

February 2012
www.alair.org

ALAIR

Alabama Association for Institutional Research

**ALAIR Executive Committee:
2011-2012**

President/Vice President:
John McIntosh

Secretary:
Karen Hamby

Treasurer:
Kristi Barnett

Acting Past President:
Alicia Simmons

Member-at-Large:
Angel Jowers

Nominating Committee:
Emily Brewer
Jon Acker

26th Annual Conference of the Alabama Association for Institutional Research (ALAIR)

Institutional Research: Gaining Insight and Promoting Improvement



HOSTED BY

Faulkner State Community College

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Keynote Speaker

Dr. Randy Swing

Executive Director

Association for Institutional Research



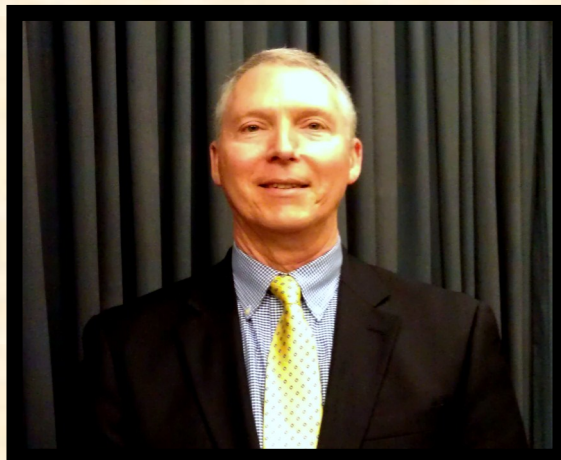
More details on pages 3-6

Message from the President

As the tradition has been for twelve years now, my son and I went to see a movie on Christmas Eve. It began when he was nine years old. On that particularly busy, hectic Christmas Eve his Mom (my wife) “suggested” that I get him out of the house. Upon receiving this “suggestion,” I assessed the situation. My analysis of Mom’s tone and body language led me to conclude this state of affairs between she and our son was apparently serious. Based on previous analysis of my son, I also concluded that if I simply put him outside the door, in a short period of time he would bounce right back through the door. This, of course, would be an unacceptable outcome to Mom. Using the insight I had gained from all this assessment data, I developed my action plan to improve the situation. It became necessary, in my mind, to accompany him to a location far away from the house with an activity that would perhaps capture his attention. So the tradition of going to a movie with my son on Christmas Eve began. Even today, he and I think it works pretty well. We get to be together, occasionally see a good movie, and oh, how we enjoy movie theater popcorn. He and I are happy. Mom gets to do her final Christmas preparations unhindered and uninterrupted. Mom is really happy. In a nutshell – program improvement in the McIntosh household.

Speaking of tradition, April is a short time away and the annual ALAIR conference will convene once again. It will be a time to meet, greet, and learn from our colleagues. This year’s theme is *Institutional Research: Gaining Insight and Promoting Improvement*. As institutional researchers, much of our work involves gathering and analyzing data, helping the decision makers understand that data, and providing as much insightful information as we can to help our institutions continue to improve for all our constituents. The conference will be returning to beautiful Fairhope, Alabama. Many positive comments were received from the last time the conference was held there. Faulkner State Community College is the host institution, and Linda Caldwell has worked diligently to organize a delightful experience with facilities, food, entertainment, and the special event for all who will attend. Please tell her thanks when you get the opportunity.

I have been told that in recent years some other states have not had the ability to hold annual conferences, so ALAIR members are to be commended for their commitment to the organization. Our strength is our members,



and of course, we all want ALAIR to continue to be strong even in the challenging times we are currently experiencing. So as the time for the conference approaches, please indulge me a few exhortations:

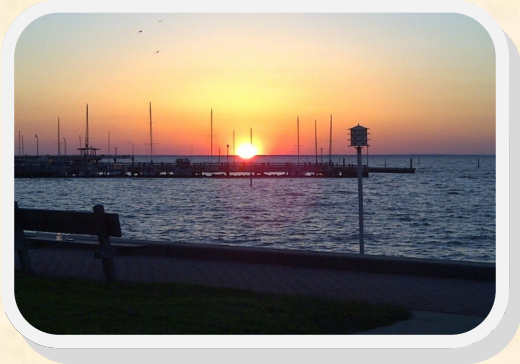
- I hope that you will encourage everyone in your office, and perhaps those you know from other institutions involved with IR and IE, to join ALAIR and attend the meeting.
- Consider sharing your work by submitting a session proposal. Relevant, high quality presentations are the substance of our conference.
- Consider nominating an individual for the Joseph T. Sutton Leadership Award. Criteria are provided in this newsletter, so please nominate a deserving individual.
- Soon, the Nominating Committee will be accepting nominations for ALAIR officers. I hope that, if nominated, you will seriously consider service in this leadership area of ALAIR.
- It would be great if host locations for the annual conference for at least the next two years – 2013 and 2014 – could be scheduled now. Please think about hosting the annual conference at your college/university. This will be so helpful for the incoming vice president and those involved with the conference planning if the location has already been decided. Included in this newsletter is a proposal form which you can complete and submit.

I look forward to seeing you all in April at the annual conference in Fairhope.

26th Annual ALAIR Conference

April 12 - 13, 2012

Faulkner State Community College



Fairhope pier at sunset



John L. Borom Center

ALAIR Conference

Hampton Inn Fairhope-Mobile Bay Hotel Information

Reservation booking information to reserve a room at the special discounted group rate:

- 1) Contact the hotel directly at (251) 928-0956 and ask for the ALAIR group rate**
- 2) Online at [Fairhope Hampton Inn](#) and utilize the group code AIR**

Hampton Inn Fairhope-Mobile Bay
23 North Section Street
Fairhope, Alabama 36532
1-251-928-0956
Fax: 1-251-928-0957

[Website](#)

[Hotel Information Sheet](#)



ALAIR 2012 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 2013 annual conference)

Please Check all that apply.

Amount through March 23 _____ \$80.00 Student/Emeritus through March 23 _____ \$65.00

Amount after March 23 _____ \$90.00 Student/Emeritus after March 23 _____ \$75.00

Guest for Friday Luncheon _____ \$20.00

*Thursday Night Special Event _____ \$30.00 * Thursday Night Special Event Guest _____ \$30.00

ALAIR Membership only _____ \$25.00 (for those unable to attend the conference)

**Cruise is limited to the first 49 people to send in their \$30 fee.*

I will be attending (mark all that apply):

- _____ Newcomers' Workshop
- _____ Thursday Night Event – Sunset Cruise on the Schooner Joshua (\$30.00)
- _____ Business Meeting/Luncheon, Friday, April 13th I will need a vegetarian meal at lunch: _____

Send Registration and Payment to ALAIR Treasurer, Kristi Barnett. Make checks payable to ALAIR.

Kristi Barnett
Director of Grants, Planning, Research, and Institutional Effectiveness
Bevill State Community College
1411 Indiana Avenue
Jasper, AL 35501
(205) 387-0511
kbarnett@bscc.edu

Should you have any questions about the 2012 ALAIR Conference, please contact Conference Chair John McIntosh at 256-331-5323 or jmcintosh@nwscc.edu

Come sail with your friends and colleagues on beautiful Mobile Bay and enjoy a sunset cruise on a tall ship - the *Schooner Joshua*. This is the annual ALAIR evening event planned for this year. For only \$30 per person, enjoy a relaxing two hours under sail with cool evening breezes and the sights and sounds of one of the South's most beautiful bays as the sun slowly sinks to the west. Yes, experience Mobile Bay where mullet jump to meet the pelican and baby shrimp mosey on down from the delta and sashay into the bay and out into the gulf. If you are lucky you might see an osprey or perhaps a bald eagle.

Reservations for the sail are limited to the first 49 people to send in their \$30 fee. ALAIR will provide light finger foods, sodas/water. (Glass drinking containers or mugs are not allowed but plastic cups/cans are fine.) Please contact Linda Caldwell at linda.caldwell@faulknerstate.edu with questions.

