

February 2011

www.alair.org



Alabama Association for Institutional Research

**ALAIR Executive Committee:
2010-2011**

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25th Annual ALAIR Conference

Troy University to host 25th Annual Conference in 2011

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Get ready to travel to the East Gulf Coastal Plains Region. The 25th Annual Conference is underway and scheduled to be held on the campus of Troy University in the city of Troy, Alabama. The institutional research staff at Troy University are already meeting and collaborating with the 2011 Conference Chair, Patricia Pratt. They have selected the date of Monday, April 4th through Tuesday, April 5th for the conference. Troy University submitted their proposal in 2009 to serve

as an upcoming host to the ALAIR conference. It is a breath of fresh air to see member institutions excited about serving ALAIR. The Executive Committee is pleased to work alongside Troy University and make this a memorable event. Institutional research professionals are encouraged to "save the date" and participate as a presenter and/or facilitator. If you have ideas for presentations, workshops, or activities, please email Patricia Pratt at pprat@uwa.edu.

Message from the President

Hello IR Professionals and Happy 2011! We are drawing close to our 2011 Conference which will be held on the campus of Troy University April 4-5, 2011. Our Conference Chair Patricia Pratt/staff, and the host institution Troy University have planned a wonderful conference to date. We are working with the Conference Chair to ensure we reach every IR professional in the State. We ask each of you to contact your peers if they have been inactive in ALAIR and encourage them to join us at the upcoming conference. To date ALAIR has been well represented at numerous professional development activities including SAIR in New Orleans and the Winter Drive-in co-hosted by AIR/IPEDS in Huntsville, Alabama on December 13, 2010.

We are working diligently to get all the conference registration materials distributed and information updated to the ALAIR website. **Yes, we have a short turnaround this year.** but we ask for your continued patience. Our Secretary Karen Hamby will forward additional instructions and the link to the online registration tool if we are able to make it operational in a timely manner. You will still have the option to forward your registration information to the Treasurer John McIntosh. We will revisit the use of the Wild Apricot System at Conference.

Thanks for your continued support and service during this extremely challenging time in Higher Education across our Nation. The challenges that we face continue to revolve around continued budget cuts which drives a need for Institutional research professionals to be creative with our use of analytical tools and resources. We support our institutions by being efficient, showing initiative, staying abreast of cutting edge technologies, and being good data managers; Of course this list is endless in our course as IR professionals.

I look forward to seeing you all at conference and please contact Patricia Pratt if you would like to participate as a Presenter or Facilitator at Conference. We need your participation. Thanks in advance for your service.

Tara George



Association for Institutional Research



Hotel Information

The Sheraton Centre Toronto Hotel
123 Queen Street West
Toronto, Ontario M5H 2M9
Canada

To Make Your Reservation:

Call 1-888-627-7175 (reference 'AIR Annual Forum' for discounted rate)



ASSOCIATION FOR INSTITUTIONAL RESEARCH

ANNUAL FORUM

TORONTO, ONTARIO • MAY 21 – 25, 2011

ALAIR News

What's Happening at Your Institution?

Hiring new staff?

Making changes to your
department?

Conducting new research?

Getting married?

Having a baby?

Retiring?

Let us know what's
happening at your
institution so we can
share it with other
ALAIR members in
the next newsletter.

Email Karen Hamby at
kghamby@samford.edu

- Congratulations to Mr. John Rosier, Coordinator of Institutional Research at Jacksonville State University, who was awarded Best Presentation at the 2010 ALAIR Annual Conference. His presentation, *An Introduction to Data Warehousing*, focused on the basic characteristics, components and architecture of a typical data warehouse. It examined differences between transactional databases and databases designed for reporting, while illustrating features of Jacksonville State University's Institutional Research data warehouse. As a result, Mr. Rosier will receive a \$300 stipend from ALAIR to support his travel to Toronto, Canada to present at the AIR Annual Forum in May 2011.
- Karen Battye joined Auburn's OIRA group in Sept 2010. Karen has an engineering degree from the University of Wisconsin-Platteville and spent 15 years working in engineering research and product development in Minneapolis, MN. After moving to Auburn she worked in the healthcare industry developing assessment programs and process improvement initiatives. Karen lives in Auburn with her husband Rick and their three daughters Sami, Sarah, and Sylvia.
- Congratulations go to Iryna Johnson from Auburn University's Office of Institutional Research and Assessment for her acceptance of two research publications in *Research in Higher Education*:

Johnson, I. (2010). Class Size and Student Performance at a Public Research University: A Cross-Classified Model. *Research in Higher Education*, 51(8), pp. 701-723.

