Facilitator

Volume 46, Issue 2



Southern Association for Institutional Research

Summer Newsletter 2022-23

President's Message - Kristy Neal, 2022-23

Summer 2023 has arrived! It arrived swiftly and delivered a strong heat wave to many of us. Now that we have wrapped up another semester, the summer is a time to regroup and prepare for another busy fall semester. It's a time for our roots and our branches to grow and plan for the future.

2023 AIR Forum

I saw many of you at the AIR Forum in Cleveland, Ohio. I hope you enjoyed the weather as much as the Forum. For me, it was a welcome relief from the Louisiana heat. The Forum kicked off with a very energetic keynote who gave an interactive presentation on tools for difficult conversations. The conference offered many inspirational and thought-provoking sessions, and provided the opportunity to connect with many vendors who provide the tools we use often to do our work. There was even a dessert reception at the Rock and Roll Hall of Fame. I heard through the grapevine that some SAIR members were part of the entertainment. Maybe we can expect an encore at this year's SAIR conference?

2023 SAIR Conference

Speaking of the conference, I hope you are making plans to fertilize your foundation by attending the SAIR 2023 Conference in beautiful Point Clear, Alabama. Your 2023 Program Chair, Meaghann Wheelis, has been working extremely hard to plan an educational and rewarding conference for us all. Travel grant opportunities are available through SAIR, as well as many state organizations. Take advantage of these special offers to enhance your professional development or perhaps to allow another member of your institution to attend.

The call for Best Practice Awards has gone out. This is a great opportunity to showcase the assets your institution has developed to deliver key institutional information. Your SAIR colleagues look to these for inspiration and guidance as well. Be sure to get your submissions in by the deadline!

Elections for the 2023-24 SAIR Board are underway! Past President Emily Campbell and the Nominating and Elections Committee have worked diligently to assemble an exceptional slate of candidates. Be sure to participate in selecting next year's board by casting your vote!

Like the world we live in, the landscape of higher education is ever-changing. During times of change, it is our roots

that keep us grounded. I consider my roots not just the educational experience of SAIR, but the many colleagues I now consider friends that I have met through SAIR. We often lean on each other for professional advice and comradery. I hope you take the

opportunity to learn and grow with SAIR.

We are really looking forward to a busy summer and the upcoming conference. See you in October!

Stay cool, 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 Little Rock, AR Oct. 24-27



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

PresidentKristy Neal
Louisiana State University, LA

Vice President Meaghann Wheelis Baylor University, TX

Past President Emily Campbell River Parishes Community College, LA

TreasurerJames Hunt
Florida State University, FL

Secretary Eric Atchison Arkansas State University System, AR

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

2023 SAIR Conference Update

We are in the midst of planning for the 2023 conference at the Grand Hotel Golf Resort & Spa in Point Clear, Alabama. This year's conference is later than usual, October 14-17, which is perfect timing with cooler temperatures after a busy reporting season! The Grand's location in Mobile Bay is ideal for anyone who wants to enjoy some time on the water. The resort is family-friendly and includes something for everyone, from the spa to the restaurants to the pools, so feel free to bring your family and enjoy the views!



With fewer than 100 days until the conference, you can begin planning your trip now....

Hotel Reservations

The negotiated SAIR rate includes Deluxe (Queen/King), Bayside, and Spa Resort rooms for a rate of \$159 per night, plus resort fees and tax. This DEAL of a room rate is available October 12th through the 17th, so if you are looking for a place to unwind after census reporting this is a great opportunity to add a few days to your trip and enjoy all that the Grand has to offer. Reserve online at the SAIR 2023 Room Reservation Site.

If you are a state government employee, visit the <u>conference website</u> for more information about a reduced government room rate.

These rates are available until **September 12th** so be sure to make your reservation now to secure the SAIR rate!

