

# Southern AIR

## Letter From the President

By Sara Gravitt, President

### HAVE YOU:

Visited <http://sair.org/>?

Nominated your Fact Book, Website and other products by **June 1**?

SAIR Board voting closes **June 1**. Check your email.

Proposed a session for the **2015 SAIR Conference**? Proposals are due **June 17**.

Started travel authorization for **SAIR 2015 in Savannah GA**? Travel Grant applications due **July 31**.

Nominated a worthy colleague for a SAIR service award? Nominations due **August 1**.

It's hard to believe another Spring semester has come to an end. As you've been busy winding up the semester, your SAIR Board is hard at work fine tuning details necessary for a successful 2015 conference. Please take the time to review information Program Chair and Vice President, Cara Mia Braswell has included in this newsletter. Additionally, the conference web site has the most up-to-date information at <http://www.louisianau.com/sair15/>. If you haven't already submitted a proposal, please support both the conference and your colleagues, by sharing your ideas through presentation at a concurrent session.

Additionally, Past President, Mary Harrington has been busy compiling the 2015 Election Ballot for SAIR. If you have been asked to be on the ballot and agreed to do so, I want to thank you very much. SAIR membership brings with it an amazing level of professional collaboration, and serving on the Board elevates the collaboration even more. The success of SAIR has been completely enhanced by members willing to put forth an extra effort in the organization.

Lastly, I want to personally thank each one of you who extended wishes of condolences to me in the recent passing of my Daddy.

My best,  
Sara Gravitt  
President

It was good to see many of you at the SAIR Special Interest Group meeting on May 27. Congratulations to the recipient of the SAIR Best Paper Award, Marcos Velazquez from Barry University. I hope many of you were able to support Marcos by attending his session on Thursday, May 28.

### NOMINATE YOUR WORK!

By Emily Saleh,  
Member-at-Large

#### SAIR Community:

Each year SAIR recognizes institutions with exceptional digital presence through the annual **Best IR Website** and **Best Electronic Fact Book** awards.

If your institution would like to compete for either of these awards, please **submit your links to [Emily.Saleh@ia.gov](mailto:Emily.Saleh@ia.gov)** no later than **Monday, June 1, 2015**.

Websites and Electronic Fact Books will be judged by a panel of your peers.

The winners will be announced at the SAIR Awards Breakfast in Savannah in October.

Even if you don't think you'll win, this is a great opportunity to receive constructive feedback from your peers on your website and electronic factbooks.

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## SAIR CONFERENCE 2015 SPONSOR/EXHIBITOR OPPORTUNITIES

By Mitzy Johnson, Member-at-Large

**Benefits of being a Sponsor/Exhibitor include:**

Fully dedicated exhibit area with opportune times such as the Sunday night Opening Reception and designated breaks throughout the conference;

Various sponsorship levels to meet the company's needs (see chart below);

Brand awareness opportunities to showcase their products. Sponsorship for the conference tote bags and name tag/badge holders are still up for grabs!

**SAIR members**, if anyone knows of a Sponsor/Exhibitor who may be interested in participating in our 2015 SAIR Conference, please share the information below or Sponsors/Exhibitors may contact SAIR Board Member Mitzy Johnson as indicated below.

**SAIR Conference 2015  
October 10-13, 2015**

**Hyatt Regency  
Savannah, GA**

**Sponsor/Exhibitor Contact:  
Mitzy Johnson  
[mitzy.johnson@oire.msstate.edu](mailto:mitzy.johnson@oire.msstate.edu)  
(662) 325-6318**

***A La Carte*** (excludes items listed in the chart at right):

- 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
- Water Bottles - at cost

Come and join us in the ENCHANTED Sponsors/Exhibitors HALL at the Hyatt Regency in Savannah, GA! Booths are going fast, and we certainly want you as a Sponsor/Exhibitor to share your treats and products with the SAIR attendees! SAIR thanks all Sponsors/Exhibitors in advance for their willingness to support our conference and organization.

Currently, we have **Platinum** level commitments from **Digital Measures** and **Scantron**;

**Gold** level commitments from **Civitas Learning, Inc., Educational Testing Services (ETS), National Student Clearinghouse, Nuventive, Strategic Planning Online, SAS, Taskstream, Tk20** and **U.S. News Academic Insights**.

**Academic Management System** will be joining us as a **Silver** level sponsor.

**RapidInsight** and **Weave** will be **Exhibitors** this year, and the **National Survey of Student Engagement (NSSE)** has reserved a booth as well.

