



ALAIR NEWSLETTER

Alabama Association for Institutional Research

FEBRUARY, 1993

PRESIDENT'S MESSAGE

The term "quality" is extensively used today in defining the goals of higher education. One only has to look at a list of recent conferences and workshops to see the emphasis that higher education is placing on the issues of quality and effectiveness. Accrediting agencies are asking institutions to measure their effectiveness on a continuing basis and to improve their quality and productivity as a result of assessment. How can the institutional researcher contribute to "quality" in higher education?

The program of our seventh annual ALAIR conference addresses the relationship between quality improvement efforts and assessment of institutional effectiveness. John Harris, speaking on "Quality Improvement in Higher Education," will introduce the theme that will be carried out in later sessions that will include a panel of IR practitioners, a panel of college presidents, and presentations on the application of quality improvement efforts to higher education at various institutions. In the "Tools and Techniques" portion of the program, you have opportunities to learn new ways to do your work more effectively and efficiently.

Attending conferences such as the ALAIR ANNUAL CONFERENCE is an opportunity to gain information on current issues in our field and to stay in touch with colleagues in the state. I hope that you will attend the conference and encourage others from your institution to join us for what promises to be an outstanding program. Please assist the planning committee by mailing your registration form, which is included in this newsletter, as soon as possible. I am looking forward to seeing you on April 9th!

Al Searway
ALAIR President

SUCCESS CONFERENCE ON STUDENT RETENTION

The Alabama Commission on Higher Education and ALAIR were cosponsors of a conference on student retention in Montgomery on November 16-17, 1992. The conference theme was "Student Success: A Search for Winning Strategies." Excellent facilities, general session presentations by leading experts, and stimulating concurrent sessions on successful strategies used by Alabama institutions were highlights of the conference. Special thanks are extended to ALAIR members Ellen Haulman, Brenda Bryant and Karen Freemon for their work with the program, local arrangements, and registration, respectively. Conference attendees rated all aspects of the conference very highly and expressed interest in having another conference next year.

ASSESSMENT CONFERENCE DATE SET

A fourth annual conference on outcomes assessment in higher education will be cosponsored by the University of Alabama, Southeastern and Southcentral Regions of SCUP, and ALAIR on February 25-26, 1993, at the Paul Bryant Conference Center, in Tuscaloosa, Alabama. The conference theme is "The Role of Assessment in Total Quality Management" and the keynote speaker will be Dr. George Keller.

IN MEMORIUM: KAREN STANFIELD

Our friend and colleague, Karen Stanfield, died in December, 1992, after sustaining injuries in a traffic accident. Karen was Director of Allied Health Programs and former Director of Institutional Research at Wallace State Community College in Hanceville. Karen's competence and quiet charm will be remembered by her many friends in this organization.

ALAIR Seventh Annual Conference set for April 9, 1993
See this newsletter for program and registration form.

ALAIR Seventh Annual Conference

QUALITY AND EFFECTIVENESS:

ISSUES OF THE DECADE

April 9, 1993

The University of Montevallo

Pre-Conference Activities: Thursday, April 8, 1993

- 3:00 - 5:00 Transfer Data Advisory Committee, King House
5:00 - 6:30 Early-Bird Reception, King House, UM campus
 Everyone arriving on April 8 is cordially invited to join the officers of ALAIR for conversation and refreshments.
7:00 - 8:30 Dinner as a group (*optional*)
8:30 - Hospitality Room open, King House

Lodging at Ramsay Conference Center, UM campus

Friday, April 9, 1993

- 8:00 - 8:30 Registration and Continental Breakfast, Comer Auditorium Foyer
- 8:30 - 8:45 Welcome
 Al Searway, ALAIR President, Jacksonville State University
 Robert McChesney, President of University of Montevallo
- 8:45 - 9:30 Introduction of the speaker
 Judy Rogers, University of Montevallo
- Opening Address
 John Harris, Samford University
 "Quality Improvement in Higher Education"
- Announcements
 Charles Blackledge, Bishop State Community College
- 9:30 - 9:45 Break
- 9:45 - 10:30 Tools & Techniques
 and
 Discussion with John Harris
 Facilitator, Myrtis Green, Stillman College
- 10:30 - 11:45 Practitioners' Panel, "TQM/CQI and Institutional Effectiveness"
 Moderator
 Ann Tomlinson, University of Southern Mississippi
 Panelists
 Larry Jones, University of Georgia
 Judy Rogers, University of Montevallo
 Jean Thomason, Samford University

