



# Southern AIR



Winter 2004 News

Volume 26, Issue 1



## President's Message

By Jim Purcell

Greetings from the SAIR Board. It has been another good year for SAIR. The 30<sup>th</sup> annual SAIR conference in San Antonio was attended by 355 registrants from 234 institutions, 16 companies, 25 states, the District of Columbia, and the U.S. Territory of Puerto Rico. By all indications, the conference met the needs of the membership. The efforts of the local arrangements committee, led by Gerry Dizinno and Marilyn Greer, were exceptional. The Gunter Hotel liked SAIR so much that they have already asked when they can host another conference for us!

A successful conference in San Antonio was not always a given. With the 9/11 tragedy, the 2001 SAIR conference (and many other higher education conferences) had a lower attendance. With the reduced budgets for most colleges and universities, there was great uncertainty about whether the 2003 conference would break even or result in an operating loss. The SAIR Board budgeted the conference for 300 attendees and was somewhat 'tight' on extras such as cookies in San Antonio. We were delighted with the much greater than expected participation.

A larger proportion of "directors" was in attendance than in previous years. In addition, many offices sent only one person to the conference. This impacted attendance at the pre-conference workshops, which are attended often by those new to the profession. Pre-conference workshop attendance was down about 15% in comparison to the 2002 conference in Baton Rouge.

Some members have expressed a concern with the size of the SAIR bank account as a part of their conference evaluation. The SAIR fund balance has grown appreciably the past two years. Several years ago, a group of former SAIR treasurers and presidents was convened to recommend to the board the appropriate level of financial resources needed for SAIR. This group recommended that SAIR increase its financial holdings to the value of at least two conferences - should attendance at a conference be less than budgeted or not held at all. Most hotel contracts do have provisions for acts of God, but little else. While the money appears large, SAIR should have at least the value of two years of conferences in the event of calamities beyond their control. Fortunately, the "SAIR Financial Statement" in this newsletter indicates that our fund balance now approaches the conference expenditures for 2002 and 2003 combined.

I hope this information addresses the concerns of those members who expressed them and I hope that all members will feel free to express your ideas regarding SAIR. Not only the "why" of things, but as Robert Kennedy said "the why nots." New ideas are important to SAIR.

I want to encourage you all to consider volunteering for work related to next year's Annual Conference in beautiful Biloxi, Mississippi to be held October 16-19, 2004. If so, send Ross Griffith (Griffith@wfu.edu) a note. I am sure he will be glad to hear from you while Ross plans to definitely restore the cookies in Biloxi. Please don't hesitate to contact me or any member of the Board if you have any questions or suggestions.



# SAIR

*The Southern Association for  
Institutional Research*

<http://www.sair.org>

## **President**

Jim Purcell  
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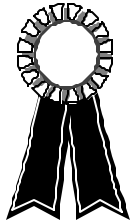
Co-Editors, Southern AIR  
Darla Keel, University of Memphis  
Ruth Salter, Valdosta State University

Please submit materials for the next issue of Southern AIR by April 1, 2004.

They live in warm Florida and  
won the Best Paper Award.  
Can life get any better?

Congratulations to  
Sharron Ronco and John Cahill

Congratulations goes out to Sharron Ronco and John Cahill, both of Florida Atlantic University, on winning the SAIR best paper award. The paper was entitled, "Does It Matter Who's in the Classroom? Effect of Instructor Type on Student Achievement, Satisfaction, and Retention" and was presented this past October in San Antonio. They will receive their official award in October 2004.



## You're Simply the Best!

<b>Best Factbook:</b>	Georgia Institute of Technology (University of Alabama...runner-up)
<b>Best Planning Document:</b>	University of Alabama
<b>Best Mini Factbook:</b>	Southeastern Louisiana University (Georgia Institute of Technology... runner-up)
<b>Best Electronic Factbook:</b>	Tie - Kennesaw State University University of Tennessee

## Announcing the 2003 SAIR Travel Grant Award Winners

Amy Bawcom, University of Mary Hardin-Baylor, Belton, TX;  
John Cahill, Florida Atlantic University, Boca Raton, FL;  
Sherry Holt, Northeast Mississippi Community College,  
Booneville, MS; Pam King, The Citadel, Charleston, SC;  
Karen Laljani, El Centro College, Dallas, TX; Teresa Walker,  
Elon University, Elon, NC.

