



ALAIR NEWSLETTER

Alabama Association for Institutional Research

March 1995

PROGRAM CHAIR SAM LOWTHER INVITES YOU TO THE CONFERENCE

Spring is on its way, and that means gardening, major league baseball, and ALAIR's Annual Conference. Well, OK, two out of three, but that's just one less impediment to attending ALAIR. We've been working to put together a conference that you will find interesting, useful, and enjoyable. Now it's your turn. The best topics, speakers, and presentations are useless without the appropriate audience—and that means you. (If a conference fell in the woods. . .)

Enclosed with this newsletter are information and registration materials for our Ninth Annual Conference, to be held **April 20-21, 1995, at Troy State University at Dothan**. Please return the registration form at your earliest convenience to help us in developing final plans. We're also depending on you for informal publicity. **Since we can't identify every possible attendee for our mailing list, you are encouraged to make copies of these materials and distribute them to individuals on your campus who might be interested—registrars, deans, academic affairs personnel, etc.**

As I mentioned in the last newsletter, we have two **pre-conference workshops** scheduled for Thursday afternoon, April 20. There will be no additional charge for them, but we will need to limit enrollment, so pre-registration is vital to be guaranteed a slot. We probably will be able to accommodate individuals who do not pre-register, if there are vacancies or no-shows, but only after all registered individuals have been seated.

For all of you who will be staying over Thursday night, we have made several special arrangements. The **Holiday Inn South** has reserved a block of rooms for us at a rate of \$45, single or double. Make your reservations as soon as possible, since the **room availability and rate are guaranteed only through April 13**. You can contact the motel at 334-794-8711. (Try 205 if 334 doesn't work.) Registration will commence at the Holiday Inn at 5:00 p.m. We will have a hospitality hour at the motel from 6-7:00 p.m. with light hors d'oeuvres and a cash bar. After the refreshments, we'll all go as a group to the Old Mill Restaurant for dinner.

On Friday, April 21, all of the activity shifts to the new campus of Troy State University at Dothan. The lobby of Malone Hall will be the place to register for those of you who are not arriving on Thursday. Coffee and sweet rolls will be available prior to the conference. The Opening Session is scheduled to begin at 8:30 a.m., and we know you'll all want to be there to welcome our guest speaker, Trudy Bers, president-elect of AIR. Don't miss this opportunity to broaden your IR horizons and to put ALAIR's best foot forward.

Our Concurrent Sessions and Tools & Techniques session should provide a wide variety of topics to interest anyone. We're still looking for Tools & Techniques presenters, so contact me if you have something of interest—even if it's to suggest someone else. We wouldn't even say no to another formal paper or presentation, just in case anyone has been holding back.

please turn to page 2.

Conference information continued...

As always, our luncheon will provide more time for socializing, business, and awards. As an added treat, we'll be serenaded by The Entertainers, from Enterprise State Junior College. But don't plan on leaving yet. Following lunch, our final session will be a panel on the Statewide Articulation System that is currently under development. This will give you an opportunity to review the potential impact of this system and to ask questions of the people involved in its development.

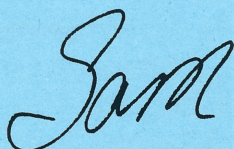
We'll adjourn at 3:00 p.m., but not before we award some **nifty door prizes**. (Sorry folks, you've got to be present to win.)

I'm sure you already have these dates blocked in on your calendar, but now you should go ahead and **send in your registration** and make your reservations. The sooner you do it, the better our planning will be.

Finally, don't just show up; **plan to participate**. We can put on the best dog and pony show around, but it won't be worthwhile if you're not a part of it. Contact me about a Tools & Techniques presentation, or at least plan on bringing a copy of your latest fact book or other publication/report of interest so that others can see what you're doing. You may be planning on attending so that you can learn, but you'd be surprised what others might learn from you.

If you have questions or suggestions, don't hesitate to contact me at 334-844-4765 or lowthgs@panda.auburn.edu.

See you next month!



AIR PRESIDENT-ELECT TO DELIVER KEYNOTE ADDRESS

Trudy Bers, president-elect of the Association for Institutional Research (AIR) will be the keynote speaker at ALAIR's Ninth Annual Conference in April. Bers currently is senior director of institutional research, curriculum and strategic planning at Oakton Community College in Des Plaines, IL. She has served that institution in numerous administrative and faculty capacities since 1970.

