



President's Message - Kristy Neal, 2022-23

We are well into 2023 now, and I hope your new year has been refreshing and filled with hope. The SAIR Board is embracing a fresh start and has been busy preparing for a new year ahead.



Closing Out 2022

Before we move further into 2023, let me close out 2022. Presentation materials from the 2022 Conference in New Orleans are now available. Paid conference attendees should have received the link to view these files. If you did not receive the email, please let me know.

We have created a survey to collect feedback regarding the virtual professional development series we offered in 2022. You might remember the name – the Carousel of Knowledge. The survey went to current SAIR members and those who registered for at least one virtual session. We will be reviewing this feedback and planning for a new series. If you would like to present during this year's virtual series, please contact Marc Turner (prodevelopment@sair.org).

2023 Annual Conference Planning & Beyond

In January, we met on-site for the 2023 Winter Meeting to kickoff planning for this year's conference, which will be held at The Grand Hotel Golf Resort & Spa in Point Clear, Alabama. The resort and staff are top-notch. Your 2023 Program Chair, Meaghann Wheelis, is working feverishly to bring you a fantastic conference. As the planning progresses, please note and take advantage of the many opportunities to lend a hand.

As you may remember, York Forsyth was elected as Member-at-large for Professional Development. Unfortunately, he has had to transition off the SAIR Board due to unforeseen circumstances. Marc Turner has agreed to return to the SAIR Board and serve the remainder of the term. Marc previously served on the SAIR Board from 2019-2021. We appreciate York's valuable contributions while on the Board, and are thankful for Marc's willingness to continue to serve.

In the coming months, there will be various opportunities for volunteerism. We will be seeking reviewers for conference proposals, registration desk volunteers, and members willing to run for office. If you would like to be involved, feel free to reach out to me directly (president@sair.org).

Looking even further ahead, the conference sites for 2024 and 2025 have been secured. We are excited to commemorate SAIR's 50th Anniversary where the first conference was held – Atlanta, Georgia. The conference will be September 28-October 1, 2024 at The Westin Buckhead Atlanta. Future conference dates are at the bottom of this page. Mark your calendars for these events!

We are really looking forward to the year ahead, and we hope you join us in planning for the future.

Stay well, friends.

Kristy R. Neal
SAIR President



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**UPCOMING
SAIR CONFERENCE
DATES & LOCATIONS**

SAIR 2023
Point Clear, AL
Oct. 14-17

SAIR 2024
Atlanta, GA
Sep. 28-Oct. 1

SAIR 2025
Alexandria, VA
Sep. 27-30

SAIR 2026
TBD

SAIR

<http://sair.org/about-sair/>

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Kristy Neal
Louisiana State University, LA

Vice President

Meaghann Wheelis
Baylor University, TX

Past President

Emily Campbell
River Parishes Community College, LA

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Members-at-Large

Member Engagement & Marketing
Molly Hall
Virginia Tech, VA

Professional Development

G. Marc Turner
Texas State University, TX

Registration

Wendy Broyles
Troy University, AL

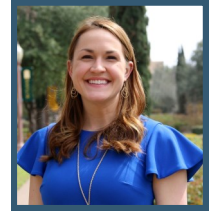
Sponsors & Exhibitors

Suzanne Klonis
Furman University, SC

Vice President & 2023 Conference Program Chair Meaghann Wheelis, 2022-23

Announcing the 50th SAIR Conference Theme

Mark your calendars – SAIR 50 will be held October 14-17 at the historic Grand Hotel in Point Clear, Alabama. The Board just returned from our planning meeting, and we are excited to host the conference at this beautiful resort! We met with hotel staff and toured the grounds including the conference center, fantastic restaurants, and pools (yes, plural!). We even got a few elevator selfies in! You will not want to miss this year’s conference and all that the Grand has to offer.