Level of Sponsorship Entitles You to:	\$4,000 Platinum Sponsor (limit of 4)	\$3,000 Gold Sponsor	\$2,000 Silver Sponsor	\$1,000 Exhibitor
<b>Booth Location</b>	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
<b>Complimentary Conference Registrations</b>	4	3	2	1
<b>SAIR Membership</b>	1	1	1	1
<b>Acknowledgement in Conference Program</b>	✓	✓	✓	✓
<b>Hyperlink on Conference Website</b>	✓	✓	✓	✓
<b>Invitation to Saturday night President's Reception</b>	✓	✓	✓	✓
<b>Advertisement in Conference Program</b>	Full-page	Half-page	Quarter-page	
<b>Sponsorship of Events</b>	✓	✓	✓	
<b>Presentation during Conference</b>	Concurrent Session	Concurrent Session	Luncheon Roundtable	
<b>Mailing List of Attendees (pre-conference)</b>	✓	✓		

## SAIR's New and Improved Digital and Social Media Presence

By Emily Saleh, Member-at-Large

If you haven't already noticed, the SAIR Board has been busy beefing up SAIR's digital and social media presence. We hope you'll check out the following:

The new SAIR website (<http://sair.org/>). Working with Extra-Help.US, the SAIR Board has redesigned the organization's website in an effort to provide you with more intuitive navigation and robust information. Dr. Michelle Hall (Southeastern Louisiana University) is maintaining the new website as Webmaster.



The SAIR Twitter account. For all the latest on the upcoming conference, follow #2015SAIR and be sure to tag us in your tweets about SAIR.



The SAIR Facebook page. If you haven't already "liked" the SAIR page, do so now. You won't want to miss out on what will likely be some very entertaining pictures of the Monday Night Costume Party in October!

Save the Date – SAIR 2015  
October 10-13, 2015  
Savannah, Georgia  
Hyatt Regency



#2015SAIR  
On Twitter

## Pre-Conference Workshops

By Matthew Campbell,  
Member-at-Large



Did you know that in any given year, approximately 1/3 of SAIR conference attendees are newcomers? SAIR's Pre-Conference Workshops are a great opportunity for the IR newcomer to shorten their learning cycle. Of course, workshops are also useful for the returning professional to refresh a learned skill or to develop a new one. Pre-Conference Workshops provide in-depth training beyond what is possible during a concurrent session by immersing participants in a topic. These hands-on, three-hour sessions will take place on Saturday and Sunday October 9<sup>th</sup> and 10<sup>th</sup>.

When assessing workshop proposals for selection to the conference, priority is given to those sessions which show **how to do** IR, such as IPEDS and other key surveys, and how tools such as Excel, Access, and SPSS or SAS or R can be utilized in IR.

To submit a workshop proposal, please go to <http://www.louisianau.com/sair15> and select Pre-Conference Workshop in the Session Format under Proposals. In response to a call in the Winter Newsletter several SAIR members reached out to request workshop sessions in specific areas. These areas include survey design, predictive analytics, focus groups, qualitative research, and SACSCOC-related topics like QEP development and substantive change. If you have experience in these areas, please consider sharing with your colleagues by leading a workshop.

The hot-button issues of our day such as performance funding, faculty productivity, institutional consolidation, data security, and financial viability are also critically important; if you have gone through exercises such as these on your campus or would like to suggest a presenter who has expertise to share, please email [matthew@auburn.edu](mailto:matthew@auburn.edu) and let us discuss getting them to Savannah and SAIR 2015.

