



Alabama Association of Institutional Research

Inside this issue:

Message from the President	1
2018 Conference Highlights	2
2018 Conference Best Photograph	4
Take a Break!	5
Survey Reminder	6
Meet the 2018 Executive	7
Stay Connected	8
Upcoming Professional Opportunities	

Message from the President

Hello from Montgomery, Alabama! I hope that everyone had a great spring and is able to slow down a little for the summer. It is approaching the end of my year in my role as President. I have enjoyed serving ALAIR, and once again want to take the opportunity to express gratitude to all of the ALAIR members who serve Alabama students with excellence. We are the professionals tasked with helping our administrators make wise decisions, and I have enjoyed witnessing the strength of our organization through collaboration and support.

The Executive Committee will meet in June for the annual transition meeting. At this meeting, Toner Evans, who has served ALAIR in various roles, including as a member of the Nominating Committee, the Vice-President, President, and Past President will be rolling off of the Executive Committee. Toner has served as a compassionate and caring mentor to me and has helped me negotiate my path through the Vice-Presidency and Presidency with grace. I couldn't have done it without your help, Toner, and I look forward to our continuing friendship. Please join me in thanking Toner for his service and commitment to ALAIR and the Institutional Research profession when you next have the opportunity.

Julianna Proctor, the 2017-2018 Vice President and incoming President, has done an excellent job in her term. She arranged a **fantastic** beach conference and was the organizer extraordinaire. Thank you, Julie, for all of your hard work and your dedication. I know that all of the members look forward to see what exciting ideas you bring to your new role.

ALAIR was fortunate to have enthusiastic engagement from every member of the Executive Committee over the last year. Mandy Lanier stepped in and volunteered to serve as Treasurer, a role that brought unique challenges in defending our account from multiple phishing and fraud attempts. Hayley Johnson diligently recorded our animated meetings so we could accurately recall what was discussed. Ginny Cockerill developed an excellent survey to help us learn more about the organization of IR offices around the state and so we can make important decisions about the ALAIR fee structure based on membership feedback. Wendy Broyles and Lesley Shotts provided valuable and reasoned input, which I always need and have appreciated. I want to extend personal gratitude to each member of the board for your valuable service.

As a reminder, Wendy has been elected to serve as the incoming Vice-President, and I know we all can't wait to find out what great plans she has for us for our 2019 conference! In the meantime, I hope that everyone finds some peace and relaxation this summer and recharges for the new academic year. Keep on collaborating!

Kelly Birchfield
ALAIR President, 2017-2018



2018 Conference Highlights

The 32nd annual ALAIR Conference took place in beautiful Orange Beach, Alabama, on April 12th and 13th of 2018. Our Conference theme, *Learning from the Experts*, gave us the opportunity to share our knowledge in sessions at the conference and by completing the “ALAIR Assistance Survey,” indicating areas where we can help others in our profession. If you haven’t done so already, we invite you to complete the online survey (membership not required). A link to the survey and conference photos are available on the www.alair.org website.

To encourage survey participation and conference/session feedback, the Board attached a \$250 incentive for completing the “ALAIR Assistance Survey” and session evaluations by April 30, 2018. **The winner of the \$250 drawing was Lucas Stern of Auburn University.** Lucas will receive a \$250 check in the mail. Congratulations, Lucas! And, a special “thank you” to all that completed the ALAIR Assistance Survey and/or the conference/session evaluations.

Our 56 conference attendees represented 22 institutions from across the state of Alabama. Attendees included representatives from eight two-year institutions (10 attendees) and 14 four-year institutions (40 attendees), as well as six representatives from two system offices and the Alabama Commission on Higher Education (ACHE). We were delighted to welcome back a couple of institutions that haven’t attended the ALAIR conference in several years. And, of course, it’s always good to network with familiar faces and make new friends (we had twelve new members attend this year). Thus far, we have 61 ALAIR members for 2018-19, including five people that paid their ALAIR membership dues, but did not attend the conference.

