

# Southern Association for Institutional Research

October 22-25, 2005



The Francis Marion Hotel  
Charleston, South Carolina

*Engaging Challenges as the Paradigms Shift*



South Carolina again plays host to the annual meeting of the Southern Association for Institutional Research. Our conference convenes on October 22, 2005, in the historic district of Charleston at the Francis Marion Hotel. Thanks to the expertise of our members, SAIR 2005 promises to continue the conference's tradition of excellence as we have amassed a potpourri of engaging pre-conference workshops, plenary sessions, concurrent sessions, and special events. My colleagues from the South Carolina Association for Institutional Research have assumed several leadership roles related to this conference such as coordinating local arrangements with the incomparable guidance of Lisa Pace and Pam King of The Citadel and Chris Mee of Coastal Carolina University.

Accreditation, Assessment, Community College, Institutional Research, Planning, and Technology are the tracks for SAIR 2005. The conference theme, "**Engaging Challenges as the Paradigms Shift,**" reflects the flexibility and adaptability that defines our profession. Whether participating in a workshop or exchanging ideas with colleagues during luncheon roundtables, expect to leave the conference on October 25, 2005, with new tools and techniques for adjusting to the fluidity of higher education.

Insightful pre-conference workshops take place on Saturday and Sunday, October 22-23. Workshops will provide hands-on training related to SAS, institutional effectiveness, Access, program assessment and continuous improvement, IPEDS, and serving as an institutional effectiveness evaluator for the Commission on Colleges.

Ride in a carriage as part of the Special Event on Monday, October 24, followed by dinner and dessert at the legendary Boathouse Restaurant. After dinner transportation to the Francis Marion Hotel via motor coach is included in the cost of the special event.

**2005** is the year to attend the annual SAIR conference in Charleston, South Carolina. We look forward to seeing you in Charleston, South Carolina.

Jim Eck  
SAIR 2005 Program Chair

## SAIR 2005 Registration

Visit the conference website at

<http://www.rollins.edu/provost/SAIR/Charleston/charleston.htm>  
for other information and online registration.

### CONFERENCE SCHEDULE

#### Saturday, October 22

7:30am - 5:00pm	Registration
8:00am - 11:45am	Workshops
8:30am - 12:00pm	SAIR Board Meeting
1:00pm - 5:00pm	Workshops
1:00pm - 5:00pm	Southern University Group (SUG)
6:00pm - 7:00pm	Reception for early arrivals (President Griffith's suite)
7:00pm - 9:00pm	Dinner out for early arrivals

#### Sunday, October 23

7:30am - 5:00pm	Registration
8:00am - 11:45am	Workshops
8:30am - 12:00pm	Southern University Group (SUG)
1:00pm - 5:00pm	Workshops
4:00pm - 4:45pm	Presenters & Facilitators' Meeting
4:00pm - 4:45pm	Vendors Meeting
5:00pm - 5:45pm	Newcomers' Reception
6:00pm - 7:30pm	Opening Session
7:30pm - 9:30pm	Opening Reception

#### Monday, October 24

7:30am - 5:00pm	Registration
7:30am - 8:15am	Continental Breakfast
7:30am - 8:15am	Dinosaurs' (Past Presidents) Breakfast
7:30am - 8:15am	Affiliated & Special Interest Groups
8:30am - 9:30am	Conference General Session
9:45am - 10:30am	Concurrent Sessions
10:30am - 11:00am	Vendor-Sponsored Refreshment Break
11:15am - 12:00pm	Concurrent Sessions
12:00pm - 1:00pm	Lunchtime Roundtables
1:15pm - 2:00pm	Concurrent Sessions
2:15pm - 3:00pm	Concurrent Sessions
3:00pm - 3:30pm	Refreshment Break
3:30pm - 4:15pm	Concurrent Sessions
4:30pm - 5:15pm	Concurrent Sessions
5:30pm - 6:15pm	Special Interest Groups
6:30pm - 9:00pm	Special Event

#### Tuesday, October 25

7:30am - 9:00am	Awards Breakfast & SAIR Annual Business Meeting
9:15am - 10:00am	Concurrent Sessions
10:15am - 11:00am	Concurrent Sessions
12:00pm - 3:00pm	SAIR Board Meeting

## ACCOMMODATIONS

Nestled in the center of Charleston's historic district, the **Francis Marion Hotel** will serve as the headquarters for our 2005 annual conference. The hotel recently completed a \$12 million restoration and combines the grandeur of the early 20<sup>th</sup> century with the amenities of the 21<sup>st</sup> century. The hotel houses the Swamp Fox Restaurant and Bar where you can enjoy cocktails and jazz piano music. The hotel also provides a variety of spa packages at Spa Adagio and gourmet coffee from Port City Java. The Francis Marion includes nearly 21,000 square feet of meeting and banquet space, including the 4,500 square foot elegant Carolina Ballroom overlooking Marion square. The Francis Marion Hotel is within walking distance of several popular Charleston attractions including shopping, restaurants, and our pre-conference workshops at the College of Charleston.

