



**Southern Association
for Institutional Research**

Southern AIR

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Winter Newsletter 2012-2013

**PRESIDENT'S MESSAGE
KATHLEEN MORLEY**

It's hard to believe that we are five months removed from the 2012 SAIR conference in Orlando. For those of you that were able to attend, I hope you had a marvelous experience and learned lots of new things to bring back with you to your institution.

SAIR is an all-volunteer organization and it takes more than a village to make the annual conference happen. There are dozens upon dozens of people to thank and even then I will omit some. I had the great pleasure to work with an outstanding Board of Directors and Conference Planning Committee. Thank you to each and every one of you for your tireless efforts. Also special thanks go to the Track Chairs, Reviewers, and Presenters. Without each of you, the quality of our conference would not be the same. A very special thank you to Sandra Archer and Paige Borden for their outstanding representation of the Local Arrangements committee. I extend my deep gratitude to all of our sponsors and exhibitors. Without your support, we could not put on the type of conference that we offer. Finally, thank you to those who took time out of your conference schedule to do various jobs in Orlando – workers at the registration desk and local arrangements table, facilitators, runners, and many more whom I know I am forgetting. I appreciate everyone's contribution.



While the 2012 conference will hold a special place in my heart, it's time to turn our attention to the 2013 conference in Memphis. Mary Harrington and her planning committee are putting together another great conference in a fantastic venue. We had the planning meeting in early January at the Peabody Hotel, and I'm excited about the facilities and meeting rooms. Mary will be providing more information on the conference later in this newsletter.

The call for nominations will be coming out soon. I ask that you please consider running for an office or nominating a colleague. If you are attending the AIR Forum in Long Beach, there will be a SAIR SIG meeting where you can network with colleagues and learn more about the upcoming conference.



Denise Gardner, Mary Harrington,
and Kathleen Morley

Thanks again to all the volunteers associated with last year's conference. If you would like to volunteer your time or expertise for the Memphis conference, please contact Mary or any of the Board members. We will be happy to put you to work! I hope to see many of you in October.

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SAIR

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

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Awards and Recognition

At the Annual Business meeting in Orlando, the work of several of our colleagues were recognized for their great work! Board member Julianna Proctor presented the following awards:

2012 Best Electronic Fact Book Award

1st Place—Georgia College and State University

2nd Place—University of Alabama

3rd Place—University of Georgia

2012 Best Institutional Research Website Award

1st Place—University of Memphis

2nd Place—University of Texas at San Antonio

3rd Place—University of South Carolina

**2012 Best Printed Fact Book**

1st Place—Radford University

2nd Place—University of Georgia

3rd Place—Florida State University

2012 Best Mini Fact Book

1st Place—Florida State University

2nd Place—Georgia Institute of Technology

3rd Place—Florida Atlantic University

SAIR Best Paper Award 2012

Congratulations to Elayne Reiss, Assistant Director for Analysis and Planning Support at the University of Central Florida, for winning SAIR's Best Paper Award. Elayne will present her paper, "Best Practices in Enrollment Modeling," at the AIR Forum in California in May 2013. To defray her travel-related costs to AIR, Elayne will receive a \$500 reimbursement. The Best Paper Award Committee was chaired by Andrew Luna and assisted by Michael Crow, Brittany Fritz, Cassidy Cooper, Michael Hadley, and Mike Jordan. Thanks to all who submitted papers and congratulations again to Elayne!

2011-2012 PRESIDENT, DENISE GARDNER

Winter greetings everyone! I sure hope the groundhogs were right and that spring is just around the corner. Speaking of, we're already hard at work preparing for another great conference. So start making your plans to visit the far western side of Tennessee this fall.

The nominating committee of myself, Donald Boeckman, Nijah Bryant, Nancy Floyd, Michelle Hall, and Denise Young have been thinking hard and reaching out to some of you to run for office. The nominations website will be open very soon so keep your eyes out for a SAIRmail. This year we're electing a Vice-President / 2014 Program Chair, Treasurer, 2 Members-at-Large, and a Nominating Committee. Serving your organization is a fun and rewarding adventure, and you get to know your fellow board members very well. Plus you get a chance to work as part of a great team to provide professional development and networking opportunities for your colleagues.