# Bah Humbug to Winter. Think *Beach!*

SAIR in Biloxi, Mississippi

October 16-19, 2004

Dear Colleagues,

The Mississippi Association for Institutional Research (MAIR) and the SAIR Board are most excited about the SAIR 2004 conference. The conference will take place at the Bayview Resort on the Gulf of Mexico in Biloxi, Mississippi, October 16-19, 2004 with the theme, "Interaction, Inspiration, Research and Planning."

Co-chairs of local arrangements for this conference are Julie Fulgham of Mississippi State University and Joe Cliburn of Mississippi Gulf Coast Community College. Included in the plans for the 2004 conference are:



Half-day workshops on technologies, tools, and processes important to our work

Relevant concurrent session presentations from our peers

Thought-provoking keynote speakers

Fun-filled opening reception celebrating 30 years of SAIR

Roundtable luncheon for discussion of pertinent topics

Opportunities to welcome and mentor newcomers

Vendors and sponsors with exciting displays and demonstrations

Enjoyable special event

Traditional continental breakfast and awards breakfast

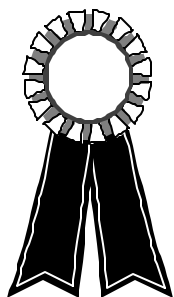
Please place October 16-19, 2004 on your calendar and plan to answer the "Call for Proposals" in spring 2004. Finally, remember that travel grants for the conference will be available as well. We look forward to seeing you in Biloxi.

Sincerely,

Ross A. Griffith  
2004 SAIR Conference Chair

# SAIR's James R. Montgomery Outstanding Service Award Goes to David Fleming of Clemson University

*Text excerpted from the nomination sent by Larry Jones of the University of Georgia*



David Fleming served as Director of Institutional Research at Clemson University from 1988 until his retirement in 2003, and during those 15 years was a moving force in SAIR, the South Carolina Association for Institutional Research (SCAIR), and the Association for Institutional Research (AIR). His legacy to SAIR and to institutional research has taken several notable forms: a tireless commitment to the work of professional institutional research organizations at the state, regional and national level; his commitment to the care, feeding and development of newcomers to institutional research and particularly to SAIR; his development of a productive institutional research office and institutional research staff; his nationally recognized work in performance based funding through his leadership in the South Carolina experience; and an institutional research dependent administration and board of trustees.

David's work with institutional research newcomers and the development of young professionals has also been exemplary. His conference workshops and presentations have been exceptional and his willingness to take time to work individually with new and old professionals is legendary. One need look no further than the development of the young professionals in the Clemson Institutional Research Office to recognize his influence on their professional growth and their involvement in and contribution to SAIR, SCAIR and the profession. No richer testimony to his concern for the young professional could be given than that publicly chronicled at his Clemson retirement reception by current and former students who worked for him. Perhaps this is simply a reflection of his consuming interest in his own professional growth and his interest in keeping his office and his institution on the cutting edge of all issues.

## Congratulations, David!

Don't leave us out in the cold.  
We want your state organization's news!



Gossip. Information. The lowdown. Call it what you will but is there anything better than taking some hot-off-the-press news and passing it on to everyone you meet? It makes you seem so cool, so with it, so en vogue. Plus, you are notifying someone of something they may really need to know. Well, we on the SAIR editorial board want to pass your state organization's information to the SAIR members, who really want to know about what is going on in your group. Please contact us with your current news and keep your state web pages updated so we can sleuth around and get scoop on our own, too. We want to spread the word about great opportunities and happenings at Institutional Research state organizations all across our great region.