This year’s conference theme is “**Branching into the Future**”, which was inspired by the beautiful Grand Oak trees that illuminate the grounds at night. As we continue to weather the changing landscape of higher education, we are grounded in our deep roots while branching into areas of assessment and accreditation and expanding our skills with data visualization and analytics. The conference is an opportunity to build upon our foundations, cultivate knowledge, and grow our networks- all while enjoying the breathtaking views of Mobile Bay!

SAIR 50 will be here before we know it, and now is a great time to start thinking about topics for concurrent sessions or workshops. *Did you learn a new skill or find a new way to collect and share information? How has your understanding of leadership and management changed? What have you learned that your colleagues in SAIR could benefit from knowing?* Consider submitting a proposal for a half-day or full-day workshop or a concurrent session and keep an eye out for the call for proposals in April with a deadline in May.



You can also contribute to the conference by volunteering to serve as a track chair or proposal reviewer. In addition to presenters, these roles are essential in ensuring the quality of the conference. If you are interested in volunteering, or if you have any suggestions for the conference, please do not hesitate to contact me at VP@sair.org.

Hotel reservations and conference registration will open later this Spring and more information can be found on the [conference website](#). In the meantime, check out the [Grand Hotel website](#) to start planning your trip.

We look forward to seeing you in Point Clear!

Meaghann Wheelis
SAIR 2022-23 Vice President & Program Chair



During the Winter Planning Meeting, we often don’t stop unless we are riding in an elevator, which seems like an appropriate time to take a picture.



Just a few of the many Grand Oak trees surrounding the Grand Hotel .



The SAIR Board at the conclusion of the Winter Planning Meeting in beautiful Point Clear, Alabama.

Vice President and 2023 Program Chair - Meaghann Wheelis

2023 Conference Session Tracks

As you begin to develop your conference proposals for the 2023 conference, the SAIR Board has finalized the session tracks to provide all attendees with a selection of content across many areas affiliated with IR/IE.

Check out the descriptions below and try to find the tracks (and other words) in this edition's **word search on page 6!**

Accreditation, Assessment, and Evaluation: issues related to regional accreditors, such as SACSCOC, HLC, and other national and professional accreditors, including critical evaluation of student success and of administrative and academic support functions.

Best Practices in Reporting: examples of designs that improve efficiencies or practices for producing reports including internal reporting, mandated external reporting, and survey data.

Data Analytics and Visualization: effective uses of tools to represent data and communicate outcomes to stakeholders, including interactive dashboards and other dynamic reports.

Leadership and Management: navigating leadership roles in higher education, especially within the areas of Institutional Research, Effectiveness, Assessment, and Accreditation.

Policy and Decision Support: effective and efficient collection of data to inform college and university decisions, data analyses, and dissemination to various stakeholders.

Technology and Innovation: creative and innovative uses of technology, such as business analytics, to support and improve institutional research and effectiveness activities.

Get a 360 View of Your Students

Is your institution using data to anticipate the ups & downs of the higher education market? We can help.

Our Student Success & Retention solution helps you use data to see trends, forecast revenue & improve student retention.

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- Adapt recruitment & retention strategies to market changes
- Respond to changing demographics while supporting diversity
- Align academic trends with institutional capacity
- Respond to increased calls for accountability & outcomes
- Manage student & campus revenue needs
- Maximizing net tuition strategies



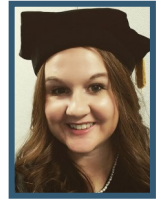
DATA IS EVERYTHING. RULE YOUR DATA.

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Emily Campbell - Past President, 2022-23

It was great seeing so many of you in New Orleans in October. Kristy Neal did an excellent job of planning and executing a fabulous conference. In New Orleans, I was honored to be welcomed into the "Dinosaur Club." Becoming a SAIR Dinosaur is truly one of the highlights of my career, and I count myself extremely lucky to be amongst such leaders in our field (and the fact that these folks happen to be great people too is just the icing on the cake).