# Treasurer's Update

By Paige Borden, Treasurer



## SAIR Financial Statement 1st Quarter - 2015, Adjusted\*

	Checking Account	SAIR Investment	CMG* Investment	PDCF** Investment	Total
<b>Assets as of January 1, 2015</b>					
Checking Balance	\$ 84,054.26	\$ -	\$ -	\$ -	\$ 84,054.26
Investment Balance	\$ -	\$ 32,686.21	\$ 5,469.05	\$ 5,338.09	\$ 43,493.35
<b>Total Start of Period Assets</b>	<b>\$ 84,054.26</b>	<b>\$ 32,686.21</b>	<b>\$ 5,469.05</b>	<b>\$ 5,338.09</b>	<b>\$ 127,547.61</b>
<b>Income - through 3/31/2015</b>					
2014 Conference: Registrations	\$ 190.00	\$ -	\$ -	\$ -	\$ 190.00
2014-15 Memberships	\$ 1,050.00	\$ -	\$ -	\$ -	\$ 1,050.00
2015 AIR Travel Grant	\$ 500.00	\$ -	\$ -	\$ -	\$ 500.00
Checking Interest	\$ 1.82	\$ -	\$ -	\$ -	\$ 1.82
Investment Interest	\$ -	\$ 0.80	\$ 0.13	\$ 0.14	\$ 1.07
PayPal Verify	\$ 0.10	\$ -	\$ -	\$ -	\$ 0.10
<b>Total Income</b>	<b>\$ 1,741.92</b>	<b>\$ 0.80</b>	<b>\$ 0.13</b>	<b>\$ 0.14</b>	<b>\$ 1,742.99</b>
<b>Expenditures - through 3/31/2015</b>					
2014 Conference: Invited Speaker	\$ 144.08	\$ -	\$ -	\$ -	\$ 144.08
2014 Conference: Printing	\$ 2,158.96	\$ -	\$ -	\$ -	\$ 2,158.96
2015 Conference: Planning & Board Mtg	\$ 2,859.59	\$ -	\$ -	\$ -	\$ 2,859.59
2015 Corporation Filing Fee	\$ 61.25	\$ -	\$ -	\$ -	\$ 61.25
Bank Charges	\$ 31.00	\$ -	\$ -	\$ -	\$ 31.00
Elavon Merchant Fees - Registrations	\$ 2.02	\$ -	\$ -	\$ -	\$ 2.02
PayPal Merchant Fees - Memberships	\$ 3.06	\$ -	\$ -	\$ -	\$ 3.06
PayPal Verify	\$ 0.10	\$ -	\$ -	\$ -	\$ 0.10
Website	\$ 16.05	\$ -	\$ -	\$ -	\$ 16.05
<b>Total Expenditures</b>	<b>\$ 5,276.11</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 5,276.11</b>
<b>Total Net Income During Period</b>	<b>\$ (3,534.19)</b>	<b>\$ 0.80</b>	<b>\$ 0.13</b>	<b>\$ 0.14</b>	<b>\$ (3,533.12)</b>
<b>Assets as of March 31, 2015</b>					
Checking Balance	\$ 80,520.07	\$ -	\$ -	\$ -	\$ 80,520.07
Investment Balance	\$ -	\$ 32,687.01	\$ 5,469.18	\$ 5,338.23	\$ 43,494.42
<b>Total End of Period Assets</b>	<b>\$ 80,520.07</b>	<b>\$ 32,687.01</b>	<b>\$ 5,469.18</b>	<b>\$ 5,338.23</b>	<b>\$ 124,014.49</b>

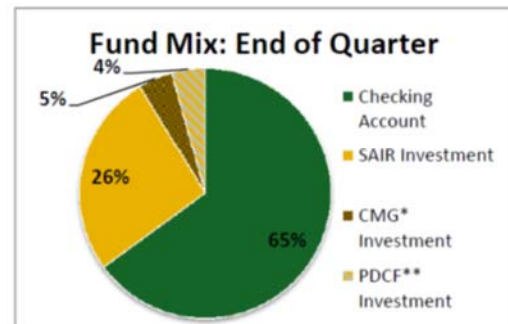
\* CMG: Committee on Mission and Goals

\*\*PDCF: Professional Development Contingency Fund

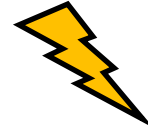
Paige Borden, SAIR Treasurer

April 2015, Adjusted May 13, 2015

Note\*: Updated PayPal Fee and Associated Membership Revenue



# Nominate Your Colleagues by August 1!



By Emily Saleh, Member-at-Large

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 1, 2015** to Emily Saleh at [Emily.Saleh@la.gov](mailto:Emily.Saleh@la.gov). 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.



## *Reflections from a Dinosaur*

By Kathleen Morley, Past-President 2014

When asked to reflect about my time on the Board, I immediately thought of the people. From presenting at the conference to helping colleagues from other institutions to serving in a leadership capacity, our organization is rife with wonderful people who volunteer their time and expertise in so many ways. I've had the privilege of serving SAIR in a number of ways – Member at Large, Secretary, Program Chair, President, and Past-President. During my tenure on the Board, I had the opportunity to work with so many wonderful folks whom I now call my friends.

Although my time in SAIR leadership has ended and I'm now a member of the SAIR "dinosaur" club, I'm certainly not going away. I hope to remain an active member of this thriving organization and to continue to learn from my colleagues.

My parting advice would be to encourage all of newcomers to get involved. This is an excellent opportunity to progress in your professional development. The contacts you make through SAIR will prove to be invaluable in your daily jobs at your institution. In addition (and maybe even more importantly), you will form friendships that will last a lifetime.

## Welcome to Savannah for SAIR 2015!

By Mike Crow, Savannah State University, Local Arrangements

On behalf of your Savannah Local Arrangements Committee, let me welcome you to our beautiful city in coastal Georgia's "low country!"

- ◇ Join us in October, enjoying the festivities along with SAIR's professional development opportunities.
- ◇ Discover for yourself how Savannah is such a special place with its history, parks, marsh and seascapes and numerous attractions.
- ◇ See for yourself why many travelers and writers consider Savannah, the oldest city in Georgia, the "hostess city of the South" with its cobblestone streets and well-preserved historic district adjacent to our conference hotel.
- ◇ Downtown Savannah and its riverfront remains much as General Oglethorpe planned for the original British colony in 1733; it is one of the largest historic landmark districts in the United States.