Johnson, I. (2011). Contingent Instructors and Student Outcomes: An Artifact or a Fact? *Research in Higher Education*, 52(8), in print.

SAIR 2011
Atlanta Hyatt Regency
October 8-11
Atlanta, GA

Please check the SAIR website at www.sair.org for more conference details.



The ALAIR e-mail LISTSERV is a discussion list used to gather information on any topic related to institutional research.

ALAIR members can subscribe by sending an e-mail request to Sam Lowther at lowthgs@auburn.edu. Use the subject of ALAIR LISTSERV and include your name, institution, and the e-mail address you wish to use with the list in the body of the email.

You can find this and more information by visiting our website at www.alair.org.

ALAIR/IPEDS Drive-in Workshop December 13, 2010

Submitted by Kristi Barnett



Keeping in the ALAIR tradition of having unusual weather during an ALAIR sponsored event, the winter Drive-In Workshop co-hosted by AIR was no different. On this blustery December day the participants were treated to freezing temperatures and snow showers in Huntsville. But I believe all who attended this workshop will tell you that the knowledge gained was well worth the effort of donning their parkas and mittens.

The event began with the second module on Leading an IPEDS Cycle. This session, lead by educational consultant Mr. J. Keith Brown, focused on bringing the principles of continuous improvement to the IPEDS submission process. The group learned to manage the IPEDS cycle using Gantt charts and to improve upon the process each year by following the principles of "PDCA," Plan, Do, Check, Act. Mr. Brown also introduced the group to the variety of learning resources available on the AIR web site including webinars and tutorials on IPEDS.

The afternoon module, IPEDS Data and Benchmarking: Supporting Decision Making and Institutional Effectiveness, was lead by Ms. Sandra Kinney, the research manager for the Technical College System of Georgia. She instructed the group on how to use the IPEDS Executive Peer Tool (ExPT) to create comparison groups for benchmarking and creating aspirational goals. By the end of the session, all participants had become "Power Users" on the IPEDS data system. Attendee materials for both sessions, including the handouts and videos, are available on the AIR web site at www.airweb.org.

ALAIR Special Interest Group at the SAIR Conference in New Orleans.

Tuesday September 28, 2010.



What's Happening at the 25th Annual ALAIR Conference?

SACS Substantive Change Pre-Conference Workshop Agenda:

Monday, April 4, 2011



- | | |
|----------|--|
| 9:00 am | Welcome |
| 9:05 am | Presentation on substantive change – |
| | <ul style="list-style-type: none"> ♦ What makes a change “substantive”? ♦ Real-life examples of substantive change and how to handle them ♦ Sources of information about substantive change |
| 10:30 am | General questions |
| 11:00 pm | Wrap up discussion of any questions |
| 11:15 pm | Opportunity to meet with the presenter to discuss institution-specific questions |
| 12:00 pm | Lunch (on your own) |



Positively Funny, Inc.
Comedy with an Attitude - A POSITIVE Attitude

ALAIR 2011 Conference
General Session

Positively Funny, Inc. is a creative and unique company of professional improvisation artists in Birmingham, Alabama, who use their talents to provide smart, engaging, exceptional entertainment and educational programs that are always clean, always positive, and always enjoyable.

Positively Funny, Inc. was founded by David Grissom, a seasoned professional in both the Improvisation performance

end of our company, as well as the corporate training and devel-



opment side. David received his training and experience from the

birthplace of Improvisation - The Second City in Chicago. He also worked with the Chicago Comedy Company and Tri-Pawed Productions. David has taught and performed stand-up comedy and Improvisation for over 15 years. He has also been writing comedy and teaching comedy writing for just as long.