Pictured here are several Dinosaurs, also known as past-presidents of SAIR. From left to right with their presidential terms are:

- Bernie Braun (2009-10)
- Denise Gardner (2011-12)
- Glenn James (1998-99)
- Kathleen Morley (2012-13)
- James Purcell (2003-04)
- Emily Campbell (2021-22)
- Sara Gravitt (2014-15)
- Suzanne Simpson (2020-21)
- Lisa Lord (2016-17)
- Michelle Hall (2008-09)
- Rick Burnette (2019-20)
- Matthew Campbell (2017-18)

We now turn our attention to 2023 and planning for our next Conference, this time with Meaghann Wheelis at the helm. Meaghann has some great plans for our gathering in Point Clear, Alabama. We cannot wait to open the call for proposals, and open registration for what promises to be a great conference.

SAIR Proposed Code of Conduct

In December we asked you for your comments on our proposed SAIR Code of Conduct. Several of you weighed in and your suggestions for improvement have been very helpful to us as we've revised our proposal. We plan to unveil the SAIR Code of Conduct soon. Thank you to those who took part in the process by providing valuable feedback.

SAIR 2026 Conference Location and Officer Elections

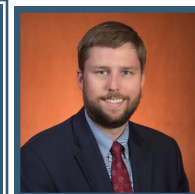
As I move into my final year on the SAIR Board, I have a few more items to check off my list. First will be scouting out and securing a location for our 2026 Conference. Several cities have been taken into consideration, and I'll be traveling to one of them at the end of February. Also, working with the Nominating Committee, I'll be looking for SAIR's next leaders. The call for nominations will go out in March. If you or someone you know is interested in serving on the SAIR Board, please consider nominating yourself or others.

As winter fades to spring you will be seeing many communications from us – the call for proposals for the annual conference, the opening of hotel registration for the annual conference, and the call for nominations for officers. I hope you will participate in all our organization has to offer.

Stay well, productive, and healthy.

Emily Campbell
SAIR 2022-2023 Past President

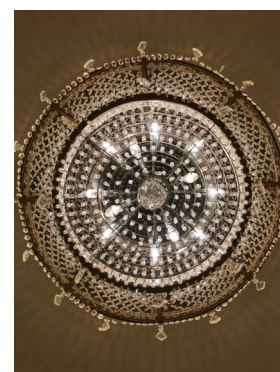
**Southern Association for Institutional Research
Statement of Financial Position
As of December 31, 2022
James Hunt - Treasurer, 2021-23**



	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Banks	0.00
PayPal Account	0.00
Vanguard Mutual Fund	66,869.30
Wells Fargo Checking	22,751.99
Wells Fargo Savings	25,709.40
Total Banks	115,330.69
Total Bank Accounts	\$115,330.69
Accounts Receivable	
Accounts Receivable	50.00
Total Accounts Receivable	\$50.00
Other Current Assets	
Uncategorized Asset	350.00
Undeposited Funds	0.00
Total Other Current Assets	\$350.00
Total Current Assets	\$115,730.69
TOTAL ASSETS	\$115,730.69
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Net Assets	172,021.53
Opening Balance Equity	0.00
Retained Earnings	-37,631.38
Net Revenue	-18,659.46
Total Equity	\$115,730.69
TOTAL LIABILITIES AND EQUITY	\$115,730.69



SAIR 2022 attendees catch up at the registration desk.



Several of the ornate chandeliers within the Hotel Monteleone in New Orleans.

Southern Association for Institutional Research Profit & Loss, Accrual Basis October through December, 2022 James Hunt - Treasurer, 2021-23

	TOTAL
Revenue	
Bank Interest	11.96
Change in Mutual Fund	2,954.85
Conference Revenues	16,800.00
SAIR Memberships	125.00
Total Revenue	\$19,891.81
GROSS PROFIT	\$19,891.81
Expenditures	
Conference Expenditures	106,283.54
Elavon Merchant Account Fees	871.71
Grants	11,800.00
Overhead Expenditures	4,902.97
QuickBooks Payments Fees	87.25
Total Expenditures	\$123,945.47
NET OPERATING REVENUE	\$ -104,053.66
NET REVENUE	\$ -104,053.66