This year, we were fortunate and grateful to have SAS as our platinum sponsor, Alliant Data Systems and Campus Labs as our gold sponsors, and Percontor as our silver sponsor. Their sponsorships are critical to our conference and their products are important to our profession.

It was wonderful to have Dr. Jim Purcell of ACHE as our keynote speaker this year. Jim is a former alumnus of three Alabama institutions, and it is great to have him back in the state of Alabama. Jim shared strategies for guiding organizational improvement, and we all came away with ideas for helping our institutions. You can find Jim’s PowerPoint presentation, as well as other conference presentations, on the www.alair.org website. If you were a presenter, there is still time to share your file(s) on our website.

Check out our online conference program to see the list of wonderful presentations and presenters we had this year. We are proud to announce that **“Using Data to Improve Student Success in the Classroom”, presented by Lindsay Hutcherson of Coastal Alabama Community College (Bay Minette), was voted Best Presentation for 2018.** Lindsay will receive a \$300 stipend after presenting this session at the AIR Forum or SAIR Conference. Congratulations, Lindsay, for a job well done!

2018 Conference Highlights



But, it wasn't all work and no play during the conference. At the Thursday night special event, our group of 57 gathered in a private dining space at the Ole River Grill and enjoyed a tasty seafood buffet while overlooking the water and listening to live music. Some members enjoyed dancing and singing, while others had time to catch up with colleagues and sponsors.

We ended the conference with the Annual Business Meeting and luncheon where the **Sam Lowther Travel Grant recipient was announced for 2018. Congratulations go to Jessica Merklin from the University of South Alabama (USA). Jessica will receive a \$300 stipend after completing travel to the AIR Forum or the SAIR Conference.** At the end of the meeting, giveaways donated by participating institutions and organizations were handed out so many attendees went home with goodies.

Several of our members attended the post-conference workshop, IPEDS Student Financial Aid Training. We'd like to thank the Association for Institutional Research (AIR) for providing this learning opportunity onsite for our ALAIR members.

We're already looking forward to next year's conference. If you'd like to be a conference host institution or are interested in serving on the Board, please contact one of our Board members.

Thank you for making our conference great this year!