25th Annual Conference
of the
Alabama Association for Institutional Research (ALAIR)
April 4 – 5, 2011
Troy University – Troy, Alabama

The ART of Institutional Research

It's Conference time! The Alabama Association for Institutional Research will hold its **25th Annual Conference on Monday, April 4 – Tuesday, April 5, 2011 at Troy University in Troy, Alabama.** The conference theme is "The ART of Institutional Research" because believe it or not, IR is full of ART and creativity. We are artists that must Ask the questions, Research the issues, and Tell the story. The ART of Institutional Research is not always easy to recognize and may even seem elusive at times, but if we look hard enough it is there and we learn to appreciate it. The ALAIR Annual Conference offers you and your colleagues the opportunity to see and appreciate the ART of IR by sharing creative solutions, best practices, tools, and other helpful resources you use to serve your customers. Come join us for the 25th ALAIR Annual Conference and feed the artist in you!

There are a couple of additions to the 25th Annual Conference and we are excited about them! First, we will be offering a **Sunday night reception** for all early arrivals. The reception is being sponsored by our Gold Sponsor, Compliance Assist! and will be held at the Courtyard by Marriott in Troy. The reception offers attendees an opportunity to network with colleagues in a relaxed atmosphere. There has also been the addition of a **pre-conference workshop** to be offered on Monday, April 4, from 9:00 a.m. – 12:00 p.m. If you are coming in early to take advantage of the reception, be sure to sign up for the pre-conference **Substantive Change Workshop** with Dr. Sarah Armstrong, SACS Director of Institutional Support. This workshop is being offered Monday morning from 9:00 a.m. – 12:00 p.m. We will also offer the Substantive Change Workshop on Tuesday, April 5.

Positively Funny, Inc. will provide entertainment for our closing session Tuesday afternoon with the business meeting and luncheon to follow. Positively Funny, Inc. is a creative and unique company of professional improvisation artists in Birmingham, Alabama, who use their talents to provide smart, engaging, and exceptional entertainment and educational programs that are always clean, always positive, and always enjoyable.

The conference registration is \$80 (includes membership through 2012 Conference) if you register before March 18, 2011. Hotel accommodations can be made at the Courtyard by Marriott or the Hampton Inn in Troy, Alabama. The room rates are \$90 per night for double rooms at the Courtyard or \$90 for single or double rooms at the Hampton.

SACS Substantive Change Workshops

Dr. Sarah Armstrong, Director of Institutional Support, will offer two Substantive Change workshops at the conference. The first opportunities attendees will have to participate in a Substantive Change workshop is on Monday, April 4, from 9:00 a.m. – 12:00 p.m. This is a pre-conference workshop. The second workshop will be Tuesday, April 5, from 8:00 a.m. – 10:45 a.m. Seating is limited for both workshops and advance registration is required.

Newcomers Workshop

If you are new to institutional research, this Monday workshop is for you. This will be a wonderful opportunity to meet other newcomers and also gain insight from a dynamic Alabama IR professional. It is recommended for members with three or fewer years experience.

Sponsored Sessions

On Monday afternoon we will offer sessions led by Platinum Sponsors Dataliant and Alliant Data Systems.

Monday Night Special Event

We are also pleased to announce that this year's Monday Night Special Event will be hosted by Troy University at the Trojan Towers and is **FREE** for conference participants. The ART of Institutional Research reaches all areas of the globe and this year's Special Event showcases the "international flavor" of IR. By featuring Troy's International students, a dance troupe, and delicious food, the Special Event will be one you won't soon forget!

Special Interest Groups

If you would like to suggest sessions please contact Patricia Pratt at (205) 652-3547 or ppratt@uwa.edu

Concurrent Sessions

This year's conference will feature concurrent sessions on Monday and Tuesday. Please submit a session proposal. The deadline is Friday, March 11.

Business Meeting and Luncheon

Our business meeting and luncheon will be held on Tuesday at Troy University.

Volunteers

We need members to serve as facilitators for our presentations and special sessions. If you would like to serve as a facilitator please email your name, title, institution and contact information to ppratt@uwa.edu.

Conference Location

All sessions and workshops will be held at the Trojan Center on the Troy University campus in Troy, Alabama.

Hotel Accommodations

Courtyard by Marriott

Double rooms only = \$90 per night

1 (334) 566-0540

Hampton Inn

Single and double rooms = \$90 per night

1(334) 807-5900

To reserve your room, call one of the numbers above and tell them you are booking your room for the ALAIR Conference.