SAIR Winter Word Search

Words can be found in any direction (including diagonals) and can overlap each other. Use the word bank below.

```

Y T E C H N O L O G Y K A Y X B E Z U T
E W W O J I G V O K K G R U G A G U N C
P T M D Z M Z N V P I Q T J Q W I E A N
L F K Q Q T U O N O M C L E A R M Z O X
E C P S C T X I O I W Y X O V S E I M J
P D X K P I V T I N T S Z H S Z T P B R
X O Q U F H H A S T T M Y E A A H T C E
S L L A T A D T I G M N S Y V M A N Q P
S H Q I E V W I C L U S M O A H N E O O
U O B E C F K D E G A T N V R B A M T R
B Y T G V Y X E D T B N V P K R L E L T
T S I T T V X R Z X I G I R U U Y G C I
I T P U F Y G C D D Y A Y W A Z T A J N
Q E K Q F J W C B F B L B L C K I N N G
B R Y X M O K A S H T M A O E W C A G P
L E A D E R S H I P X B V Z H R S M Z A
N L B U G B V I S U A L I Z A T I O N Y
D P O S I V A Y R M I O Q H O E O L D X
C W I D Z Q A Z A S K K T U R R N M K Z
Z G K T T R D E V A L U A T I O N F Q E
    
```

Word Bank

- | | | | |
|---------------|---------------|----------------|-------------------|
| 1. policy | 6. data | 11. alabama | 16. visualization |
| 2. analytics | 7. bay | 12. reporting | 17. management |
| 3. clear | 8. leadership | 13. evaluation | 18. accreditation |
| 4. oyster | 9. assessment | 14. decision | |
| 5. technology | 10. point | 15. innovation | |

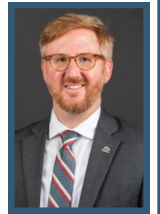


SAIR members enjoying food and fellowship at the opening reception.

Secretary - Eric Atchison, 2022-24

Greetings SAIR Colleagues!

After joining the Board of Directors this past fall and attending the Winter Planning Meeting in Point Clear, Alabama, I have tried to develop several ways to engage with members in a variety of communications.



Introducing *The Facilitator*


First, I looked through the [SAIR Newsletter archive](#) and was encouraged to find such a rich history dating back to 1979. Throughout its 50 years, SAIR has kept its members apprised of the organization's activities. When I think about the purpose of a newsletter, I think it goes beyond culminating information and photos from recent or upcoming conferences. I think an effective newsletter can facilitate conversations amongst members, facilitate current and future leaders in the development of their ideas, and most importantly, facilitate the growth of the organization. With all of that in mind, we have renamed the SAIR newsletter *The Facilitator*.

Submit Your News & Updates

I also thought about how we can continue the rich dialog and sharing of information after each year's annual conference and throughout the year. Starting with this issue, we will begin celebrating the news and updates of you, our members. [A form has been created](#) to collect this information which will then be published here (see below for this edition's updates).

Newsletter Shell Game

When I landed at the Mobile, Alabama Regional Airport, I was greeted by the large public art sculpture you see below with painted images of the planes that move many into and out of the region. A team member at the Grand Hotel informed me that these sculptures are all around the Mobile/Fairhope area and typically painted by local artists with images that resonate with their location. With this in mind, **we have hidden 3 shell icons like the one below within this newsletter.** The first person to find all three shell icons and send their locations to me (secretary@sair.org) will win a prize to be handed out at the 2023 conference!

Here's an example of the shells hidden in the issue (actual size may vary):  *This one does not count!*



One of the more than 20 public art sculptures celebrating oyster gardening along the Alabama coastline. [Follow the Oyster Trail here.](#)

Member News & Updates

Jana Marak (Baylor University) has been promoted to Director of Reporting and Data Analytics.