The sail is set for 5:30 p.m. Thursday, April 12. The *Joshua* sails from the Grand Hotel's Marina. Maps will be provided (very simple from FSCCs' Fairhope campus).



Schooner Joshua

The *Schooner Joshua* is a classic 72' wooden schooner under the command of Captain Carol Bramblett. In 2003 *Joshua* was honored by the City of Mobile as the city's official tall ship. During Mobile's tri-centennial celebrations in 2002, *Joshua* proudly held the second position in the Tall Ships Parade, immediately after the Coast Guard's *Eagle*. In 2009, *Joshua* was designated the official Tall Ship of the State of Alabama. *Joshua* is Coast Guard licensed to carry as many as 49 passengers and operates from Marriott's Grand Hotel.

For more information:

<http://www.schoonerjoshua.com/>

CALL FOR PARTICIPATION/PAPERS

Alabama Association for Institutional Research (ALAIR)

Annual Conference

April 12-13, 2012

Institutional Research: Gaining Insight and Promoting Improvement

On April 12 - 13, 2012, the Alabama Association for Institutional Research (ALAIR) will hold its annual conference in Fairhope, Alabama. Notice that the conference is on Thursday and Friday this year.

Your participation in the ALAIR Annual Conference is essential to ensure 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, presentation, or a tools and techniques session. Proposals do not have to be related directly to the conference theme.

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 sessions is the opportunity to discuss the topic one-on-one, or in small groups.

Proposals are due by **March 7, 2012.**

ALAIR PRESENTATION/PAPER PROPOSAL INSTRUCTIONS

ANNUAL CONFERENCE APRIL 12-13, 2012

Proposals should be submitted to John McIntosh via one of the following methods:

MAIL - John McIntosh, Associate Dean of Institutional Effectiveness, 800 George Wallace Blvd., P.O. Box 2545, Muscle Shoals, AL 35662

E-MAIL - jmcintosh@nwsc.edu

FAX - (256) 331-5347

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: _____

List special equipment/requirements: _____

Annual ALAIR Conference

Keynote Speaker

Randy L. Swing assumed the role of Executive Director of the Association for Institutional Research (AIR) in December 2007.

Over 4,000 members from more than 1,000 universities, colleges and higher education agencies and associations benefit from AIR's meetings, on line training, publications, grants and other services. AIR members provide data for compliance reporting, strategic planning and accountability that inform decisions at campuses, state and national levels. AIR's international affiliates expand the research around the world.

Prior to joining the AIR staff, Randy served as Co-Director and Senior Scholar for the Policy Center on the First Year of College located in Brevard, North Carolina. Funded by major grants from The Pew Charitable Trusts, Atlantic Philanthropies, and Lumina Foundation for Education; the Center focused on assisting colleges and universities, both 2-year and 4-year, in improving the learning and success of new college students.

Until 1999, Randy worked for twenty years at Appalachian State University in an array of academic affairs positions from directing an Upward Bound project, leading academic advising, coordinating freshman seminars, to his final appointment in the Office of Institutional Research as the founding director of a campus-wide assessment initiative. His work contributed to Appalachian being named *Time* magazine's 2001 College of the Year for outstanding services to first-year students.

Randy has presented over 250 workshops, conference sessions, and keynote addresses at national and international conferences on the first-year, institutional research, and higher education assessment. He edited two monographs on assessment, *Proving and Improving: Strategies for Assessing the First College Year* (I & II). Along with Policy Center colleagues, he is co-author of the 2005 Jossey-Bass book, *Achieving and Sustaining Institutional Excellence for the First Year of College* and has contributed chapters to other books and monographs. His research on first-year seminars has been widely disseminated. He reviews manuscripts for the *Journal of General Education*, *Journal on Excellence in College Teaching*, *Innovative Higher Education*, *Learning Communities Journal*, and the *Journal of Assessment and Institutional Effectiveness*.

Additional appointments have included serving as a fellow at the National Resource Center on The First-Year Experience and Students in Transition at the University of

South Carolina, an honorary appointment as Visiting Associate Professor at Kansai University of International Studies in Japan, and as an international advisor to the Quality Assurance Agency of Scotland.