Dr. Bers received the BA and PhD from the University of Illinois, the MA from Columbia University, and the MBA from Northwestern University. In 1979-80 she served as an ACE Fellow at Northwestern University. She has published more than two dozen refereed articles and monographs in such areas as student choice and persistence, and college marketing.

Her participation in professional organizations is extensive, culminating in her current position as president-elect of AIR. Dr. Bers also has served AIR as a board member, consulting editor on *Research in Higher Education*, publications board member, and nominating committee member. She has held office and been a regular presenter for a wide variety of state, regional, and national organizations.

HALL TO REPRESENT ALAIR IN BOSTON

Teresa Hall, coordinator of institutional studies at Auburn University, will be representing ALAIR at AIR's "Best Presentation from a State Conference" session at the AIR Forum in Boston in May. This AIR session is designed to showcase the professional talent utilized at state meetings and to encourage presentation at a number of levels. Teresa will present her Tools and Techniques session *Analyzing the New Core Curriculum Using Harvard Graphics Technology*.

**ALABAMA ASSOCIATION FOR INSTITUTIONAL RESEARCH
NINTH ANNUAL CONFERENCE
APRIL 20-21, 1995
TROY STATE UNIVERSITY AT DOTHAN**

**THE CHANGING FACE OF INSTITUTIONAL RESEARCH:
NEW RESPONSIBILITIES AND NEW TECHNIQUES**

Schedule of Activities

Thursday, April 20, 1995

1:30pm-4:30pm Pre-Conference Seminars (no additional charge; pre-register below)
(TSU-D Campus - Malone Hall)
Introduction to SPSS-PC for Windows (Judy Miller/Linda Hodges) - Room 209
Introduction to Statistics (O'Neal Smitherman) - Room 110

5:00pm-7:00pm Early Registration (Holiday Inn - South)

6:00pm-7:00pm Welcoming Reception (Holiday Inn - South. All early arrivals invited. Refreshments and cash bar.)

7:00pm-until Group Dinner (Old Mill Restaurant. Everyone invited.)

Accommodations at Holiday Inn - South. Special Conference rate of \$45.00. Call 334-794-8711 and mention ALAIR.

Friday, April 21, 1995

(TSU-D Campus)

8:00am-8:30am Registration and Continental Breakfast (Malone Hall Lobby)

8:30am-8:45am Welcome and Introductions

8:45am-9:45am Opening Address: *Cyberspace and Common Sense: Positioning Institutional Research for the Future (Trudy Bers)*

10:00am-10:45am Concurrent Sessions, Part I
Driving the Information Superhighway in an Economy Car; Intro. to Geographical Info. Systems; Response Bias in Surveys; Developing a Paper or Presentation; others

10:45am-11:30am Tools and Techniques

11:30am-12:15pm Concurrent Sessions, Part II

12:30pm-1:45pm Luncheon and Business Meeting

2:00pm-3:00pm Panel: *The Alabama Articulation System: What Will It Do and What Does It Mean To Me?*

REGISTRATION FORM: ALAIR NINTH ANNUAL CONFERENCE

Name: _____
() Dr. () Mr. () Ms. () Mrs. () Miss

Title/Position: _____

Institution/Organization: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ FAX: _____

E-mail: _____

MEMBERSHIP DUES IF NOT ATTENDING CONFERENCE:

____\$15.00 Individual Membership

____\$25.00 Institutional Membership (up to two individuals)

REMEMBER: REGISTRATION COST GOES UP AFTER APRIL 12!

____\$40.00 Conference Pre-Registration
(\$50.00 after April 12, 1995)

____Pre-registering, but plan to pay at conference

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Registration includes Friday continental breakfast and luncheon, and 1995 membership.

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Free Pre-Conference Workshops (1:30-4:30pm, Thursday, April 20):

____Intro. to SPSS-PC for Windows

____Intro. to Statistics

MAIL FORM AND FEES TO:

Ms. Brenda Bryant
Institutional Rsch./Planning Assistant
Alabama State University
915 South Jackson Street
Montgomery, AL 36101-0271

MAKE CHECKS PAYABLE TO ALAIR