Sara Gravitt (on left) receiving service plaque from Denise Gardner

2010-2012 SECRETARY, SARA GRAVITT

Serving the members of SAIR as Secretary from October 2010 - September 2012 was an honor for me both professionally and personally. There is no better way to learn about an organization and its members than to be integrally involved. The position of SAIR Secretary provided involvement at many levels during my term of office:

- Liaison to Special Interest Group (SIG) and State Affiliate Groups to include their information in the SAIR Newsletters.
- Attended the Conference Planning Meeting and Winter Board Meeting in Atlanta, Georgia in February 2011 and the January 2012 Conference Planning Meeting and Winter Board Meeting in Orlando, Florida.
- Attended the spring SAIR Board Meeting at the AIR Forum in New Orleans, May 2012.
- Participated in the pre-conference and post-conference Board Meetings in Atlanta, Georgia in October 2011 and in Orlando, September 2012.
- Wrote minutes of all meetings and distributed to the SAIR Board for review and approval.
- Record minutes at the 2011 and 2012 Annual Business Meeting and Awards Breakfast during the conference.
- Provided support to 2011 Program Chair, Denise Gardner in coordinating Facilitators for sessions and meetings of SIGs and State Affiliate Groups.
- Assisted Member-at-Large, Lisa Lord in selection of SAIR Travel Grant recipients for the 2012 Conference.

2011-2012 Professional Development, Edwin Litloff



At the SAIR 2012 Conference, we offered 17 pre-conference workshops. The wide variety of workshop topics included assessment, statistics, accreditation, IR Planning, and a number of software programs including Excel, Access, SSPS, and SAS. Over 205 members attended the workshops on Saturday and Sunday. The workshops are extremely beneficial and provide a great deal of information in an extended time-frame on either Saturday or Sunday.



Some of the comments from attendees:

- “Great workshop and great instructor! I learned a lot. Thanks!”
- “Excellent presentation, the hands-on activities were very beneficial as well.”
- “Organized, patient and sense of humor! Best of all I learned what I came for and am comfortable using what I learned.”
- “That was truly fantastic! I learned quite a bit. I’m leaving with lots of ideas to bring back to my office. I appreciate the style, the pace and especially the examples to bring back home with me. Well worth my time and money!”

Plans are underway for the 2013 pre-conference workshops. We are looking for skilled SAIR members to offer their time to help train and inform others in Institutional Research, Planning, Accreditation, and Assessment. We are interested in providing topics that are relevant and interesting to the members. The SAIR conference in Memphis will be unbelievable and we hope you attend one (or more) of the excellent opportunities for professional development in the pre-conference workshops.



2011-2012 Newcomers and Travel Grants, Lisa Lord

SAIR’s newest members arrived in Orlando ready to get involved with SAIR. At the reception, over 125 newcomers were able to meet SAIR colleagues, gain valuable insights, and enjoy delicious Mickey rice krispy treats. The reception provides a fun welcome to SAIR and is a perfect way to begin life-long professional relationships. SAIR members are encouraged to attend the reception to welcome newcomers. Over thirty mentors were recognized at the Newcomer’s Reception. We appreciate the Mentors’ commitment to SAIR by agreeing to serve as a Mentor for SAIR Newcomers. Thanks Mary Harrington and Mitzy Johnson for pairing newcomers with mentors!



SAIR was once again able to further support the membership by awarding eight Travel Grants, including the Bill Fendley Travel Grant, for the 2012 Annual Conference. Over thirty travel grant applications and four applications for the Larry Jones Graduate Student Travel Grant were submitted. Each recipient was very excited to receive the travel grant and expressed interest in becoming more involved in SAIR. For a list of recipients, please see page 9 of the newsletter. Special thanks to Sara Gravit for her assistance in this process!

I have enjoyed working with newcomers and travel grants for the past two years and am honored to serve as 2012-2014 Secretary.



2011-2012 Sponsors and Exhibitors, Donald Cunningham

SAIR would like to thank our sponsors that helped make SAIR 2012 in Orlando such a great conference.

PLATINUM SPONSORS

Digital Measures
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eXplorance	iDashboards
Information Builders	Nuventive
Scantron	Strategic Planning Online
TK20	Xitracs

SILVER SPONSORS

Thomson Reuters
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EXHIBITORS

Courseval	EvaluationKit
PACAT incorporated	Qualtrics
SmarterServices	



Donald Cunningham with Denise Gardner



Vice President and 2013 Program Chair, Mary Harrington

SAIR in Memphis, October 5-8, 2013

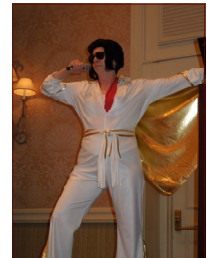
There's going to be a *"Whole Lotta Shakin' Going' On"* at this year's SAIR Conference in Memphis. So mark your calendar, dig out your dancing shoes, and make plans to attend!

