



**Southern Association  
for Institutional Research**

# Southern AIR

**Volume 40, Issue 2**

**Summer 2017 Newsletter**

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## PRESIDENT'S MESSAGE - Lisa Lord, 2016-2017

It is hard to believe summer 2017 is closing out and a new fall is upon us. However, with that realization, we are closer to the SAIR 2017 Annual Conference with focused opportunities to listen, learn, grow, and renew. I hope you are **making plans to attend the SAIR 2017 Conference in Fort Worth, TX.** Program Chair Matthew Campbell and the program committee have been busy planning a great conference. We will meet at the **Worthington Renaissance Hotel on October 7 – 10.** Conference details can be found in this newsletter and also on the website at [www.sair.org](http://www.sair.org).



*Looking forward to  
Fort Worth, October 2017*



*Kimball Art Museum*

Hero. The nomination process can be found on page three of this newsletter. Also, be sure to **submit your Electronic Fact Book and Website information for review in the annual awards competition.**

Past President Cara Mia Braswell and the Nominating Committee have been busy compiling the 2017 Election Ballot. I would like to thank all of you who have agreed to run for SAIR office. SAIR members will receive an **email soon with a link for the election ballot.**

I look forward to seeing everyone in Fort Worth!

In this newsletter you'll find several notable items including key deadlines. For those who may have budget challenges, the **travel grant deadline has been extended to August 18.** Information on the application process can be found on page six of this newsletter. Also, it is time to nominate your colleagues for service **awards by September 1** – nominations for the James Montgomery Outstanding Service Award, Distinguished Member, and Unsung



*Fort Worth Stockyard Rodeo*

## Vice President and 2017 Program Chair, Matthew Campbell



The 44<sup>th</sup> Annual Conference of the Southern Association for Institutional Research is this October 7th through the 10th at the **Worthington Renaissance Hotel in Fort Worth, Texas**. Fort Worth is known as the City of Cowboys and Culture. It is a vibrant and multicultural city full of experiences for all, and is the **number one tourist destination in all of Texas**. Our conference hotel, the Worthington Renaissance, is located in the Sundance Square area of downtown, literally steps away from countless restaurants and shopping opportunities, plus some of Fort Worth's most popular attractions: the Fort Worth Water Gardens and the Stockyards National Historic District.

**Cowboys:** You may have heard of the Stockyards, through which the Fort Worth herd stampede twice every day. It is also home to the Cowboy Hall of Fame, and the Grapevine Railroad where you can ride a steam locomotive. Most famously—or perhaps infamously—the Stockyards is where you will find Billy Bob's, the world's largest honky-tonk.

**Culture:** However, you need to come see why Fort Worth is also the City of Culture. The Fort Worth Cultural District is home to six museums alone, including the renowned Kimbell Art Museum. The city also boasts the Amon Carter Museum of American Art, the C.R. Smith Aviation Museum, the Museum of Science and History, and the Museum of Modern Art. And as you may recall from the SAIR breakfast meeting last year, admission to many of these museums is free!

**Why SAIR 44:** SAIR annually conducts one of the largest conferences for professionals in the area of institutional effectiveness and is one of the largest Affiliated Organizations of the Association for Institutional Research (AIR). Across four days, the SAIR conference offers in excess of 100 workshops and concurrent sessions in areas such as institutional research, accreditation, assessment, strategic planning, community and two-year colleges, and technology.

We have a full slate of absolutely fantastic workshops (see Rick Burnette's update below) followed by an agenda that is loaded with great session after great session. When scheduling your travel to Fort Worth, be sure to note that the workshops begin Saturday morning and concurrent sessions run through noon on Tuesday. We know there's much to see and do in Fort Worth, so you may want to consider coming to town early and staying late!

**Newcomers:** If you have a new colleague in your office who is also new to the profession, please encourage them to come to SAIR and to add the Newcomer's Workshop to their registration. This workshop is led by two of our experienced colleagues and is structured specifically for those learning the industry. And be sure to join them for the Newcomer's Reception as we extend Southern hospitality to our newest colleagues.