Conference Contact Information

Please contact Patricia Pratt at (205) 652-3547 or ppratt@uwa.edu if you have any questions concerning the 2011 ALAIR Conference.



25th Annual Conference
of the
Alabama Association for Institutional Research (ALAIR)

April 4 – 5, 2011

Troy University – Troy, Alabama

The ART of Institutional Research

Conference Preliminary Program

Sunday, April 3, 2011	5:00 – 6:30 Early Registration (Courtyard by Marriott) 6:30 – 9:00 Reception sponsored by Compliance Assist! (Courtyard by Marriott)
Monday, April 4, 2011	8:30 – 9:00 Early Registration (Trojan Center) 9:00 – 12:00 Pre-conference SACS Substantive Change Workshop 12:30 – 5:00 Registration (Trojan Center) 12:30 – 5:30 Exhibit Hall Open 1:00 – 1:20 Welcome (Troy University Representative) 1:25 – 2:25 Newcomers' Workshop (Recommended for members with three or fewer years experience.) 1:25 – 2:25 Concurrent and Sponsor Sessions 2:30 – 3:30 Concurrent and Sponsor Sessions 3:30 – 3:45 Break sponsored by Alliant Data Systems 3:45 – 4:45 Concurrent and Sponsor Sessions 4:45 – 5:30 Special Interest Groups 6:30 – 9:00 Special Event – Trojan Towers
Tuesday, April 5, 2011	Breakfast at hotel (continental or voucher) 8:00 – 8:30 Registration (Trojan Center) 8:00 – 10:45 SACS Substantive Change Workshop 8:30 – 8:45 Welcome (Representative Troy University) 8:45 – 11:00 Exhibit Hall Open 8:50 – 9:50 Concurrent Sessions 9:50 – 10:00 Break sponsored by Scantron Corporation 10:00 – 11:00 Concurrent Sessions 11:05 – 12:00 Positively Funny, Inc. (General Session) 12:10 – 1:30 Luncheon/Business Meeting/Door Prizes Dell® Mini Laptop to be given away at the end of the Business Meeting. Must be present to win.

Travel directions will be sent before the conference.

Conference program may be subject to change

ALAIR 2011 Annual Conference Registration Form

Name: _____ Preferred Name: _____

Institution: _____ Title: _____

Address: _____

Telephone: _____ Fax: _____ E-mail: _____

Please indicate the year or location of the first ALAIR Conference you attended: _____

Conference Registration Fee (Includes ALAIR membership until 2012 annual conference)

Please Check all that apply.

Amount through March 18 _____ \$80.00	Student/Emeritus through March 18 _____ \$65.00
Amount after March 18 _____ \$90.00	Student/Emeritus March 18 _____ \$75.00
Sun. Night Reception _____ FREE	Guest for Tuesday Luncheon _____ \$15.00
Mon. Night Special Event _____ FREE	Mon. Night Special Event Guest _____ \$10.00
ALAIR Membership only _____ \$25.00 (for those unable to attend the conference)	

I will be attending (mark all that apply):

- _____ Sunday Night Reception
- _____ SACS Substantive Change Pre-Conference Workshop (Monday 9:00 a.m. – 12:00 p.m.)
- _____ Newcomers' Workshop
- _____ Alliant Data Systems User Group Presentation
- _____ Monday Night Event – Trojan Towers, Troy University – FREE!!
- _____ SACS Substantive Change Workshop, Tuesday, April 5
- _____ Business Meeting/Luncheon, Tuesday, April 5 **I will need a vegetarian meal at lunch:** _____

Send Registration and Payment to ALAIR Treasurer, John McIntosh. Make checks payable to ALAIR.