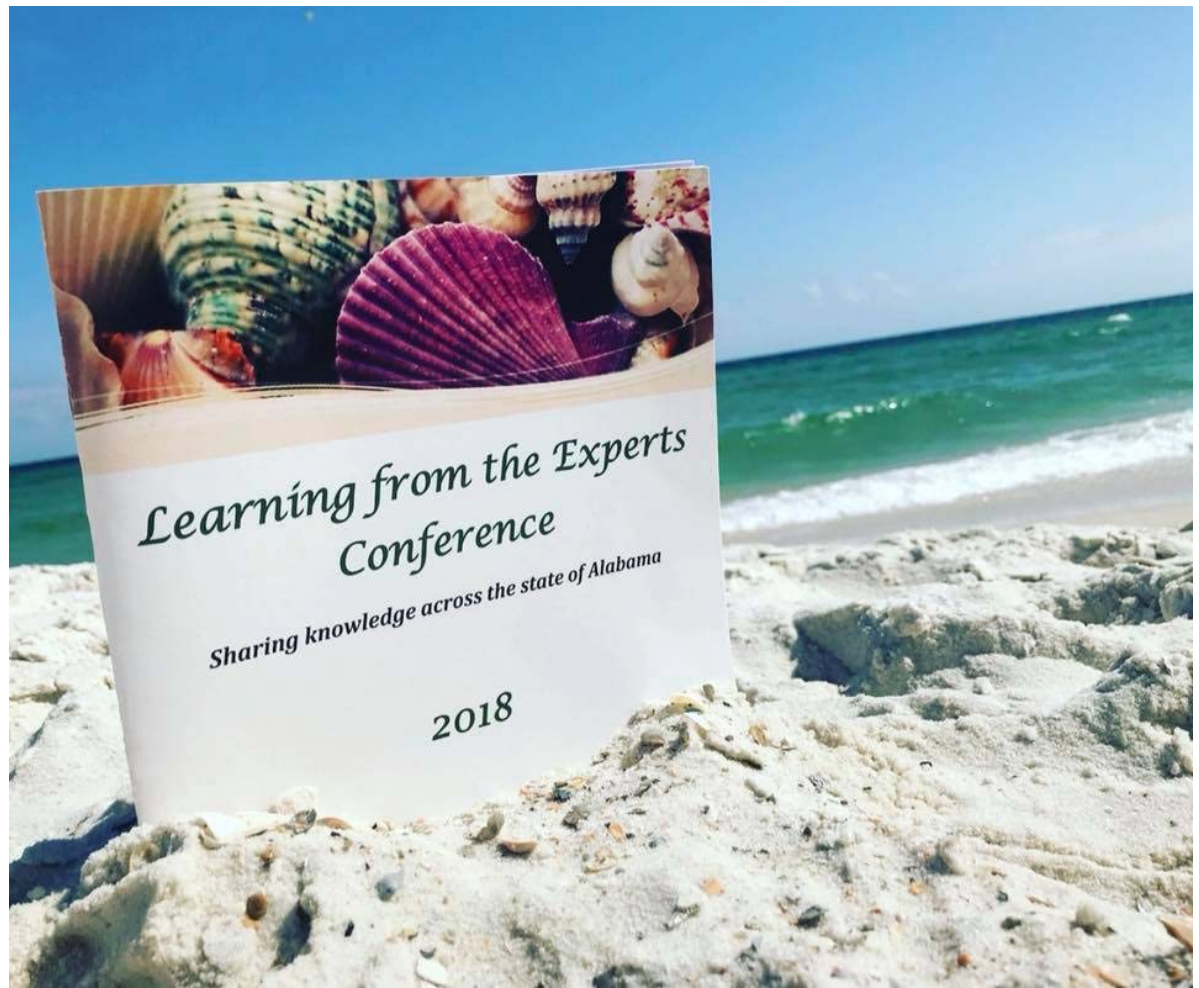
Sincerely,

Julianna Proctor

ALAIR Vice President/Conference Chair 2017-18

2018 Conference Best Photograph

Thank you to everyone who submitted photos to the [ALAIR Facebook page](#) for the 2018 Conference best photograph contest. The photograph that received the most “likes” was this beautiful picture:



CONGRATULATIONS!
Molly Vaughn
Associate Director for
Institutional
Research, Planning, and Assessment
University of North Alabama

Take A Break!

What Do We Do?

S T N D B Y J S Y E V R U S K D S N E A
 S N O X S G T E N N E V E M C Q T T V X
 E U I V S E A R V O A S H N M P A R I P
 S O T G M T B M A A I L I T U R T E T R
 S C A X Y A Z S U H L T P V O Q I P A O
 A Y Z V K R A L U O C U A B D X S O R G
 N O I T A T I D E R C C A T Z A T R R R
 U Y L D E S C R I B E L M T N D I T A A
 X E A J E C W X S E L B A T E E C X N M
 V D U I D A S H B O A R D S U F S C S V
 I D S U L U T S C E G O A N R E V E Y G
 I A I M C L C E Z R U R D V Z E G W R B
 P I V C E I U I R T A E A Y C D V S J P
 E J E C H A R M C P R E L P Y B H I S C
 D S X T Q A S O I S R A S Y H A O L E G
 S E E K M G M U T N N E J E R C U D O W
 I N I M V E C A R A A R T E R K A T A D
 X N U D S I N S A E D T I N F O R M C H
 S S S V J D S T S E U Q E R I G O A L S
 E T A G E R G G A E D U C A T E K Z B Q