**Special Event:** For those of you who aren't a newcomer, you know that a key benefit of a SAIR conference is the opportunity for networking with your colleagues from across the region. To that end, our special event on Monday night is a private function on the Worthington's rooftop terrace overlooking downtown Fort Worth. This is a casual evening to relax and converse with friends old and new, while enjoying the aural accompaniment of a local jazz ensemble in the background. We'll dine off the menu, on items selected exclusively for us by the hotel chef. And it all happens under that big Texas sky.

**For more information on SAIR 44**, including how to register and to make your hotel reservation, and to find updates before our next SAIR newsletter, visit [www.sair.org](http://www.sair.org) for all things SAIR. **See you in Fort Worth!**

## 2016-2018 Awards and Recognition - Maren Hess, Member-at-Large

### Call for Nominations for SAIR Awards due September 1, 2017

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 **September 1, 2017** to Maren Hess at [hess@campbell.edu](mailto: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.

## 2016-2018 Professional Development

**“Pre-Conference Workshops – That’s another section of the Newsletter I don’t need to read!”**

Not so Fast! Let’s check the data. Annually, over 1 in 4 of your colleagues attends a pre-conference session. Does that mean that **25% are smarter** than most of us? They probably are – because they spent three hours intently studying each topic. Are the remaining 75% penny wise and pound foolish? Maybe. You may want to **double-check your ROI calculations**.

**Read on!**

This year **SAIR is offering two-dozen (24) pre-conference workshops** in Fort Worth. Get the most out of your trip by taking advantage. This is the largest slate in many years and we are bound to have a session for everyone. My biggest fear is that we are going to have to close some early because of high demand. In keeping with the theme of the conference, we have focused on how data affects strategic decisions on campus. Whether you are a newcomer to the profession or a current professional, SAIR’s Pre-Conference Workshops offer focused opportunities to gain knowledge, possibly retool on skills or learn new ones. This year we have mixed things up by providing one all-day conference on Excel **Power BI** in addition to our usual **Newcomers’ Workshop** and three two-part sessions on **Tableau**, **Predictive Analytics**, and **Surveying**. We encourage you to take both parts if you can. That leaves 16 more! Check out this list:

Two on Enrollment/**Student Success****Project Management Tools**Two on **Accreditation** IssuesUsing **Excel** to do StatsUsing National **Clearinghouse Data**Understanding **IPEDS-OM** Outcomes Data**Research Design**, Ethics, etc. in IRCreating a Strategic **Assessment** CultureUsing **Metrics** to Drive StrategyUsing **Business Intelligence** in IRMastering **SAS** VisualizationsCreating a **Data Governance** StructureR101 (They put the **“R”** in IR)Using Unemployment **Wage Data**Using **BOLD** in your Newsletter! (:

Make the most of your trip to Fort Worth. Advance your skills with a proportionally small additional investment. This is a great chance to get in-depth training beyond what is possible during the shorter, concurrent sessions. These workshops allow time for participants to be immersed in a topic and to network with their peers. Presenters and attendees often become mentors for their fellow colleagues. These hands-on, three-hour sessions will take place on Saturday and Sunday October 7th and 8th, 2017 and will be held on-site at the Worthington Renaissance. Registration opens soon, so jump on the chance while you can.

Thanks to our **stellar presenters** who have helped create this fantastic slate of workshops.

**Rick Burnette, SAIR’s Overly BOLD Board Member-at-Large**

2015-2017 Sponsors and Exhibitors - Kathleen Morley, Member-at-Large

## SAIR Conference—Fort Worth, Texas 2017 Sponsor/Exhibitor Opportunities

|  | <b>\$4,000<br/>Platinum Sponsor<br/>(limit of 4)</b> | <b>\$3,000<br/>Gold Sponsor</b> | <b>\$2,000<br/>Silver Sponsor</b> | <b>\$1,000<br/>Exhibitor</b> |
|--|--|---------------------------------|-----------------------------------|------------------------------|
| 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
- Water Bottles – at cost

## SAIR Conference 2017

### October 7-10, 2017

Sponsor/Exhibitor Contact:

Kathleen Morley

Kathleen\_Morley@baylor.edu

(254) 710-8837



**SAIR**

Southern Association for  
Institutional Research  
<http://www.sair.org>

**President**

Lisa Lord  
University of Louisiana at Lafayette

**Vice President**

Matthew Campbell  
Auburn University

**Secretary**

Jayne Perkins Brown  
Georgia Southern University

**Treasurer**

Michelle Hall  
Southeastern Louisiana University

**Past President**

Cara Mia Braswell  
Auburn University at Montgomery

**Members-at-Large**

Rick Burnette  
Florida State University

Maren Hess  
Campbell University

Kathleen Morley  
Baylor University

Alice Simpkins  
Paine College

## 2016-2018 Awards and Recognition - Maren Hess, Member-at-Large 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 2017 conference in Fort Worth, TX. Fact Books and Mini-Fact Books will be collected and judged during the 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 Maren Hess at [hess@campbell.edu](mailto:hess@campbell.edu) by **September 1, 2017**. Please include the subject line as "SAIR Best Fact Book or Website Submission".