## Financial Report for 2003 Calendar Year

<b>Total assets as of January 1, 2003</b>				<b>\$79,895.96</b>
<b>Distribution among accounts</b>				
Bank balance				\$45,542.14
Investment balance				<u>34,353.82</u>
	SAIR	32,862.85		
	CMG	1,490.97		
<b>Income during the year</b>				
Membership/Conference Fees, 2002-2003				2,780.00
Membership/Conference Fees, 2003-2004				44,790.00
Workshop Fees				12,440.00
Special Event Fees				6,460.00
Vendor Fees/Contributions (excluding registration fees)				3,550.00
T-Shirt Sale (from previous years)				285.00
Other Income - Reimbursements & Miscellaneous				865.70
Transfer of 2002 Committee on Mission and Goals Contribution				200.00
Interest earned from Investment account				305.22
Interest earned from Bank account				53.50
Uncashed checks (2002 and before)				225.00
<b>Total income</b>				<b>\$71,954.42</b>
<b>Expenditures during the year</b>				
Printing				840.37
Postage				846.50
Travel Grants and Best Paper Award				2,300.00
Corporate Filing Fee, Internet Registration/Service Fees				501.15
2002 Conference Expenses				1,389.27
2003 Conference Expenses				50,001.89
Miscellaneous - Check service charges and SACS' SAIR reception				555.56
Transfer of 2002 Committee on Mission and Goals Contribution				200.00
Refunds - 2003 Conference				847.00
Financial review & tax return				900.00
<b>Total expenditures</b>				<b>58,381.74</b>
<b>Total Net Income during the year</b>				<b>\$13,572.68</b>
<b>Total assets as of December 31, 2003</b>				<b>\$93,468.64</b>
<b>Distribution among accounts</b>				
Bank balance				\$58,609.60
Investment balance				<u>34,859.04</u>
	SAIR	33,154.83		
	CMG	1,704.21		
				<b>\$93,468.64</b>
Prepared by: Ross A. Griffith, 2003 SAIR Treasurer				1/5/2004



# Notes from Training of Evaluators Related to the Principles of Accreditation: Foundations of Quality Enhancement,

December 9-10, Nashville, TN

*By: Jim Eck, Rollins College, Winter Park, Florida; Gerry Dizinno, St. Mary's University, San Antonio, Texas; Harriott Calhoun, Jefferson State Community College, Birmingham, Alabama*

Several SAIR members had the opportunity to attend evaluator training at the conclusion of the annual meeting of the Southern Association of Colleges and Schools (SACS). A few of us wanted to share some insights that we gained from the training:

There are some implicit assumptions that guide the reaffirmation process such as: there is a new and higher commitment and premium on integrity and enhancing quality of educational programs and services; the process is envisioned as continuous rather than episodic every 10 years; institutions are expected to provide an honest and candid self-assessment; off-site and on-site committees presume that the planning and evaluation processes on college campuses are mature; and there is a higher premium on professional responsibility.

A major focus of training was the Quality Enhancement Plan referred to as the “heart and soul of the new process.” The off-site committee will focus on compliance issues while the on-site committee will focus primarily on the Quality Enhancement Plan, as well as follow up on compliance issues as needed. The on-site committee serves in a consulting role and each institution will be able to nominate two experts to serve as part of the on-site committee. When developing the Quality Enhancement Plan a few suggestions were made: identify an issue critical to the institution and related to student learning; identify an issue that is of importance to stakeholders; incorporate needs assessment and develop a plan that relates to the context of your institution and is integrated with the on-going planning process; develop contingency plans in case the plan does not develop as originally envisioned; identify internal and external measures for the plan and assess the implementation process; make sure that there is broad-based institution-wide involvement with the plan.

The comments of some prior off-site evaluators (those reviewing this year’s “class” of institutions that have already submitted their Compliance Reports) were interesting. From the perspective of at least one of us, there seems to be some confusion regarding documentation; i.e., the amount to provide and in what form, electronic or paper. While only some documents MUST be submitted via paper, it seems that there were problems with the electronic documentation processes for some institutions. The evaluators suggested that some documents could not be accessed, that is the links to web-based materials were not working. Yet, representatives from some institutions who were cited because of this “unavailability” of information were never contacted regarding the difficulties the evaluators were having. This was the case despite the fact that institutions are required to identify individuals on campus who could help with any technical difficulties encountered by the evaluators. It also seems that some agreement needs to be reached regarding the volume of documentation necessary to support assertions made by the institutions regarding compliance. A few institutions felt that because of the new emphasis on “integrity” placed in this process, that documentation could be more minimal. Yet, the evaluators implied that in most cases insufficient documentation was often provided for such assertions. It seems fair to say that, as with any new process, these details will need “working out” over time.