John McIntosh, Associate Dean of Institutional Effectiveness,
Distance Education, and Development
Northwest-Shoals Community College
800 George Wallace Blvd.
P. O. Box 2545
Muscle Shoals, AL 35662
(256)331-5323
jmcintosh@nwscc.edu

Should you have any questions about the 2011 ALAIR Conference, please contact Conference Chair Patricia Pratt at 205-652-3817 or ppratt@uwa.edu



CALL FOR PARTICIPATION/PAPERS

25th Alabama Association for Institutional (ALAIR)

Annual Conference

April 4 – 5, 2011

Troy University

Troy, AL

“The ART of Institutional Research”

Believe it or not, IR is full of ART and creativity. We are artists that must Ask the questions, Research the issues, Tell the story. The ART of Institutional Research is not always easily recognizable even seeming elusive at times, but if we look hard enough it is there and we learn to appreciate it. The ALAIR Annual Conference offers you and your colleagues the opportunity to see and appreciate the ART of IR by sharing creative solutions, best practices, tools, and other helpful resources you use to serve your customers.

Your participation in the 25th ALAIR Annual Conference in Troy, AL is essential to ensuring the success of the Conference. **You do not have to be an ALAIR member, or even an institutional researcher to submit a proposal.** Proposals in all areas of institutional research, assessment, policy analysis, planning, and related techniques are encouraged. Your participation can take the form of a paper, a presentation, or a tools and techniques session. **Proposals do not have to be related directly to the conference theme.** Come share creative ways in which you handle the demands of the profession.

Papers and Presentations are formal sessions that present a scholarly approach or extended discussion of a technique of interest to conference participants. These sessions will be approximately 45 minutes in length (which includes the time for questions/answers).

Tools and Techniques sessions are informal presentations of reports, analyses, techniques, software demonstrations, and the like. The presenter may develop a brief (3-5 minutes) presentation, but the value of this type of session is the opportunity to discuss the topic one-on-one, or in small groups.

Proposals are due by **Friday, March 11, 2011.** Information on how to submit your proposal appears on the next page. If you have special equipment requirements, questions, or concerns, please contact Patricia Pratt by phone (205-652-3817), fax (205-652-5453), or E-mail: ppratt@uwa.edu.

ALAIR PRESENTATION/PAPER PROPOSAL INSTRUCTIONS
25th Annual Conference, April 4-5, 2011

Proposals should be submitted to Patricia Pratt via one of the following:

MAIL – Patricia Pratt

Director of Institutional Effectiveness/Assistant to the Provost
The University of West Alabama
Station 18
Livingston, AL 35470

E-MAIL – ppratt@uwa.edu

FAX – (205) 652-5453

Proposals should include a **brief** abstract and the following information:

- Title of Presentation: _____
- Type of Presentation: _____Paper _____Presentation _____Tools & Techniques
- Authors/Presenters
Names: _____
- Contact Person's Name: _____
- Contact E-mail: _____
- Contact Mailing Address:

- Contact Phone Number: _____
- Contact Fax Number: _____
- Special equipment/requirements:

Proposals are due by **Friday, March 11, 2011.**

The Joseph T. Sutton Leadership Award

I. PURPOSE

To recognize Alabamians who have demonstrated leadership and outstanding accomplishment in the field of institutional research and related fields. The award should be a meaningful recognition of those individuals who have provided exemplary service and leadership and who have actively supported and enhanced the goals of ALAIR.

II. CRITERIA

All eligible award recipients must at some time have been involved in institutional research or a related field in Alabama. Beyond that, at least one of the following criteria must be met.

- A. Service to ALAIR, SAIR, or AIR in the form of serving as an officer, committee member, or conference host; making presentations; and other forms of volunteer activity.
- B. A career in institutional research or a related field exemplifying leadership, accomplishment, and innovation.
- C. Contribution to the field of institutional research through specific accomplishments and innovative endeavors which enhance the field, institution, or community (local, state, nation).
- D. Former members of ALAIR and individuals who are not members of ALAIR will be eligible, as will former Alabamians who have been involved in institutional research in Alabama.