## 2015-2017 Newcomers and Travel Grants

### Alice Simpkins, Member-at-Large

**Welcome Newcomers!** You will find that the **SAIR 2017 Conference** scheduled for **October 7-10, 2017, Worthington Renaissance, Fort Worth, TX** will have numerous activities and events of interest to you. We are excited about the opportunity to not only offer you time to network with other colleagues in the institutional research profession but also to give you a chance to hone your skills by attending concurrent sessions presented by them. We know that these sessions will be rewarding, and we invite you to come early so that you may also take advantage of the half-day to full-day preconference workshops which focus on assessment, effectiveness, and research. Program details targeted to newcomers will be summarized in the next newsletter.

**Good News! Deadline Extended for Travel Grants!** Thank you to those who applied for a travel grant to attend the **SAIR 2017 Conference** scheduled for **October 2017 in Fort Worth** by the July 31<sup>st</sup> deadline. While reviewing the small number of applications, we identified a need to extend the travel grant submission deadline to Friday, **August 18, 2017**.

These grants promote professional development among institutional research professionals that work in institutions and organizations located in states associated with the Southern Association for Institutional Research (SAIR). A maximum of eight (8) grants in the amount of \$300.00, plus waiver of the conference registration fee, are available each year for travel to the SAIR conference. One of these is designed to encourage continued attendance at SAIR and has been designated as the Bill Fendley Travel Grant. It is awarded to a member who was a newcomer the previous year (2016), basically a "sophomore" to the SAIR Conference. One of the applicants for the travel grants, who fits the criteria will be selected as the awardee; no separate application is required. Click <http://sair.org/awards/bill-fendley-travel-grant/> for additional details.

The Larry G. Jones Travel Grant is also available for **graduate students** presenting their research at the conference; for more information, click [here](#). To apply for a travel grant, please send application materials to Alice Simpkins at [amssgr70@gmail.com](mailto:amssgr70@gmail.com). Remember to document the name of your institution or organization and status as full - or part-time, whether you are a SAIR member, year of your first SAIR conference, professional development, and financial need. Also, note whether you are presenting a workshop or presentation.

..... Heading to Fort Worth



Renaissance Worthington Hotel, Sundance Square Plaza,  
Water Gardens, Thuh VP/translucent hat, Sundance Square umbrellas

## ..... FROM SAIR State AFFILIATES

**ALAIR 2017** was held March 9-10 in Montgomery, AL. The conference theme emphasized networking and collaboration for creating optimal learning environments for Alabama post-secondary students through the systematic collection and use of data. Conference information may be viewed at <http://www.alair.org/conference/>

**Florida Association for Institutional Research held its Spring 2017**

Conference: at the Mission Inn Resort & Club, Howey-in-the-Hills, FL on May 22-23. Conference information is available at <http://florida-air.org/>

**Georgia Association of Institutional Research, Planning, Assessment, and Quality (GAIRPAQ) held** its annual conference April 26, 2017, at Middle Georgia State University in Macon, GA. Presentations can be reviewed at <https://gairpaq.org/conferences-and-events-2/2017-conference-presentations/> .

The **Maryland AIR 2017** Spring Institute was held April 21 on the Montgomery College, Germantown Campus.

The 2017 **Mississippi Association for Institutional Research (MAIR)** Conference was held at the Cabot Lodge-Millsaps in Jackson MS, from March 29-31. Elizabeth Edwards of Itawamba Community College was honored with the inaugural Unsung Hero Award and Dr. Kenneth Thompson was granted the Best Presentation Award for his 2016 presentation titled "Propensity Score Matching: Moving Towards Causality in Education" . More information can be found at <http://www.mair-ms.org>. This award allowed Dr. Townsend's presentation to receive an automatic acceptance for the 2017 AIR Forum program in Washington, D. C.