**Hotel reservations** for the Francis Marion can be made by calling 1-877-756-2121. The discounted room rate is \$139 per night. When you call to make reservations, please inform the receptionist that you are attending the **SAIR** conference to receive the discounted rate. The website for the hotel is <http://www.francismarioncharleston.com/>

Overflow hotels include the **Embassy Suites-Historic District** and the **Hampton Inn-Historic District**. To make a reservation at Embassy Suites at the discounted rate of \$189 per night, please call 1-888-448-7829 and indicate "SIR" as the group/convention code. To make reservations at the Hampton Inn at the discounted rate of \$136 per night, please call 1-888-448-7829 and indicate "SAI" as the group/convention code. **Please make reservations early and feel free to share rooms when feasible because space is limited.**

## ITEMS OF INTEREST

**Travel grants** to the annual conference are awarded by SAIR to promote professional development among institutional research professionals. **Ten** awards are available to both active members and newcomers (i.e., individuals who will become new members of SAIR at this annual conference). Applications from individuals who have not received a travel grant from SAIR within the past two years will receive priority. Grants are awarded in the amount of **\$300, plus waiver of conference registration fee**. To apply for a travel grant, send the following information electronically to Cathy Tanner ([ctanner@bishop.edu](mailto:ctanner@bishop.edu)), by August 1, 2005:

1. Your name and institution/organization of employment
2. A brief resume/curriculum vitae
3. A statement of how the grant will contribute to your professional development, particularly with regard to future activity in SAIR

4. A statement describing your financial need and information about any financial support available from your institution and/or other possible sources

**Early Arrivals and Newcomers** will have the opportunity to join in a reasonably priced dinner at a local restaurant, 39 Rue de Jean, Saturday night at 7:00 p.m. The restaurant is within walking distance of the hotels. The dinner will be preceded by a complimentary reception from 6:00-7:00 p.m., hosted by SCAIR in President Ross Griffith's suite. Please contact Cathy Tanner ([ctanner@bishop.edu](mailto:ctanner@bishop.edu)) if you are planning to attend the reception and join us for dinner on Saturday, October 22.

**One free Delta roundtrip ticket** will be raffled for all of those registering by August 15, 2005, and the winner will be notified by August 19. The ticket is valid through December 1, 2005. SAIR board members, conference committee members, and travel grant winners will be ineligible for the raffle.

## TRAVEL

### Driving

For detailed driving instructions from your location, visit

<http://www.francismarioncharleston.com/directions.html>

The Francis Marion Hotel is located at 387 King Street, Charleston, South Carolina 29403.

### Flying

Airlines serving the Charleston International Airport (CHS) include Continental Airlines, Delta Airlines, Independence Air, Northwest Airlines, US Airways, and United Express. **Please make flight reservations early to ensure the lowest available fares.** For further airport information, please visit <http://www.chs-airport.com/>

## AIRPORT TRANSPORTATION

Transportation from the Charleston International Airport to the conference hotels is provided via taxi. The airport is 12 miles from the Francis Marion Hotel and the fare is approximately \$20 one way. For further information about transportation please visit <http://www.chs-airport.com/taxi.htm>

## DRESS

Dress is business casual but wear what makes you feel comfortable. October temperatures range from 62-75 degrees F, with an average of 69, but meeting rooms may be cooler. Charleston also averages around 3 inches of rain during October. Please remember to bring **walking shoes** and an **umbrella** with you.

## Rental Car Information

Avis is the official Rent A Car for the SAIR 2005. Avis has assigned a specific discount number for our meeting. The Avis Worldwide Discount (AWD) Number is J660076. Please use this AWD number when calling Avis directly at 1-800-331-1600 to receive the best car rental rates available. The discount is available from October 15 - November 1, 2005. If you have any questions, please contact Penny Wilkinson at 1-800-525-7537 ext 1969 or by email at penny.wilkinson@cendant.com.

## ATTENTION: NEW INSTITUTIONAL RESEARCHERS

Through the Association for Institutional Research (AIR), SAIR has been awarded a 2005 *Building Institutional Research Capacity (BIRC) Grant*. This grant will fund a SAIR Workshop that is aimed at new institutional researchers. The workshop, an expanded version of the free *IR Basics* workshop in the past, will be presented during the afternoon of Saturday, October 22, 2005, and continued during the morning of Sunday, October 23, in computer lab ECTR 109 at the College of Charleston.

