ 61.25	$ -	$ -	$ -	$ 61.25
Insurance	$ 1,090.00	$ -	$ -	$ -	$ 1,090.00
Shipping (Past Treasurer)	$ 28.05	$ -	$ -	$ -	$ 28.05
Miscellaneous	$ 211.69	$ -	$ -	$ -	$ 211.69
Total Expenditures	$ 6,427.76	$ -	$ -	$ -	$ 6,427.76

| **Total net income during period** | $ (1,172.39) | $ 1.44 | $ 0.13 | $ 0.13 | $ (1,170.69) |

Assets as of March 31, 2012

	Checking Account	SAIR	CMG*	PDCF**	Total
Bank balance	$ 16,694.34	$ -	$ -	$ -	$ -
Investment balance		$ 57,876.90	$ 5,025.01	$ 5,341.32	$ 68,243.23
Total	$ 16,694.34	$ 57,876.90	$ 5,025.01	$ 5,341.32	$ 84,937.57

* CMG: Committee on Mission and Goals
**PDCF: Professional Development Contingency Fund

Bethany Bodo
SAIR Treasurer