*(Continued on page 7)*

(Continued from page 6)

The evaluation of QEP's has not yet taken place, other than that provided for the pilot institutions last year. As noted above, the primary work of the on-site evaluators is to work on the QEP, but a secondary concern is to follow-up on the report of the off-site committee. The off-site committee's report DOES NOT go directly to the institution; there is only a phone conference with the SACS/COC staff member and the institution's Leadership Team to hear what the off-site committee found out of compliance or where there was insufficient evidence to make a decision regarding compliance. The written report of the off-site evaluators goes to the on-site team. In addition, the institution – based upon the phone conversation – can provide a Focused Report that also goes to the on-site team. It is hoped that with the off-site report and the institution's Focused Report, the on-site evaluators will be able to come to closure regarding compliance-related issues during the first day of the on-site visit. The remainder of their time will be devoted to the QEP. For those of us concerned with institutional effectiveness issues, the QEP MUST contain assessment and indications of how assessment will be used. And, the final "product" that the QEP will lead to (curricular changes, new programs, practices, etc., on campus) must have assessment and use of assessment "designed in" to them before implementation. At least that's the way it sounds now!

All in all, we are still hopeful that the new process will be an improvement over the past fifteen or so years. The proof will be in the next year or so in how the new process is actually implemented.



# 2004 Calendar of Events

## **February 16-18**

Decision 2004: A Primary for Institutional Assessment, Planning and Research. Sunset Beach, North Carolina. (see below for full details.)

## **May 30 - June 2**

Annual AIR Forum in Boston Massachusetts. The theme is "The Information Revolution: Bridging The Past To The Future."

## **August**

The Tennessee Association for Institutional Research (TENNAIR) annual conference. Stay tuned for all details to be uploaded soon to <http://oir.memphis.edu/tennairmain>

## **October 16-19**

SAIR Conference in Biloxi, Mississippi. The theme is "Interaction, Inspiration, Research and Planning."

**NCAIR, SCAIR and CCPRO will hold joint conference  
February 16– 18, 2004**

*Submitted by Robert Springer, Elon University*

NCAIR, SCAIR, and CCPRO will hold a joint conference at Sunset Beach in North Carolina on February 16-18, 2004. This tri-organization meeting is expected to attract 150 or more professionals in the fields of institutional research, assessment, and technology. To learn more about the conference please visit the following link: [http://www.ncair.net/newsletters/November\\_2003\\_newsletter.pdf](http://www.ncair.net/newsletters/November_2003_newsletter.pdf) and visit NCAIR's web site after January 5th to download a registration form.

It may be chilly outside, but we extend the warmest  
welcome to 2003 SAIR conference newcomers!