Transportation Options

Self-parking is available to hotel guests at no additional cost. For those planning to fly, the Grand Hotel is accessible from both the Pensacola International Airport (PNS) and Mobile Regional Airport (MOB). The drive time from both airports to the Grand Hotel is approximately 1 hour 10 minutes. A Grand Hotel shuttle is available on a first-come, first-serve basis to and from both airports at a contracted rate of \$35 per person each way. Rental cars and other shuttle services are also available in each area. Visit the conference website for more information about transportation options.

Conference registration

Conference registration is now open! Visit the <u>conference registration website</u> before **August 21st** to register with the early bird rate of \$375 for professional registration and \$150 for students.

During the registration process, take a moment to review the slate of excellent workshops available on Saturday and Sunday. We have a number of workshops for every interest and I encourage you to attend to enhance your SAIR experience!

I also wanted to thank everyone who has submitted proposals for workshops and concurrent sessions. The preliminary program will be posted on the website in August and you can check back then to start planning your sessions at the conference!

Plenary Speaker

I am excited to announce that Dr. Jason Simon will be our plenary speaker for the 2023 SAIR conference! I'm sure I am not the only one who has wondered how the advances in artificial intelligence will impact our work, and Dr. Simon's presentation titled *Innovation Amplified: Harnessing Al/NLP to Help Push Institutional Research Forward* will focus on AI and the future of higher education. I hope you'll join us on Sunday evening for this important conversation!

Vice President and 2023 Program Chair - Meaghann Wheelis

VOLUNTEERS NEEDED

We are seeking volunteers to facilitate sessions and assist with the registration desk at the conference and to review the SAIR Best Practice Awards submissions. If you have considered getting more involved or if you are new to SAIR, this is a great opportunity to meet the membership and learn more about the organization! You can sign up during the registration process or by contacting me at vp@sair.org.

What's Next?

The Local Arrangements Committee is compiling a list of recommendations for restaurants and other "must visit" locations, including options for Monday night outings. Keep an eye on the <u>conference website</u> for updates and don't hesitate to contact me if you have any questions at <u>vp@sair.org!</u>

Meaghann Wheelis SAIR 2022-23 Vice President & Program Chair

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.

Imagine being able to tap your data to:

- 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

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Emily Campbell - Past President, 2022-23

SAIR is Coming to Little Rock in 2026!

While our attention is most certainly on the 2023 SAIR Conference in Point Clear, Alabama, I recently had the honor of selecting our 2026 Conference location. SAIR will be in Little Rock, Arkansas October 24-27, 2026!





The Conference Hotel, The Little Rock Marriot, is in downtown Little Rock and is located within walking distance of many restaurants, breweries, museums, and entertainment venues. The hotel is also on the trolley line, which you can ride for free throughout downtown Little Rock. The Conference itself will take place at the Statehouse Convention Center, which is attached to the Little Rock Marriott, and provides ample room for concurrent sessions, general sessions, workshops, meals, and our keynote address.

Just down the street from the hotel and Statehouse Convention Center is the William J Clinton Presidential Library & Museum, a must-see while you are in Little Rock.

SAIR Elections

Elections are underway for the next SAIR Board of Directors and Nominating Committee. I am grateful for the excellent Nominating Committee who helped in selecting this year's slate of candidates.

Please be sure to cast your vote for our organization's next leaders!

Stay well, productive, and healthy.

Emily Campbell SAIR 2022-2023 Past President



Southern Association for Institutional Research Statement of Financial Position As of March 31, 2023 James Hunt - Treasurer, 2021-23



	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Banks	0.00
PayPal Account	120.05
Vanguard Mutual Fund	70,080.89
Wells Fargo Checking	5,422.40
Wells Fargo Savings	20,723.02
Total Banks	96,346.36
Total Bank Accounts	\$96,346.36
Accounts Receivable	
Accounts Receivable	600.00
Total Accounts Receivable	\$600.00
Other Current Assets	
Uncategorized Asset	350.00
Undeposited Funds	3,000.00
Total Other Current Assets	\$3,350.00
Total Current Assets	\$100,296.36
TOTAL ASSETS	\$100,296.36
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Net Assets	172,021.53
Opening Balance Equity	0.00
Retained Earnings	-53,290.75
Net Revenue	-18,434.42
Total Equity	\$100,296.36
TOTAL LIABILITIES AND EQUITY	\$100,296.36



The pier at the Grand Hotel offers a chance to unwind after a day of networking and collaboration.