## Travel Grants! Get Your SAIR Savannah 2015 Travel Grants Here! July 31 Deadline!

By Jayne Perkins-Brown, Member-at-Large



Most of us have our Fiscal Year 2016 budgets in hand by now, OR are working with our budget contacts to finalize our needs. With that in mind, please consider *SAIR 2015 in Savannah* as one of your top priorities for Professional Development travel. Our colleagues are already working diligently on plans for the Conference (vendors, early program proposals, facilities, main event, etc). As you are reviewing options for travel to the conference, I encourage you to review the *SAIR Conference Travel Grants* and criteria. If you or a colleague qualify, apply and are accepted, then the Travel Grant could help fund your travel to the Annual SAIR Conference.

We award **three types** of travel grants. Information on the grants, deadline, and the application materials may be found on the SAIR website at <http://sair.org/conferences/>. Additionally, you may review the criteria below to determine if you, a colleague or graduate student may be a candidate.

### DETAILS: eligibility and process

- The *SAIR 2015 Conference Travel Grants* (including one *Bill Fendley Conference Travel Grant*) will be awarded to **eight** members in order to promote professional development among institutional research professionals. These awards are available to both active members and newcomers (individuals who will become new members at the 2015 Annual Conference). Priority will go to applicants who have not received a travel grant from SAIR within the past two years. All grants are \$300, plus a waiver of conference registration fees (an additional \$265 value based on the early bird fee).

Information on these awards (including *Bill Fendley Conference Travel Grant*) and application materials may be found at <http://sair.org/conferences/bill-fendley-travel-grant/>

- The *Bill Fendley Conference Travel Grant* (*first year retention!!*) will be awarded to a deserving member (**one**) whose first SAIR was in 2014 in SanDestin, FL. Grants are \$300 plus a waiver of conference registration fees (an additional \$265 value based on the early bird fee).

- The *Larry G. Jones Graduate Student Conference Travel Grant* will be awarded annually to a deserving graduate student (**one**) who meets the award criteria. A grant of \$500 will be awarded to the successful applicant to defray travel expenses associated with the annual SAIR conference plus a waiver of conference registration fees (an additional \$265 value based on the early bird fee). The applicant for the *Larry G. Jones Graduate Student Conference 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. The applicant must also have submitted a scholarly paper which has been accepted for presentation at the SAIR 2015 conference in Savannah. Information on this award and application materials may be found at <http://sair.org/conferences/larry-jones-student-travel-grant-information/>.

Please send application materials to Jayne Perkins Brown, [jperkins@georgiasouthern.edu](mailto:jperkins@georgiasouthern.edu) by July 31, 2015.

## Program Chair Report

By Cara Mia Braswell,  
SAIR 2015 Program  
Chair



I have been so impressed with the quality of presentations which are being submitted for the SAIR 2015 annual conference in Savannah. Institutional Researchers and Assessment professionals take sharing work projects very seriously. That is probably because all of us at some point have been recruited into this profession which is difficult to describe, much less master. It is also an ever-changing field. It is difficult to find a degree which will train individuals on the logic and data needed to examine the efficacy of the efforts of our universities and colleges. However, the call for accountability becomes louder and louder from many sources. This provides job security if you can maintain the skills to measure improvement. As you are planning your proposal keep in mind that newcomers need training as well. Just because an idea has been presented before—newer members may need to hear those ideas again.

**We need papers, work share projects, and workshops to keep coming in.**

**Proposals will be accepted until June 17, 2015 at:**

<http://www.louisianau.com/sair15/proposal.php>

After this date, review of the submissions by track chairs and committee members will begin quickly.

**This year we especially want to invite newcomers to submit proposals.** If you are uncomfortable jumping in early in your first few years, you can target your presentations towards newcomers and learn from each other. Once you begin to present, you will be hooked on the appreciation of your audience.

The Theme of “Brave Encounters: Data Discussions and Actionable Solutions” has some roots in the Haunted Savannah costume party planned (*Grave Encounters*). However the idea really came from feedback from our last conference. Many of you asked for ideas of how data collection and analysis impacted decisions on campus.

I also have been excited to see the vendors which are returning to SAIR this year. They make our work much easier and often join in the fun of our conference. Perhaps they will join our **costume party** after dinner on Monday night, “SAIR in Haunted Savannah”. The conference will be held at the Hyatt Regency Savannah with a room rate of \$165.00. A tentative schedule of the conference can be found at:

<http://www.louisianau.com/sair15/>

Stay in touch with SAIR folk on our Facebook page– *Southern Association for Institutional Research (SAIR)*. For now, feel free to message the board with ideas of training needed for your staff.

I’m looking forward to seeing everyone again in Savannah,

**Cara Mia**

**Be thinking about your SAIR 2015 costume!**