- 12:00 - 1:15 Luncheon and Business Meeting
 Presider, Al Searway, ALAIR President
- 1:30 - 2:30 Presidents' Panel
 "Issues of Quality and Effectiveness"
 Moderator
 Henry Hector, Alabama Commission on Higher Education
- Presidents
 Judy Merritt, Jefferson State Community College
 Robert McChesney, University of Montevallo
 Glenda McGaha, Troy State University in Montgomery
- Announcements and Conference Evaluations
 Harriott Calhoun, Conference Program Chair, Jefferson State Community College
- 2:45 - 3:30 Concurrent Sessions
- "Planning, Information, and Budgeting as Agents of Academic Quality"
 Don Dailey, Wayne Echols, Stephen Smith, University of Alabama at Birmingham
 Facilitator, Don Dailey
- "Use of College BASE for Assessing General Education"
 Allen Smith, Jacksonville State University
 Facilitator, Harriott Calhoun
- "Executive Information Systems for Total Quality Management: Balancing Quality
 Improvement and Cost Containment"
 Robert Glover, University of Alabama
 Facilitator, Hannelore Delbridge

Lodging Accommodations

Rooms are available for the night of April 8 at the Ramsay Conference Center, University of Montevallo campus. The rate is \$27.50 per room, tax included. These are conventional, hotel-style rooms with two single beds in each room. Make reservations by calling (205) 665-6280 and mentioning that you are with ALAIR.

Display Table

Please bring copies of reports or documents produced by your office (factbook, planning document, questionnaires, reports, etc.) for display and/or distribution during the Tools & Techniques portion of our program.



Alabama Association for Institutional Research

ANNOUNCEMENT

Conference Date CHANGED
from April 25 to April 9

QUALITY AND EFFECTIVENESS: ISSUES OF THE DECADE **April 9, 1993**

The University of Montevallo

Lodging at Ramsay Conference Center, UM
(\$25.00 per room, twin beds)

Thursday, April 8, 1993

- 3:00 - 5:00** **Transfer Data Advisory Committee Meeting**
- 5:00 - 6:30** **Early-Bird Reception**
Everyone arriving on April 8 is cordially invited to join the officers of ALAIR for conversation and refreshments in the ALAIR Hospitality Room.
- 7:00 - 8:30** **Dinner as a group (optional)**
- 8:30 -** **Hospitality Room Open**

Friday, April 9, 1993

- 8:00 - 8:30** **Registration and Continental Breakfast**
- 8:30 - 3:30** **Conference**

Conference Schedule, April 9

- 8:00 - 8:30** **Registration and Continental Breakfast**
- 8:30 - 8:45** **Welcome**
- 8:45 - 9:30** **Opening Address, "Quality Improvement in Higher Education"**
- 9:30 - 9:45** **Break**
- 9:45 - 10:30** **Tools & Techniques and Discussion (with opening session speaker)**
- 10:30 - 11:45** **Practitioners' Panel, "TQM and Institutional Effectiveness"**
- 12:00 - 1:15** **Luncheon and Business Meeting**
- 1:30 - 2:30** **Presidents' Panel, "Issues of Quality and Effectiveness"**
- 2:30 - 2:45** **Break**
- 2:45 - 3:30** **Concurrent Sessions**

Conference program and registration materials will be mailed in January.

Conference contact person: Harriott D. Calhoun

Jefferson State Community College

2601 Carson Road, Birmingham, AL 35215

Phone (205) 853-1200, ext. 1237.

ALAIR Alabama Association for Institutional Research

REGISTRATION FORM **Alabama Association for Institutional Research** **1993 Conference** **April 9** **University of Montevallo** **Montevallo, Alabama**

Name _____
Title: ()Dr. ()Mr. ()Ms. ()Mrs. ()Miss () _____
Position _____
Institution _____
Address _____
City _____ State _____ Zip _____
Telephone () _____ Fax () _____ EMail _____

PRE-REGISTRATION \$35.00 \$ _____
(Includes Thursday evening reception, Friday luncheon and 1993 membership)

Without pre-registration, on-site registration will be \$45.00

MEMBERSHIP ONLY *(if not registering for the conference)*

Individual Membership \$15.00 _____

Institutional Membership* \$25.00 _____

**Covers up to two individuals. List information for additional institutional representative on a separate page and attach.*

TOTAL PAYMENT ENCLOSED \$ _____

☐ *(Check here if you plan to pay at the conference)*

Please help the Executive Committee plan for the conference by returning your registration form by **March 31, 1993**. If it will be more convenient, you may pre-register but pay at the conference registration table.

Make checks payable to **ALAIR & mail to:**

Karen Freemon
Office of PLanning & Budgets
University of Alabama at Hunstville
Huntsville, AL 35899

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