Kathleen Morley (Baylor University) has been promoted to Assistant Vice Provost for Institutional Research.

Don't forget to [submit your news and updates](#) for the next issue of *The Facilitator*!



SAIR 2022 attendees fill the room at a concurrent session.

Member Engagement & Marketing - Molly Hall, Member-at-Large, 2021-23

SAIR Travel Grants

The SAIR Board is looking forward to seeing you in October at The Grand Hotel Golf Resort & Spa for SAIR's annual conference! Once again, SAIR will be offering four types of travel grants in 2023 to help support member travel to Point Clear, Alabama:

- **Newcomers Grants for First-Time Attendees:** \$300 plus waiver of conference registration fee. To be eligible, applicants must have never attended a SAIR conference.
- **Bill Fendley Travel Grant for Second-Year Attendees:** \$300 plus waiver of conference registration fee. To be eligible, applicants must have attended the SAIR conference as a Newcomer the previous year.
- **Larry G. Jones Graduate Student Travel Grant:** \$500 plus waiver of conference registration fee. To be eligible, applicants must have a presentation accepted at the annual SAIR conference.
- **Edith H. Carter Travel Grants:** \$500. To be eligible, applicants must be a member of SAIR.

Applications for 2023 SAIR Travel Grants will open in March. If you applied for a travel grant last year and didn't receive one, please apply again. Applications from individuals who have not received a travel grant from SAIR within the past two years will receive priority. More detailed information on SAIR Travel Grants is available at: <https://www.sair.org/awards/bill-fendley-travel-grant/>.

SAIR Best Practice Awards

The SAIR Board has also started planning for the annual Best Practice Awards. In this edition of the newsletter, we would like to highlight the **Best Innovative Practice Award**. This relatively new award recognizes an outstanding assessment program, workflow, or other team process that has led to increased efficiencies and/or improved outcomes. This is a terrific opportunity for more IE units to participate in, and be recognized by, SAIR's Best Practice Awards.

In 2023, SAIR will recognize outstanding work in the following four categories:

- **Best Print Report:** fact book, report, infographic, or other item optimized and formatted for printing
- **Best Interactive Report:** fact book, report, infographic, or other item that is interactive and not primarily designed to be printed
- **Best Website:** departmental website, evaluated on its overall structure, content, and design
- **Best Innovative Practice:** assessment program, workflow, or other team process that has led to increased efficiencies and/or improved outcomes

The submission portal for SAIR Best Practice Awards will open in the summer. More detailed information on SAIR Best Practice Awards is available at: <https://www.sair.org/awards/annual-fact-book-and-electronic-document-competition/>.

SAIR Service Awards

Finally, please consider nominating a SAIR colleague for one of SAIR's Service Awards. A call for nominations will go out during the summer. The three different SAIR Service Awards are:

- **Unsung Hero/Heroine Award:** The Unsung Hero/Heroine 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.
- **James R. Montgomery Outstanding Service Award:** The James R. Montgomery Outstanding Service Award recognizes individuals who have made a significant contribution to SAIR over an extended period of time. Each nominee 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.
- **Distinguished Member Award:** Distinguished Membership is awarded to SAIR members or former members who have made distinguished contributions to institutional research. The award aims to provide meaningful recognition of significant effort in the field of institutional research and is for the lifetime of the individual.

Please watch the SAIR listserv during the next few months for more information including deadlines for Travel Grant and Best Practice Award submissions and nominations for SAIR Service Awards.



Recipients of the 2022 SAIR Edith H. Carter Travel Grant.

Professional Development - G. Marc Turner, Member-at-Large, 2022-24

I am honored and excited to be joining the SAIR Board in the role of Member-at-Large for Professional Development. Professional development in higher education is a major factor in fulfilling our institutional missions. Institutional Research is an evolving field, and professional development opportunities provide us with the continuing education we need to stay on top of the latest trends, techniques, and technologies related to what we do. It is an opportunity for both our professional and personal growth.