Memphis is a city of incredible music – and incredible food. Think blues – and barbeque. Think rock 'n roll – and ribs. Think jazz – and julips. The conference hotel is only two blocks from the world-famous Beale Street – a rite of passage for any true music lover. Nearby restaurants feature mouth-watering local, regional, and international cuisine.

If you've never been to the celebrated Peabody Hotel in Memphis, you're in for a treat. It is a grand hotel in downtown Memphis that overlooks the Mississippi River. The Planning Committee toured the Peabody's meeting facilities in January and they were truly impressed with the historic and luxurious hotel.

Start thinking now about the proposal you'll submit this spring featuring the creative work you've been doing. And let us know of any suggestions you have for making this a top-notch SAIR Conference. Putting together a conference like this is a tremendous amount of work, so **please** email me (ccmary@olemiss.edu) if you are willing to help.

And finally (slipping into my Elvis impersonator role for a moment), **"Thank you, thank you very much"** for allowing me to serve as Program Chair for this outstanding organization.



2013 Sponsor/Exhibitor Opportunities

In preparing for the 2013 conference, we have reserved wonderful space at The Peabody in Memphis for our sponsors/exhibitors. Our members will have numerous opportunities to scope out what's new in the industry while matching faces to exhibitors we have known for years.

SAIR invites exhibitors with products and/or services pertaining to the higher education community to become involved in our annual conference. We are offering four sponsorship levels as well as other sponsorship opportunities.

SAIR members are encouraged to pass along this information to exhibitors who might be interested in participating in the 2013 SAIR Conference in Memphis, Tennessee.

Exhibitor benefits include: fully dedicated exhibit area and times, various sponsorship levels to meet company needs (see table), and brand awareness opportunities to showcase products/services.

For additional information, please see the table below. SAIR members and exhibitors can contact SAIR Board Member Julianna Proctor at jproctor@ua.edu or (205) 348-7207.

	\$4,000 Platinum Sponsor (limit of 4)	\$3,000 Gold Sponsor	\$2,000 Silver Sponsor	\$1,000 Exhibitor
Booth Location	16 x 10 ft (double) in prime location	8 x 10 ft in high traffic area	8 x 10 ft in designated area	8 x 10 ft In designated area
Complimentary Conference Registrations	4	3	2	1
SAIR Membership	1	1	1	1
Acknowledgement in Conference Program	✓	✓	✓	✓
Hyperlink on Conference Website	✓	✓	✓	✓
Invitation to New-comer's Reception	✓	✓	✓	✓
Advertisement in Conference Program	Full-page	Half-page	Quarter-page	
Sponsorship of Events	✓	✓	✓	
Presentation during Conference	Concurrent Session	Concurrent Session	Luncheon Roundtable	
Mailing List of Attendees (pre-conference)	✓	✓		

Other Sponsorship Opportunities

- Brand Awareness (i.e., Bag Stuffers) - \$200 per piece
- Conference Program Advertisement (quarter-page) - \$300
- Program-at-a-Glance Sponsorship - \$500
- Name Tag/Badge Holders – at cost
- Conference Tote Bags – at cost

AND NOW...A WORD FROM SAIR AFFILIATES



FAIR 2013 Conference News!

The Florida Association for Institutional Research held their Annual Conference January 31 and February 1, 2013 at sunny Indian Rocks Beach. The successful two-day event featured 20 member presentations and two sponsor presentations. Visit <http://www.florida-air.org/> for more information.

North and South Carolina Associations for Institutional Research are holding a joint conference on March 3-5, 2013 at the Francis Marion Hotel in Charleston, South Carolina. The conference theme is "The Role of the Researcher – Adding Value in a Changing Environment." Complete conference details may be found on the NCAIR website –

<http://www.ncair.net/conferences/2013-joint-ncair-scair-conference-charleston-sc/>