Southern Association for Institutional Research Profit & Loss, Accrual Basis January through March, 2023 James Hunt - Treasurer, 2021-23

	TOTAL
Revenue	
Advertising Revenue	550.00
Bank Interest	14.75
Change in Mutual Fund	3,211.50
SAIR Memberships	550.00
Total Revenue	\$4,326.25
GROSS PROFIT	\$4,326.25
Expenditures	
Conference Expenditures	0.00
Prepaid Expense	15,000.00
Winter Planning Meeting	4,383.89
Total Conference Expenditures	19,383.89
Elavon Merchant Account Fees	25.00
Insurance	1,125.00
Overhead Expenditures	2,214.20
QuickBooks Payments Fees	12.58
Total Expenditures	\$22,760.67
NET OPERATING REVENUE	\$ -18,434.42
NET REVENUE	\$ -18,434.42

SAIR Summer Word Search Can you find all of the words below?

NCOUTVP Q C X 7 Ν Q G Α G Ε M Ε N Τ S G S В O 0 Ε D D 0 U Н Ε 7 W W Т Н U Ω M 0 G M R 0 0 R Ε G S Ε R Ν U G R Ε L Ν 0 0 Х V Ν Ε R U C Ν 0 С R Ε В С Ε Ν Q U U Ζ 0 Υ S Ν Τ Τ A M A B A L Α J L S X N A F U G Q I I X D E Z F P B Q P G M

ALABAMA ELECTION NOMINATION REGISTER SUMMER VICE PRESIDENT CONCURRENT ENGAGEMENT OYSTER REVIEWER TREASURER VOLUNTEER CONFERENCE MEMBERSHIP POINT CLEAR SESSION VENDOR RELATIONS WORKSHOP



A view of one of the two championship golf courses at the Grand Hotel.

Secretary - Eric Atchison, 2022-24

Greetings SAIR Colleagues!

As the Secretary of the Board, I spend some time each month summarizing the Board's monthly meetings and considering how best to communicate with you, our members. While attending the Winter Planning Meeting in Point Clear, Alabama, the world was beginning to witness the power of ChatGPT. I wondered how it would respond to a prompt about the board meeting so I entered "The SAIR Board met at the conference location." as my first interaction with this type of artificial intelligence interface.



Here's the response I received: "During the meeting, they discussed the upcoming conference schedule and made any necessary adjustments. They also reviewed the list of attendees and made sure that all necessary arrangements were made for them. They also discussed the budget for the conference and made sure that everything was within the budget. Additionally, they discussed the marketing and promotion of the conference and made sure that all the necessary materials were prepared. Finally, they discussed any other important matters related to the conference and made sure that everything was running smoothly."

I was immediately taken aback at how descriptive a response this new tool could generate. In the weeks that followed, I had numerous conversations about the potential uses and cautions of this technology and a quote attributed to Steve Jobs keeps coming to mind:

"Technology is nothing. What's important is that you have faith in people, that they're basically good and smart — and if you give them tools, they'll do wonderful things with them."

I hope we continue to learn ways to utilize this technology to improve operations and outcomes within our institutions and hope to see a session (or several) on this topic at the upcoming SAIR Conference in Point Clear!

Communication Preferences Poll

Thank you to everyone who responded to our recent poll on communication preferences! Your responses have provided us with much needed information to provide you with meaningful updates in a timely manner both during the conference and throughout the year.