A huge thank you goes out to Will Miller and York Forsyth for the work they have done to bring the SAIR professional development program to where it is now. I have been reviewing the responses and feedback from the recent Professional Development Satisfaction Survey and will be using it to guide the future direction of the program. If you have any additional comments or feedback, please send it to me at prodevelopment@sair.org.

The **SAIR Carousel of Knowledge** will be continuing under a new name, which will be announced in the coming weeks. These online webinars are provided virtually to ensure more opportunities for professional development throughout the year. We encourage offices to setup “watch parties” to help maximize the benefits and ROI of these learning opportunities. Be on the lookout for the announcement and schedule in your email.

A **Call for Proposals** for both online webinars and conference workshops will be coming out via email in the next few weeks. This is an excellent opportunity for you to share your knowledge and skill with others in the SAIR community. If you have an idea for a webinar or workshop but are unsure about the details, I am happy to work with you to help answer questions and provide feedback.

Again, I am looking forward to working alongside the rest of the Board as we find ways to provide a high quality professional development program to the SAIR community. Please feel free to reach out to me at prodevelopment@sair.org anytime with questions or just to say hello.



A picturesque view of the pond and fountains on the property of The Grand Hotel in Point Clear.

Registration - Wendy Broyles, Member-at-Large, 2022-24

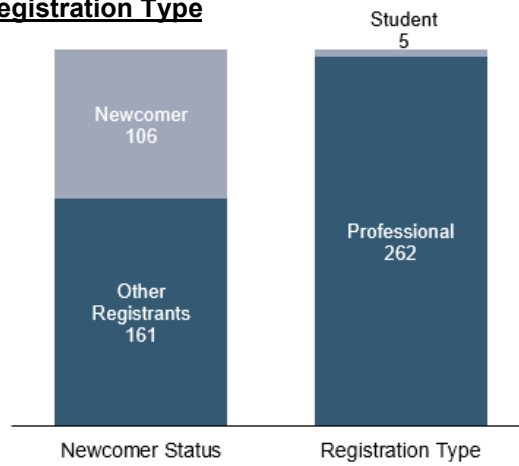
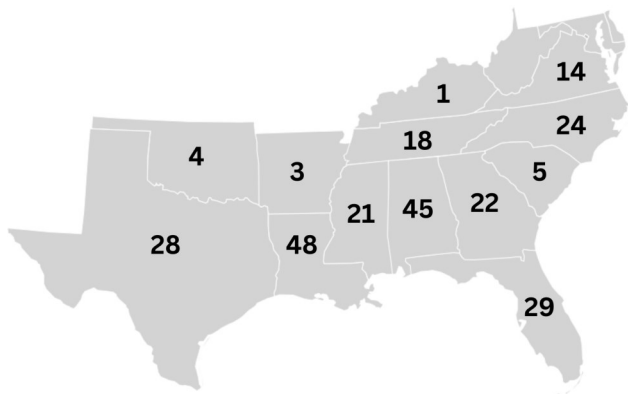
SAIR 2022 in New Orleans was a hit! Many thanks to everyone who attended, presented, and volunteered at our most recent conference. Although we have not hit pre-pandemic attendance levels (we had 350+ at SAIR 2019 in Greenville, SC), this conference was well attended with 267 registrations. Five of those attendees were students and 106 conference attendees were newcomers. Let's keep extending a warm welcome to students and newcomers as we gear up for SAIR 2023. We are excited about seeing you again this fall in Point Clear, Alabama!



Be on the lookout for conference registration to open in late May or early June.

As a native Alabamian, I have to say that we typically have a strong attendance level at SAIR. This is the first time in nearly three decades and only the third time in 50 years that Alabama has provided the conference location (those previous locations for you wonderful fact-checkers were Birmingham in 1982 and Mobile in 1996), and I am personally interested to see which state brings the second largest attendance this year. Non-Alabama folks, consider yourselves challenged. Fellow Alabamians, let's not disappoint our regional colleagues.