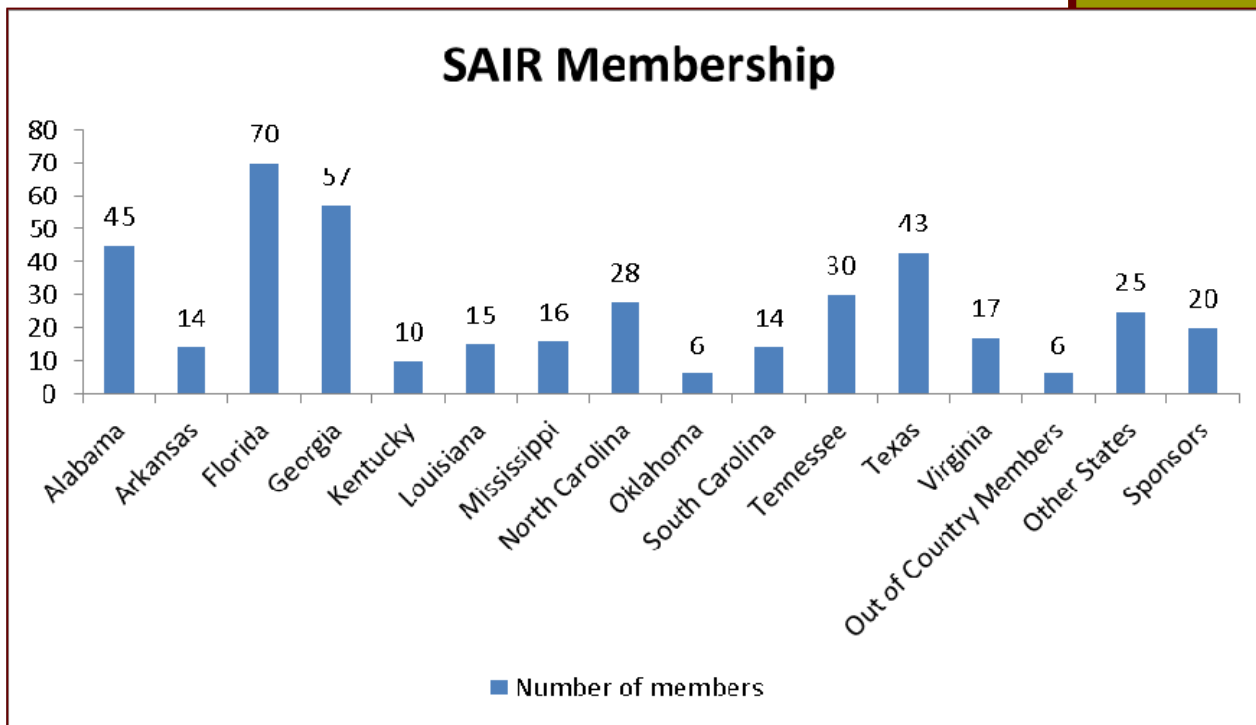
Conference registration is via the AIR website - <https://secure.airweb3.org/ncair/>. The conference registration fee is \$160. You can make your room reservation via the hotel's website or by calling 843-722-0600. Please indicate that you are with NCAIR or SCAIR.

VAMAP will be holding its annual Spring Drive-In on April 19, 2013 in Charlottesville, VA. The theme for the program will be "The Three A's to SACS Success – Assessment, Analysis and Accreditation", and Dr. Mark Smith, Vice President, SACS Commission on Colleges, will be the keynote speaker. For more information go to www.vamap.org.



The Maryland Association of Institutional Research is hosting its annual Spring Institute on May 4, 2013 from 8:30 am to 3 pm. The theme for the Institute is IR and Assessment: Blended Models for Practical Application, and will include a keynote address, hands-on break-out sessions on using institutional data for planning and decision making, and facilitated roundtables on pertinent topics. Additional information and registration will be available March 1, 2013 at www.mdair.org

Save the Date! The Texas Association for Institutional Research (TAIR) will be conducting its summer workshop on Friday, August 2, 2013. Morning and afternoon workshops will be conducted at the Round Rock Higher Education Center, Texas State University – San Marcos. This education center is easily accessible from the Bergstrom International Airport in Austin, Texas. With numerous hotels nearby and great restaurants, attendance at the TAIR summer workshops is always informative, exciting and professionally rewarding. We extend an open invitation to all SAIR members to join us. More information will be forthcoming on the TAIR website: <http://texas-air.org/>. Questions, please contact Tom Corll, TAIR Member at Large Professional Development at tcorll@midland.edu



There are currently 416 members in SAIR. The membership breakdown by state is presented in the table above.

2012 TRAVEL GRANT RECIPIENTS

Congratulations to the following recipients of the 2012 Travel Grants:

- Annette Cederholm – Snead State Community College
- Allison Danforth – University of Texas at Austin
- Julie Hensel – Shorter University
- Katie Read – Hollins University and Virginia Tech
- Catrice Reese – Kentucky Community and Technical College System
- Shawn Wakefield – Murray State College
- Laura Yates – Sowella Technical Community College
- Bill Fendley Travel Grant - Brenda Turner – Faulkner University



Based on his research and program of study, Austin Ryland, a PhD student in the Higher Education Administration program at the University of Alabama, was selected for the Larry Jones Travel Grant. Austin’s presentation abstract was titled: “an exploration of predictors of faculty salaries and gender differences of all universities in the East South Central United States”.