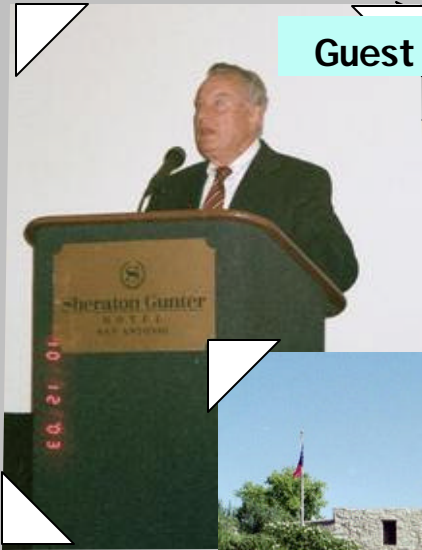
Annette Accomando, Nunez Community College; John Alak, Southern University at Shreveport; Gwen P. Aldridge, Northwest Mississippi Community College; Spencer Anderson, Texas A & M University; Conner K. Baldwin, Schreiner University; Howard Ballentine, College of Health Sciences; Jim Barton, West Virginia Higher Education Policy Commission; Rathin Basu, Ferrum College; Karen Webber Bauer, University of Georgia; Amy Bawcom, University of Mary Hardin-Baylor; Caula A. Beyl, Alabama A & M University; David A. Blair, Southwestern University; Sharon Boesch, Pearson NCS; Tom Boyd, Berea College; Emily Brinkley, Agnes Scott College; Sharon Bychowski, University of St. Thomas; John J. Cahill, Florida Atlantic University; Frances Carr, Darton College; Cynthia Casparis, Odessa College; Jamir Chowdhury, Our Lady of the Lake University; Robert Cobb, Western Kentucky University; Rhonda Coignet, Tulane University; Will Collante, University of Florida; Donna Combs, Hazard Community College; Lisa A. Cooper, Georgia Southwestern State University; Troy Courville, Sam Houston State University; Paula Cox, Rice University; Carol Dalglish, University of the Incarnate Word; Amanda Darbonne, Louisiana State University - Eunice; Margarita Delacruz, Trinity University; Angela Detlev, University of Richmond; Linda Harris Dobkins, Emory & Henry College; Cathy Ellett, Copiah - Lincoln Community College; Robin L. Evans, University of Louisiana at Monroe; Lorena Rodriguez Fernandez, Collin County Community College; Jared Gonzales, San Antonio College; Ginger Gordon, Texas State Technical College Marshall; Sandra Marquez Hall, Texas Tech University; Mary Harrington, University of Mississippi; Joyce Hickson, Columbus State University; Linda K. Hines, Tarrant County College; Angela E. Howard, Robeson Community College; Carol Huang, University of Florida; Eileen Janson, Savannah College of Art and Design; Danette Ifert Johnson, West Virginia Wesleyan College; Andrew Jopling, Pearson NCS; Heidi Jordan, Coastal Carolina University; Darla Keel, University of Memphis; J. Ward Keesling, Defense Language Institute; Pamela King, The Citadel; Erik Lauffer, Savannah State University; Cathy Ledbetter, Middle Georgia College; Rita Lemmens, Schreiner University; Margaret Lemon, Baylor University; Udeth Lugo, Rollins College; Erika MacWilliams, Florida Keys Community College; Terri M. Manning, Central Piedmont Community College; Richard Maringer, University of Akron; Gregory Marsh, Lamar University; C. Nathan Marti, Community College Survey of Student Engagement; Mike McCarthy, Huston-Tillotson College; Christine McLean, Community College Survey of Student Engagement; Julie A. Miles, Collin County Community College; Samuel Miranda, Florida Gulf Coast University; Patrice Moulton, Northwestern State University; Paul E. Orser, Jr., Texas A & M – Corpus Christi; Victor Pace, North Carolina School of Science and Mathematics; Denis Pantle, Pearson NCS; Khagesh Pathak, Georgia College & State University; Linda Perez, University of the Incarnate Word; Janice A. Plotczyk, National Center for Education Statistics; Barbara Poole, Bossier Parish Community College; Nathan Rall, Kentucky State University; Veronica Ramirez, Northwestern State University; Tami Reeves, Texas State University; Jan Reid-Bunch, Itawamba Community College; Brian Rolfe, Southeastern Baptist Theological Seminary; Michael Roma, HigherEd.Org; Angie Rudd, Lynchburg College; Diane Sapphire, Trinity University; David Simpson, St. Mary's University; Cynthia Smith, Wheeling Jesuit University; Kathi Swanson, Clarus Corporation; Cheryl Tarter, University of Georgia; Wrenette Tedder, Henderson State University; Tracy Tucker, Somerset Community College; Sherri Useman, Embry-Riddle Aeronautical University; Kathleen Vettorello, Cumberland College; Jennifer Videtto, Northwestern State University; Jeanne Walker, University of Central Florida; Teresa Walker, Elon University; Huiming Wang, Clayton College & State University; Xiaojun Wang, University of Louisiana at Monroe; Tina Wells, University of Arkansas; Victoria West, Texas Tech University





# SAIR 2003 Picture Scrapbook

Guest speaker George Keller

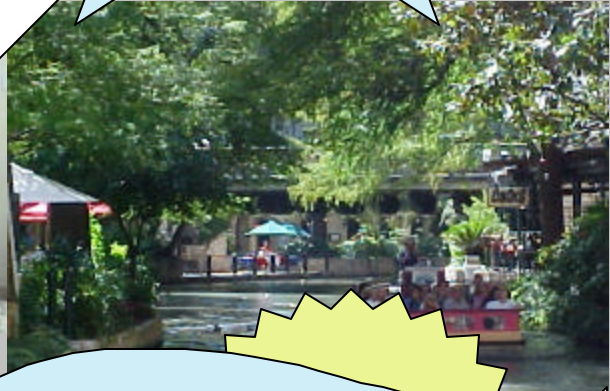


Guest speaker Steve Katsinas



We'll always remember the Alamo.