SAIR 2022 Registrations by State, Newcomer Status, and Registration Type



Conference attendees engage with the SAIR 2022 keynote speaker, Dr. Rigo Rincones-Gomez.

Sponsors & Exhibitors - Suzanne Klonis, Member-at-Large, 2021-23

SAIR 2023 Sponsorship Levels and Add-Ons!

SAIR 2023 Conference
Oct 14 - 17, 2023

The Grand Hotel Golf Resort & Spa
Point Clear, Alabama

For more information please contact:

Suzanne Klonis
suzanne.klonis@furman.edu
Vendor/Sponsor Coordinator



SAIR 2023 Sponsorship Levels	Bronze \$1250	Silver \$2250	Gold \$3250	Platinum \$4250
Booth Space	1 6ft table	1 6ft table	1 6ft table	Prime location, 2 6ft tables
Conference Registrations/Attendees	1	2	3	4
Acknowledgement in Conference Program	✓	✓	✓	✓
Hyperlink on Conference Website	✓	✓	✓	✓
Invitation to President's Reception (Saturday night)	✓	✓	✓	✓
Advertisement in Conference Program		¼ Page	½ Page	Full-Page
Event Sponsorship		✓	✓	✓
Mailing List of Registered Attendees (1 week prior)	+\$300	✓	✓	✓
Concurrent Session Presentation			✓	✓

Sponsorship Add-Ons

Hotel Room Key Branding (1 key/room)	\$2000
Keynote sponsor: includes (a) 10-minute Lightning Session at end of Keynote and (b) gobo projection screen (sponsor may retain gobo screen)	\$1000
Full-day pre- or post-conference workshop (co-presented with SAIR member)	\$1000
Branded Lanyards	\$500
Branded Tote Bags	\$500
Sponsor-Provided Catchbox Microphone Cover	\$500
Sponsor Name as Wi-Fi Password	\$500
Program-at-a-Glance	\$350
Company Banner next to Registration Table	\$350
Brand Awareness items for Tote Bags	\$250 / item
Additional Sponsor Attendee	Cost of regular registration minus \$25
Branded Item (\$35-\$75 value) for Sponsor Passport Prize Drawing	at cost

Updates from SAIR State Affiliate Organizations



The **Alabama Association of Institutional Research** 2023 Annual Conference was held March 8-10 at the University of Alabama in Huntsville.



The **Arkansas Institutional Research Organization (AIRO)** held their Annual Conference on November 14-15 at ASU-Beebe, Heber Springs. The AIRO Spring Workshop will be hosted by National Park College in Hot Springs on April 17.



The **Florida Association for Institutional Research** 2023 Annual Conference will be held virtually on March 30.



The **Kentucky Association for Institutional Research** held its 2023 Annual Conference on February 17 at the Galen College of Nursing in Louisville.



The **Louisiana Association for Institutional Research** will host its annual conference, July 25-26 at South Louisiana Community College in Lafayette.



The **Maryland Association of Institutional Research** held a Fall 2022 conference on October 28 at Loyola University in Baltimore. The MdAIR board recently held their annual retreat and are excited to share that great professional development events are coming your way! Watch your inbox for updates!



The **Mississippi Association for Institutional Research** hosted an Accreditation Symposium on February 1 at the University of Mississippi Medical Center in Jackson. The MAIR 2023 Annual Conference is scheduled for September 18-20 in Gulfport.



The **North Carolina Association for Institutional Research** will host the Spring 2023 Annual Conference on April 2-4 in Asheville.



The **South Carolina Association for Institutional Research** 2023 Annual Conference was held March 9-10 at Trident Technical College in North Charleston.



The **2023 Texas Association for Institutional Research Annual Conference** was held February 26 - March 1 at the Houston Cityplace Marriott at Springwoods Villas in Spring.

Affiliate Organization Updates

Are you an officer of a state affiliate IR/IE association?

Please send announcements to be included in the SAIR newsletter to secretary@sair.org.