SAIR Financial Statement

Calendar Year 2012

Assets as of January 1, 2012	SAIR Checking	SAIR	Investment Account		PDCF	Total
			CMG			
Bank balance	\$ 17,866.73					\$ 17,866.73
Investment balance	\$ -	\$ 57,875.46	\$ 5,024.88		\$ 5,341.19	\$ 68,241.53
Total	\$ 17,866.73	\$ 57,875.46	\$ 5,024.88		\$ 5,341.19	\$ 86,108.26
Income during the year:						
New and Renewed Membership	\$ 1,085.00	\$ -	\$ -		\$ -	\$ 1,085.00
Memberships from Conference Payments	\$ 75.00					\$ 75.00
2011 Conference Income	\$ 4,625.00	\$ -	\$ -		\$ -	\$ 4,625.00
Larry Jones Scholarship Contributions	\$ 325.00	\$ -	\$ -		\$ -	\$ 325.00
CMG Donations	\$ 447.00					\$ 447.00
2012 Conference Income	\$ 140,771.00					\$ 140,771.00
Transfer from Investment to Checking	\$ 25,000.00					\$ 25,000.00
Donation	\$ 200.00					\$ 200.00
Checking Interest	\$ 2.88	\$ -	\$ -		\$ -	\$ 2.88
Investment Interest	\$ -	\$ 5.07	\$ 0.50		\$ 0.52	\$ 6.09
Total Income	\$ 172,530.88	\$ 5.07	\$ 0.50		\$ 0.52	\$ 172,536.97
Expenditures during the year:						
January 2012 Board/Planning Meeting	\$ 3,145.97	\$ -	\$ -		\$ -	\$ 3,145.97
Site Planning	\$ 400.45	\$ -	\$ -		\$ -	\$ 400.45
2011 Conference Expenses	\$ 520.79	\$ -	\$ -		\$ -	\$ 520.79
2011 Conference Refunds	\$ 585.00	\$ -	\$ -		\$ -	\$ 585.00
Elavon Merchant Account Fees	\$ 5,798.47	\$ -	\$ -		\$ -	\$ 5,798.47
Cvent Services	\$ 2,475.00	\$ -	\$ -		\$ -	\$ 2,475.00
SAIR Best Paper Award	\$ 500.00	\$ -	\$ -		\$ -	\$ 500.00
Travel Grants and registration refunds	\$ 3,200.00	\$ -	\$ -		\$ -	\$ 3,200.00
Larry Jones Travel Grant	\$ 500.00	\$ -	\$ -		\$ -	\$ 500.00
Corporate Filing Fee (State of Florida)	\$ 61.25	\$ -	\$ -		\$ -	\$ 61.25
Tax Preparation: 2011	\$ 325.00	\$ -	\$ -		\$ -	\$ 325.00
External Financial Review	\$ 500.00					\$ 500.00
Shipping	\$ 28.05	\$ -	\$ -		\$ -	\$ 28.05
Liability Insurance	\$ 1,090.00	\$ -	\$ -		\$ -	\$ 1,090.00
2012 Conference Expenses	\$ 137,287.71					\$ 137,287.71
Sponsor overpayment	\$ 100.00					\$ 100.00
Membership overpayment	\$ 5.00					\$ 5.00
Returned check and fee	\$ 2,012.00	\$ -	\$ -		\$ -	\$ 2,012.00
2012 Conference Refunds	\$ 2,252.50					\$ 2,252.50
Miscellaneous office expenses	\$ 211.69					\$ 211.69
Investment Transfer to Checking		\$ 25,000.00				\$ 25,000.00
Investment Account Annual Fee	\$ -	\$ 50.89	\$ 4.42		\$ 4.69	\$ 60.00
Total Expenditures	\$ 160,998.88	\$ 25,050.89	\$ 4.42		\$ 4.69	\$ 186,058.88
Total net income during period	\$ 11,532.00	\$ (25,045.82)	\$ (3.92)		\$ (4.17)	\$ (13,521.91)
Assets as of December 31, 2012						
Bank balance	\$ 29,398.73	\$ -	\$ -		\$ -	\$ 29,398.73
Investment balance	\$ -	\$ 32,829.64	\$ 5,020.96		\$ 5,337.02	\$ 43,187.62
Total	\$ 29,398.73	\$ 32,829.64	\$ 5,020.96		\$ 5,337.02	\$ 72,586.35

Bethany Bodo
SAIR Treasurer

* CMG: Committee on Mission and Goals

**PDCF: Professional Development Contingency Fund