In addition to implementing practical and successful IR strategies and receiving a manual with valuable IR resources, each of the **30 participants in this free workshop will receive a stipend of \$50** in support of their attendance at the 2005 SAIR Conference in Charleston, South Carolina. Eligible participants are institutional researchers with about one year of experience in the field. Registration for the workshop is first come, first serve until 30 eligible participants have registered.

### Key Responsibilities and Strategies for the Practice of Institutional Research: A Newcomer's Workshop

<b>Date and time:</b>	Saturday, October 22, 1:00pm - 5:00pm and Sunday, October 23, 8:00am - 11:45am
<b>Primary Presenter:</b>	Karen Webber Bauer, The University of Georgia
<b>Additional Presenter:</b>	Larry Jones (Retired), The University of Georgia
<b>Location:</b>	College of Charleston, ECTR 109

This workshop is designed for practitioners who are new to the field of institutional research. With a combination of facilitated lecture/discussion and hands-on exercises at desktop computers, the workshop will address such key IR components as identifying data sources, developing factbooks and peer comparisons, conducting survey research for assessment and evaluation, and completing an effective report or presentation in a timely manner.

The main focus of the workshop is to present general concepts and practical strategies for implementing or developing effective institutional research at colleges and universities, regardless of size or type. Concepts to be introduced include the following: basic institutional research skills such as verbal and written communications, basic statistics, and data collection; development of planning strategies and teamwork skills; identification of appropriate computer applications; and report writing and presentation.

### Pre-conference Workshops

Pre-conference workshops have limited seating and many will be “sold out.” Register as soon as possible to ensure a place in the workshops of your choice. All workshops using computers will be held at the College of Charleston. Workshop participants will walk to the College of Charleston and there are many options for purchasing lunch close by.

## SAIR 2005 Conference Workshops

### Workshop 1: Paradigm Shifts in Institutional Research or “Who Moved My Cheese?”

Time: Saturday, October 22, 8:30am - 11:30am  
Location: Francis Marion Hotel, Pinckney  
Presenter: Daina Henry, College of William and Mary

Spencer Johnson’s bestseller book *Who Moved My Cheese?* is a story about paradigm shifts. Three rats in a maze are successful at managing change – one rat is not. This workshop integrates Johnson’s thoughts on change and paradigm shifts with the IR work we do and the lives we lead. IR professionals are constantly forced into change, whether it is in a new administration, new technology, new roles or changed priorities. This workshop will offer the thoughts from Johnson, Covey’s 7 Habits and others in an interactive format to discuss the nature of change and effective habits to manage it.

### Workshop 2: A System that Really Works: The Integration of Planning, Program and Service Review, Assessment, and Budgeting

Time: Saturday, October 22, 8:30am - 11:30am and continued 1:00pm - 4:00pm  
Location: Francis Marion Hotel, Calhoun  
Presenter: Patricia Abell, Guilford Technical Community College

This workshop will focus on integration of planning, program and service review, assessment, and budgeting using a model proven effective at Guilford Technical Community College for the past eight years. Mission statements, strategic initiatives, student learning outcomes, environmental scanning, program and service reviews, and assessment guide the development of annual objectives and action plans. Those objectives are then prioritized for inclusion in budget development. Participants will be able to assess their own planning process as the workshop progresses through in-box exercises featuring large- and small-group interaction and discussion.

### Workshop 3: Online Institutional Effectiveness: Supporting Faculty and Staff

Time: Saturday, October 22, 8:30am - 11:30am  
Location: College of Charleston, ECTR 203  
Presenter: Ginger Pedersen, Palm Beach Community College

Palm Beach Community College has completed a user-friendly, online institutional effectiveness process that allows for quick access to electronic data and utilization of the results of assessment and data gathering in a prompt and efficient way. The online IE process supports faculty and administration in making educational decisions. The process has moved the faculty through the stages of developing objectives and student outcomes in support of the expanded mission of the College, including the objectives and strategies. Samples of student outcomes, data sources and means of assessment are provided.

### Workshop 4: Statistics for Institutional Research Using SAS Enterprise Guide

Time: Saturday, October 22, 8:30am - 11:30am  
Location: College of Charleston, ECTR 108  
Presenter: Jim Ford, SAS Institute Inc.

Enterprise Guide is a point-and-click interface to the power of SAS software. This workshop will introduce you to the software and how it might be used to explore and analyze data. It will also address how to use the output to write reports and presentations regarding your findings.