Accreditation

Describe

Interpret

Research

Advise

Educate

IPEDS

Share

Aggregate

Ethics

Measure

Statistics

Analyze

Evaluate

Narrative

Strategy

Assess

Excel

Outcomes

Success

Chart

Feedback

Plan

Summarize

Collaborate

Goals

Presentations

Surveys

Count

Graph

Program Review

Tables

Dashboards

Illuminate

Report

Understand

Data

Inform

Requests

Visualization

Meet the 2018-2019 Executive Committee



Past-President

[Kelly Birchfield](#)

Director

Office of Institutional Effectiveness and Research
Alabama Community College System



President

[Julianna Proctor](#)

Associate Director

Office of Institutional Research and Assessment
The University of Alabama



Vice-President

[Wendy Broyles](#)

Director of Assessment

Office of Institutional Research, Planning, and Effectiveness
Troy University



Secretary

[Hayley Johnson](#)

Assistant Director of Institutional Effectiveness and Retention

Office of Institutional Effectiveness and Retention
The University of West Alabama



Treasurer

[Mandy Lanier](#)

Director

Office of Institutional Effectiveness
Wallace Community College



Member-at-Large

[Ginny Cockerill](#)

Assistant Director

Office of Institutional Research and Assessment
The University of Alabama in Huntsville



Member-at-Large

[Lesley Shotts](#)

Acting Director of Institutional Effectiveness

Office of Institutional Effectiveness

J.F. Drake State Community & Technical College



Nominating Committee

[Somer Givens](#)

Director for Institutional Surveys

Office of Institutional Research, Planning, and Effectiveness
Troy University



Nominating Committee

[Jessica Merklin](#)

Institutional Research Analyst II

Institutional Research

University of South Alabama

Survey Reminder

REMINDER!!!

As a follow-up to some of the discussion at our recent ALAIR conference, I wanted to ask for some additional input from each of you for the ALAIR Board. As an assessment person, I am particularly interested in how ALAIR can better meet the expanding and evolving needs in the areas related to IR, such as assessment, accreditation and effectiveness. And, as a member-at-large on the ALAIR Board, I have no assigned responsibilities and so can do extra things, like design a new survey :-).

The questions are to try to get (a) a sense of institutional involvement in professional organizations related to IR, assessment, and planning; (b) a sense of the size and scope of our various offices; and then (c) some feedback on possible changes to the fee structure for membership and conferences. Please note that any changes to the fee structure are still in the discussion and data-gathering phase; we are not yet voting or making a final decision.

Please take a few minutes to click here https://uah.co.l.qualtrics.com/jfe/form/SV_0UFNXjqTR0Nxvmd and complete this survey by **June 15**.

If you have any questions on the survey or any trouble accessing it, please feel free to email me.

Thanks,
[Ginny Cockerill](#)
ALAIR Member-at-Large



Check out the [ALAIR Website](#)! On it, you can find some great resources and information. If you want to learn more about how the organization has grown over the years, you might enjoy looking at [historical newsletters](#).

We want to hear from you! Please send news and information to share on the website to [Julianna Proctor](#). Tell us who has been hired, promoted, or changed jobs. Let us know what presentations your office staff members have presented at professional conferences. If you have a job opening, have it listed on the [ALAIR Jobs page](#).

The ALAIR listserv is designed for members to communicate and support each other. It is a good way for professionals in Alabama to ask questions or to share good practices and advice. To submit a message, address an e-mail to ALAIR-L@LISTSERV.UA.EDU. If a colleague is not subscribed to the service, direct them to the [ALAIR website](#) to join.

Follow the action and stay in touch on the [ALAIR Facebook page](#)! Post news and information about what is going on in your IR/IE/assessment/accreditation world so we can celebrate accomplishments together!

Upcoming Professional Opportunities



The [SAIR 2018 Conference](#) will be held October 6-9 in Norfolk, Virginia. [Proposals are due June 8, 2018.](#)



[The Institute on Quality Enhancement and Accreditation](#) will be held in Atlanta, Georgia, July 22-25, 2018. Substantive Change Workshops are being planned for this upcoming fall and spring and will be announced at the Institute.