Newsletter Shell Game

Congratulations to the first winner from the Spring Issue, **April Matthews** (University of Tennessee at Chattanooga)! In this issue, we have once again <u>hidden 3 shell icons like the one below within this newsletter.</u> The first person to find all three shell icons and send their locations to me (<u>secretary@sair.org</u>) 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!

Don't forget to <u>submit your news and updates</u> for the next issue of *The Facilitator*!



SAIR President, Kristy Neal, presents Kevin McMindes with the SAIR Best Paper award at the 2023 AIR Forum.

Member News & Updates

Ginny Cockerill is now Director of Institutional Quality at Greenville Technical College.

Emily Campbell Erwin and Vic Erwin welcomed their first child, Eleanor Mae Erwin, to the world on May 12th.

Ivana Fredotovic is now Chief Data Officer at Weber State University.

Will Miller is now Associate Vice President for Accreditation and Assessment at Embry-Riddle Aeronautical University.

Elizabeth Wakefield is now Director of Institutional Research at Arkansas State University-Newport.

Member Engagement and Awards - Molly Hall, Member-at-Large, 2021-23

SAIR awards season has arrived and we hope you will consider nominating a deserving colleague for a SAIR Service Award and/or submitting your work for a SAIR Best Practice Award.

Service Awards

Nominations are currently being accepted for the three SAIR Service Awards. If you would like to nominate a colleague for a 2023 SAIR Service Award, please write and send a 1-2 page nomination letter to Molly Hall, SAIR Member-at-Large. More detailed information about SAIR Service Awards is available at the following links:



- Unsung Hero Award
- James R. Montgomery Outstanding Service Award
- Distinguished Member Award

Nominations for 2023 SAIR Service Awards are due August 1, 2023.

Best Practice Awards

The submission portal for 2023 SAIR Best Practice Awards is open! More detailed information about the different award categories – including the submission link – <u>is available here</u>. In 2023, SAIR will recognize outstanding work in the following four categories:

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

Submissions for 2023 SAIR Best Practice Awards are due August 15, 2023.

If you are interested in learning more about the great work being conducted by your fellow SAIR members, we invite you to serve as a reviewer for the SAIR Best Practice Awards. Please contact me at mrhall@vt.edu if you would like to volunteer.

For questions or issues with the nomination/submission process, please contact me at mrhall@vt.edu. All award recipients will be recognized at the 2023 SAIR Conference in Point Clear, Alabama. We hope to see you there!



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

Happy Summer SAIR!

I want to begin by thanking everyone who submitted a workshop proposal for the upcoming SAIR 2023 Conference! I'm excited by the interest so far and confident we will be providing some excellent opportunities for pre-conference workshops this coming October. A list of the current workshops scheduled for October 14 and 15 is available on the <u>registration website</u>. We are currently working on adding an IPEDS workshop as well as other exciting opportunities to round out the offerings. If you are interested in offering a workshop, contact me at <u>prodevelopment@sair.org</u> - there's still time to have it added to the schedule.





I'm also excited to announce that planning for the **SAIR Online Webinar** and Learning Series (OWLS) is now underway. This series is designed to provide our members with low-cost, year-round opportunities to enhance your knowledge and further your skills. Continued professional development helps ensure you remain current with new trends in the field, are aware of upcoming changes to tasks we routinely perform, and explore new opportunities and ways of approaching our work.

Southern Association for Institutional Research

& Learning Series

nline Workshop

If there is a topic you would like to present as a preconference workshop or part of OWLS, please let me know. Looking forward to seeing everyone this October!

Gain Insights into Costs and Productivity!

The Cost Study at the University of Delaware answers the question:



Who...



is teaching what to whom...



and at what cost?

...by using program-level benchmarking of faculty workloads and instructional costs.