III. SELECTION PROCESS

- A. Annually, the Immediate Past President will chair the awards committee and develop a list of not more than three candidates for recommendation to the Executive Committee. The recommendation of the committee should be ranked. The Sutton Award should be a meaningful recognition bestowed sparingly and only to those persons who have made significant and substantial contributions to the field of Institutional Research. It is entirely possible that the Awards Committee might determine not to present the Award in a given year.
 - B. An affirmative vote by the majority of the Executive Committee members present during voting is required for approval of a Joseph T. Sutton Award.
 - C. Criteria and procedures for selecting The Joseph T. Sutton Award recipient are distributed annually to all ALAIR members.
 - D. Only one award should be presented. However, there could be co-recipients, for example, in the case of two or more people working together on a significant body of research.
 - E. The award should be presented at the ALAIR Annual Conference by the President or the Immediate Past-President (or his/her designee).
-

**ALABAMA ASSOCIATION FOR INSTITUTIONAL RESEARCH
JOSEPH T. SUTTON LEADERSHIP AWARD
NOMINATIONS FOR 2011**

Person nominated:

Institution:

Nominator's name/telephone:

Rationale:

**Return this form by March 1, 2011 to Dr. Alicia Simmons, Past-President of ALAIR, at
asimmons@jsu.edu.**

**ALABAMA ASSOCIATION FOR INSTITUTIONAL RESEARCH
NOMINATIONS FOR 2011-2012 OFFICERS**

Please nominate one or more people for each of the following offices:

VICE-PRESIDENT/PRESIDENT ELECT:

The Vice President shall: a) plan the program for the annual conference; b) assist the President in other duties as the need arises; and c) assume the duties of the President in the event that person cannot complete his/her term. The Vice-President shall succeed to the office of President at the end of the one-year term as Vice-President.

TREASURER:

The Treasurer shall: a) maintain and distribute to the officers a list of the membership of the Association; b) collect annual conference registration and membership fees; c) send reminder notices to members who do not renew annual membership; d) provide for the payment of duly authorized expenses of the Association; e) prepare informal financial statements for the Executive Committee and complete financial reports for the annual business meeting; f) invest the funds of the Association at the direction of the Executive Committee; and g) perform all said duties inherent in the position of Treasurer. The term of office shall be two years, commencing in odd numbered years.

NOMINATING COMMITTEE: (Two will be elected)

The Nominating Committee shall: a) work with the Immediate Past President; b) prepare and report to the Executive Committee a single candidate for each office position for which an election is to be held. Nominating Committee members are ineligible to be on the slate of officers to be elected at the annual business meeting the year in which they serve on the committee.

**Return this form by March 1, 2011 to Dr. Alicia Simmons, Past President of ALAIR, at
asimmons@jsu.edu.**

GUIDELINES FOR ALAIR TRAVEL GRANT APPLICATIONS FOR AIR

Introduction

The ALAIR travel grant is awarded to a member in order to promote the three major purposes of ALAIR:

- The advancement of institutional research leading to improved understanding, planning, and operation of Alabama institutions of higher education.
- The dissemination of information and interchange of ideas on problems of common interest; and
- The continued professional development of ALAIR members.

Guidelines for AIR Applications:

1. Selection shall be made by ALAIR Executive Committee based on the recommendation of the Awards Committee, chaired by the Past President, and from among applications received.
2. Recipient must be a current member of ALAIR, and current Executive Committee members are not eligible to receive a travel grant.
3. Applicant must have attended at least one ALAIR annual conference.
4. ALAIR Travel Grant Application must be completed and received by published deadline of March 1, 2011.
5. Amount of grants: AIR - \$300.
6. Applicant must provide a brief statement describing financial need for the grant.
7. Applicant must describe the ways in which conference attendance will contribute to professional development in general and to the recipient's participation in ALAIR. Payment will be issued by the ALAIR Treasurer to the recipient soon after the attendance and return from AIR.



ALAIR TRAVEL GRANT APPLICATION
for the 2011 AIR Annual Forum

Toronto, Ontario MAY 21 - 25, 2011

Name: _____
Institution: _____
Address: _____
Telephone: _____
E-Mail Address: _____

Please provide a brief statement describing your financial need for the travel grant.

Describe the ways in which this conference will contribute to your professional development, in general, and to your participation in ALAIR.

Return this form by March 1, 2011 to Dr. Alicia Simmons, ALAIR Past President at asimmons@jsu.edu.





**Trojan Arena
Troy University**

**2011 ALAIR Conference
April 4th and 5th
Troy University**

2011 AIR Forum: Toronto, Canada

**2011 Toronto, Ontario
May 21, 2011 – May 25, 2011**

Sheraton Centre Toronto Hotel
123 Queen Street West
Toronto, ON M5H 3M9