The **2017 NCAIR** conference was held at 21c Museum Hotel in Durham, NC on March 13-15. The theme was *The IR Frontier: Pushing Boundaries* and had member attendance of 135. The **2018 NCAIR** conference is scheduled for Harrah's Cherokee Casino Resort at the edge of the Great Smoky Mountain National Park. <http://www.ncair.net/>

**SCAIR 2017** Annual Conference, *Pathway to IR Success: Leadership, Commitment, and Innovation*, was held January 30-31 at the Francis Marion Hotel in downtown Charleston, SC. Presentations may be viewed at <http://www.sc-air.org/2017-conference.html> .

The **2017 TENNAIR Conference** is being held at the Doubletree Hotel in Murfreesboro. Pre-conference workshops began on August 7, with the conference on August 8-9. Conference information is available at <http://tennair.org/index.php/2017-tennair-conference> .

*Turning IR into Mission Control* was the **TAIR 2017** conference theme. Fellow Texans met at the Houston Hilton Clear Lake, TX on February 28 thru March 1. Information is available at <http://tennair.org/index.php/2017-tennair-conference>



2016-2017 Immediate PAST PRESIDENT, Cara Mia Braswell

## SAIR Points Clearly to Alabama in 2020



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SAIR is coming back to Alabama, September 24 – 30, 2020 to Point Clear, Alabama at the Grand Hotel Point Clear Resort & Spa. Point Clear, Alabama is adjacent to Fairhope, Alabama, which is a small scenic artistic town, with restaurants and night life. The last time SAIR was in Alabama was in 1996 in Mobile, Alabama.

Members can fly into Pensacola or Mobile, with a reduced rate for scheduled shuttle offered by the Resort. The Grand Hotel has new conference facilities which are fully equipped with smart boards and Wi-Fi in presentation rooms. A Golf package has been negotiated. The SPA is terrific, but negotiations were not included in the contract. In our spare time members can relax by the bay, go kayaking, play mini golf, horseshoes, or enjoy the bar on the bay. Oh and the opportunity for viewing football games (War Eagle) is terrific. The hotel provides shuttle services into Fairhope, Alabama. This resort hotel has been listed number 1 in Southern Living's "The South's Best Hotels and Inns".

### **The Grand Hotel Point Clear Resort & Spa (Point Clear, Alabama)**

**<http://www.marriott.com/hotels/hotel-photos/ptlal-grand-hotel-marriott-resort-golf-club-and-spa/>**

Located near Fairhope on Mobile Bay, this 550-acre resort is part of the Robert Trent Jones Golf Trail and just a short drive to the white sand Alabama beaches. It has been ranked Number 3 in Southern Living's Best Resorts (behind Blackberry Farm in Tennessee and Opryland). The original pre-Civil War hotel had only two floors and 40 guestrooms, so its footprint—and level of luxury—has grown over the past 165-plus years.

The hotel still celebrates its rich history. In 2016 the 75th anniversary of the attack on Pearl Harbor was commemorated at this hotel because of the secret operations at the Grand Hotel, which can be found online. Basically the hotel was converted into naval operations for ships needing to land after long flights between islands. The operations was named Ivory Soap which is interesting to read about online.

<http://www.mobilebaymag.com/Mobile-Bay/December-2016/Operation-Ivory-Soap/>

Negotiating a contract three years out is one of the most pleasant tasks for the Immediate Past President. I appreciated the advice from Board members (and their final approval). If any of you are thinking of retiring before 2020, think twice. There are probably many members who may wish to hang around for one last conference, much like freshmen hang around for one last fall football season. This resort will bring SAIR members together in style not only in professional development but in personal connections as we play and relax together.