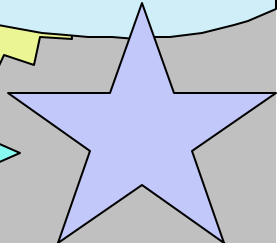
SAIR board members



A beautiful San Antonio day



The infamous Conga line



**SAIR MEMBERSHIP APPLICATION, October 2003 to October 2004**

Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
Institution: \_\_\_\_\_  
Department Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Internet/E-mail Address: \_\_\_\_\_  
Office website: \_\_\_\_\_

Membership Type:  
Regular (\$25) \_\_\_\_\_ Student (\$10) \_\_\_\_\_ Emeritus (free) \_\_\_\_\_

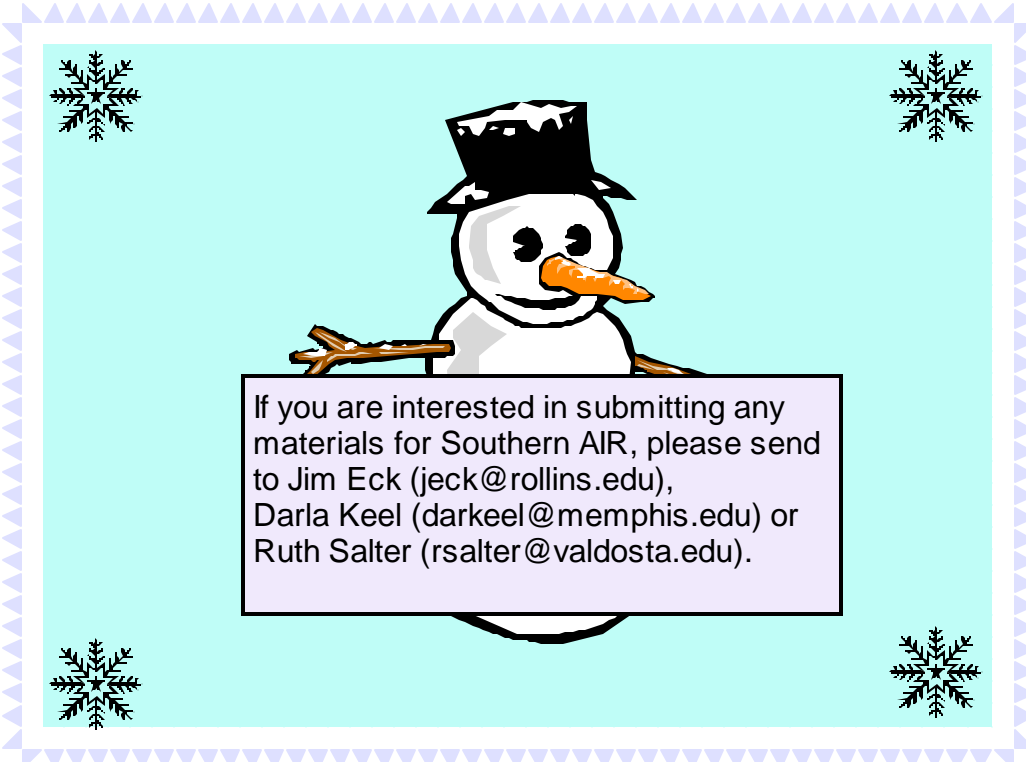
Please use this form or pass it on to an interested colleague. The completed form and check should be mailed to:

Michelle Hall  
SAIR Treasurer  
Southeastern Louisiana University  
SLU 11851  
Hammond, LA 70402

**Membership Types:**

- Student Membership:** For those who are actively pursuing a graduate degree and are not employed full-time.
- Regular Membership:** For those professionals working in institutional research or a related field.
- Emeritus Membership:** For those who have retired and have been an active member of SAIR for at least five years immediately preceding retirement.

Southern AIR



If you are interested in submitting any materials for Southern AIR, please send to Jim Eck ([jeck@rollins.edu](mailto:jeck@rollins.edu)), Darla Keel ([darkeel@memphis.edu](mailto:darkeel@memphis.edu)) or Ruth Salter ([rsalter@valdosta.edu](mailto:rsalter@valdosta.edu)).