Randy also sits on advisory boards and commissions for the Collegiate Employment Research Institute, the National Institute of Learning Outcomes Assessment, the Southern Education Foundation, and the Validation Study Committee of the United Negro College Fund.

He holds a Ph.D. in higher education from the University of Georgia where he studied under AIR members, Drs. Libby Morris, Cameron Fincher, Larry Jones, and James Hearn. He holds MA and Ed.S degrees from Appalachian State University, and a B.A. in Psychology from the University of North Carolina – Charlotte. Dr. Swing began postsecondary education as a first-generation college student at Davidson County Community College in Lexington, NC.



Dr. Randy Swing
Executive Director
Association for Institutional Research

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).
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**ALABAMA ASSOCIATION FOR INSTITUTIONAL RESEARCH
JOSEPH T. SUTTON LEADERSHIP AWARD
NOMINATIONS FOR 2012**

Person nominated:

Institution:

Nominator's name/telephone:

Rationale:

Return this form by March 1, 2012 to Dr. Alicia Simmons, Past-President of ALAIR, at asimons@jsu.edu.

**ALABAMA ASSOCIATION FOR INSTITUTIONAL RESEARCH
NOMINATIONS FOR 2012-2013 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.

SECRETARY:

The Secretary shall: a) keep the minutes of the annual business meeting and other meetings of the membership or of the Executive Committee; b) publish and distribute the newsletter of the Association; c) publish and distribute an annual information directory for the Association; d) attend to the correspondence of the Association, including printing and distributing notices about the annual conference; e) print and be responsible for incorporating into a master electronic format, any proposed bylaws or amendment(s) initiated in accordance with Section 1 of Article I, and submit them to the members for consideration at the annual business meeting; and f) perform all said duties inherent in the position of Secretary. The term of office shall be two years, commencing in even 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, 2012 to Dr. Alicia Simmons, Past President of ALAIR, at asimons@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, 2012.
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 2012 AIR Annual Forum
New Orleans, Louisiana June 2-6, 2012

Name: _____

Institution: _____

Address: _____

Telephone: _____

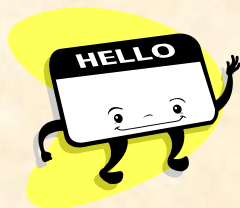
E-Mail Address: _____

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, 2012 to Dr. Alicia Simmons, ALAIR Past President at asimmons@jsu.edu.





Proposal to Host ALAIR Annual Conference

Proposal year: ☐ 2013 ☐ 2014 ☐ 2015

Institution: _____

Local Host: _____

Date of Conference: _____

Site of Conference: _____

List and description of facilities, activities and estimates of cost:

Total Budgeted Amount for Food: _____

This will be determined by the Executive Committee. Contact Kristi Barnett

at kbarnett@bscc.edu

Attach sample menus/estimates of costs

Printing/Postage/Miscellaneous/Entertainment costs: _____

Costs for rooms and/or equipment: _____

Lodging: _____

Location: _____

Description: _____

Cost: _____

Conference Theme Suggestions:

ALAIR News

Hiring new staff?

Making changes to your
department?

Conducting new research?

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

Join the LISTSERV

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.

**DON'T FORGET
TO CHECK OUT OUR WEBSITE!**

Alair

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2012 SAIR

**Disney's Grand Floridian
Resort and Spa
Orlando, Florida
September 22 - 26, 2012**

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



AIR 2012



**Association for Institutional Research
Annual Forum
New Orleans, Louisiana
June 2-6, 2012**

Hotel Information

**Sheraton New Orleans Hotel
500 Canal Street
New Orleans, LA 70130
(504) 525-2500**

To Make Your Reservation:

Call (800) 325-3535 (reference "Association for Institutional Research" for discounted rate)



ASSOCIATION FOR INSTITUTIONAL RESEARCH

ANNUAL FORUM

NEW ORLEANS, LOUISIANA • JUNE 2-6, 2012