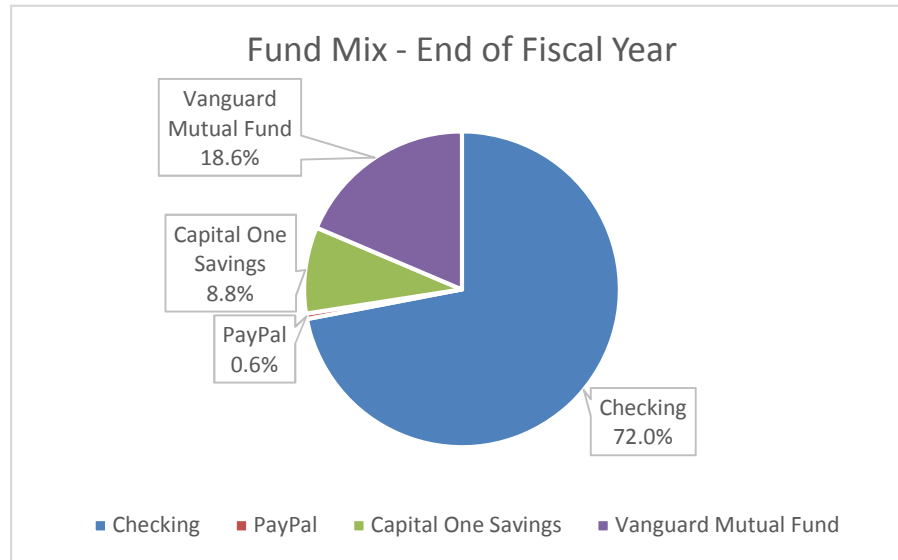


## SAIR Financial Statement Calendar Year 2016

|   |                      |
|---|----------------------|
| <b>Total Assests as of January 1, 2015</b>  | <b>\$ 177,983.14</b> |
| <b>Income - through 12/31/2016</b>          |                      |
| 2016 Conference                             | \$ 157,497.50        |
| Membership                                  | \$ 1,555.00          |
| Investment Income                           | \$ 3,181.56          |
| Refunds                                     | \$ 171.12            |
| <b>Total Income</b>                         | <b>\$ 162,405.18</b> |
| <b>Expenditures - through 12/31/2016</b>    |                      |
| 2015 Best Paper Award                       | \$ 1,000.00          |
| 2016 Conference                             | \$ 137,694.73        |
| 2016 Corporation Filing Fee                 | \$ 61.25             |
| Membership Refunds                          | \$ 25.00             |
| Bank Charges                                | \$ 48.00             |
| Elavon Merchant Account Fees                | \$ 4,098.52          |
| PayPal Merchant Account Fees                | \$ 69.14             |
| SAIR Website                                | \$ 376.07            |
| Postage                                     | \$ 16.92             |
| 2015 Tax Preparation                        | \$ 890.00            |
| Recognition Plaques                         | \$ 312.80            |
| Supplies                                    | \$ 765.41            |
| Miscellaneous                               | \$ 106.02            |
| Phone Costs                                 | \$ 16.72             |
| Past Treasurer Review                       | \$ 625.00            |
| 2016 Conference Travel Grants               | \$ 1,800.00          |
| 2016 Larry Jones Student Travel Grant       | \$ 500.00            |
| 2016 AIR Forum Travel Grants                | \$ 2,500.00          |
| <b>Total Expenditures</b>                   | <b>\$ 150,905.58</b> |
| <b>Total Net Income During Period</b>       | <b>\$ 11,499.60</b>  |
| <b>Total Assets as if December 31, 2016</b> | <b>\$ 189,482.74</b> |

Michelle Hall, SAIR Treasurer  
July 2017

|                           | Checking     | PayPal     | Capital One Savings | Vanguard Mutual Fund | Total Assets |
|---------------------------|--------------|------------|---------------------|----------------------|--------------|
| Balance January 1, 2016   | \$102,480.91 | \$263.39   | \$25,090.44         | \$50,411.79          | \$178,246.53 |
| Balance December 31, 2016 | \$206,287.60 | \$1,644.25 | \$25,281.77         | \$53,389.22          | \$286,602.84 |
| 2016 Net Income           | \$103,806.69 | \$1,380.86 | \$191.33            | \$2,977.43           | \$108,356.31 |



|                           | CMG*       | PDCF**     | SAIR        |
|---------------------------|------------|------------|-------------|
| Balance January 1, 2016   | \$5,509.70 | \$5,377.77 | \$64,636.01 |
| Balance December 31, 2016 | \$5,739.32 | \$5,601.90 | \$67,329.77 |
| 2016 Net Income           | \$229.62   | \$224.13   | \$2,693.76  |

\* Committee on Mission & Goals

\*\*Professional Development Crisis Fund