Registration Now Open! ire.udel.edu/Cost/About

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

REGISTRATION IS OPEN



SAIR 2023 Conference registration is OPEN! Visit the <u>event website</u> and <u>registration site</u> for more details. Although I admit I'm disappointed that I wasn't able to open registration just a little earlier in June, I am also hoping that at least a few returning members who followed the link from the personalized email invitation were pleasantly surprised by some pre-filled information on their registration form. I am committed to enhancing the SAIR registration process, and I call this small step towards providing known or easily corrected information a win towards that goal.

Our SAIR members – both new and returning – matter. We each have interesting stories and lessons learned to share. And while connection and learning are undeniably the basis of our organization's history, our ongoing and deepening emphasis on professional development and networking is vital for the future of this organization. Institutional research, institutional effectiveness, and related fields are not for the faint of heart, so you can rest assured that our annual conference experience will be marked by opportunities to grow and to engage in a community of kindred spirits. Now is the perfect time to begin looking for ways to be involved leading up to and during the conference. I will be seeking volunteers to help with the on-site registration desk, which is a great chance to make or renew connections. Contact me at registration@sair.org if you're interested in volunteering at the registration desk.

In the meantime, be sure to check out the activities the Grand Hotel <u>shares on their website</u>. The hotel outlines several things that make me want to extend my stay and even plan a return trip during another time of year. I'm especially interested to see whether our October 14-17 conference corresponds with the <u>monarch butterfly migration</u>. The hotel gardens supposedly include a dedicated waystation for these bright orange and black visitors, and I would love to hear just how "noisy" the trees really get during their stay.

One other bit of information about local wildlife that you might like to know... actually, "wildlife" is clear misnomer here, but whether you love them, hate them, are allergic, or indifferent, you may appreciate the heads up that the Grand has resort cats. Some are friendlier than others, but each has a distinct personality. Hotel staff talk about them affectionately, and you're likely to pick up on some aspects of their daily routine in even the shortest stay at the Grand Hotel.



A view of the pool at The Grand Hotel in Point Clear, Alabama.

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 <u>suzanne.klonis@furman.edu</u> Vendor/Sponsor Coordinator



	Bronze	Silver	Gold	Platinum
SAIR 2023 Sponsorship Levels	\$1250	\$2250	\$3250	\$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	√	√	√	\checkmark
Hyperlink on Conference Website	√	✓	√	\checkmark
Invitation to President's Reception (Saturday night)	✓	\	\checkmark	\checkmark
Advertisement in Conference Program		1/4 Page	½ Page	Full-Page
Event Sponsorship		√	√	✓
Mailing List of Registered Attendees (1 week prior)	+\$300	✓	√	\checkmark
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** held its 2023 Annual Conference March 8-10 on the **Alak** campus of the University of Alabama in Huntsville. The theme was "Learning Together in Rocket City!"



The **Arkansas Institutional Research Organization** 2023 Annual Conference will be held at the University of Arkansas Pulaski Technical College in North Little Rock on November 13-14. [Details]



The **Florida Association for Institutional Research** recently began sharing free webinar information on their <u>LinkedIn page</u>.

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



The **Maryland Association of Institutional Research** will host a 2023 Summer Enrichment Series: Invisible Women-Data Bias in a World Designed for Men at Loyola University of Maryland's Timonium Campus on August 4. [Details]



The **Mississippi Association for Institutional Research** 2023 Annual Conference will be held at the U.S. Army Engineer Research and Development Center in Vicksburg on September 18-20. [Details]



The 2024 **Texas Association for Institutional Research** Annual Conference will be held March 26-29, 2024 at the Hyatt Regency in Frisco. [Details]



The **Tennessee Association for Institutional Research** will host its annual conference August 2-4 at the Hilton Memphis. [Details]



The **Virginia Association for Management Analysis and Planning** is partnering with the Virginia Assessment Group for the 2023 conference to be held at the Delta Marriott Hotel in Richmond on November 15-17. [Details]



The **Southeast SAS User Group** 2023 Annual Conference will be held in Charlotte, North Carolina on October 22-24. [Details]

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.