### Workshop 5: Microsoft Access for Beginners - The Fundamentals of Relational Databases

Time: Saturday, October 22, 8:30am - 11:30am  
Location: College of Charleston, ECTR 109  
Presenters: Joachim Knop, George Washington University; Kim Dam, George Washington University

This workshop is designed for those with little or no prior experience with Microsoft Access. Participants will import raw data files into tables and create composite keys to relate data tables to each other. Queries will be used to address data problems typical to institutional research. The workshop also shows how to extract selective data from Microsoft Access into Microsoft Excel. Participants who wish to use Access for storing and querying large data files extracted from their student information system would benefit the most from this workshop.

### **Workshop 6: Beginners' IPEDS Workshop**

Time: Saturday, October 22, 8:00am - 11:45am  
Location: College of Charleston, ECTR 110  
Presenters: William R. Fendley, Jr., The University of Alabama; Darline Morris, Texas State Technical College; Tammie Richey, Jefferson State Community College

This workshop will be an introduction to NCES/IPEDS data and the tools developed to access the data through the Peer Analysis System (PAS), the Dataset Cutting Tool (DCT), the Executive Peer Tool (ExPT), and the College Opportunities Online (COOL). The latest changes introduced by NCES/IPEDS will also be covered and participants will have the opportunity to practice hands-on exercises.

### **Workshop 7: Designing a Program Assessment System for Continuous Improvement**

Time: Saturday, October 22, 1:00pm - 4:00pm  
Location: Francis Marion Hotel, Pinckney  
Presenters: Julia Pet-Armacost, University of Central Florida; Robert L. Armacost, University of Central Florida

This workshop describes how to develop and implement a successful program assessment system. Specific topics include the following: the role of assessment in continuous improvement, key characteristics of program assessment success, essential components of an assessment process, organizational structures and support, the role of quality assurance in managing the process, and web technologies to facilitate program assessment. Participants will have an opportunity to conduct self-assessments of their institutions' processes.

### **Workshop 8: Data Mining for Institutional Research Using SAS Enterprise Miner**

Time: Saturday, October 22, 1:00pm - 4:00pm  
Location: College of Charleston, ECTR 108  
Presenter: Jim Ford, SAS Institute, Inc.

Data mining has been used by universities in a number of areas, including but not limited to enrollment management, retention and graduation analysis, and donation prediction. This workshop will give you an overview of the data mining process as well as introduce the capabilities of SAS Enterprise Miner.

### **Workshop 9: Key Responsibilities and Strategies for the Practice of Institutional Research:**

#### **A Newcomer's Workshop**

Time: Saturday, October 22, 1:00pm - 5:00pm and continued Sunday, October 23, 8:00am - 11:45am  
Location: College of Charleston, ECTR 109  
Presenters: Karen Webber Bauer, The University of Georgia; Larry Jones (Retired), The University of Georgia

*(See page 4 for full details)*

### **Workshop 10: Intermediate/Advanced IPEDS Workshop**

Time: Saturday, October 22, 1:30pm - 5:00pm  
Location: College of Charleston, ECTR 110  
Presenters: William R. Fendley, Jr., The University of Alabama; Darline Morris, Texas State Technical College; Tammie Richey, Jefferson State Community College

This workshop will discuss the latest changes and improvements to the various NCES/IPEDS tools, and more advanced materials will be introduced. Participants will have the opportunity to practice hands-on exercises. In addition, there will be a full demonstration of the Dataset Cutting Tool that allows users to customize data files and download entire IPEDS data tables.

### **Workshop 11: Intermediate/Advanced MS Access for Institutional Researchers**

Time: Saturday, October 22, 1:00pm - 4:00pm and continued Sunday, October 23, 8:30am - 11:30am  
Location: College of Charleston, ECTR 203  
Presenter: Meihua Zhai, George Mason University

Intended for IR professionals with ample knowledge and strong interest in bringing their MS Access skills and knowledge to a new level, this workshop is designed to introduce MS Access beyond its role as data storage and querying engine. Participants will learn how to build text and data manipulation functions in VBA (Visual Basic Application) and practice using advanced SQL (Structured Query Language). Participants will also have a chance to learn how to create Access pages for online data collection and information distribution purposes.

### **Workshop 12: Planning and Evaluation: Creating a Framework for Quality and Viability**

Time: Sunday, October 23, 8:30am - 11:30am  
Location: Francis Marion Hotel, Calhoun  
Presenter: Mary C. Jones, Jefferson Community and Technical College

Confronted with increasing demands for accountability and faced with continual demographic, technological, cultural, informational, business, and financial forces, many community colleges rely on some form of planning and evaluation process to demonstrate quality outcomes. Maintaining financial viability within this context is a struggle for most institutions. The development of a planning and evaluation framework linking critical college-wide processes, including planning, budgeting, quality improvement, and operational/program review, is the focus of this presentation.

### **Workshop 13: Evaluating Institutional Effectiveness and the Quality Enhancement Plan: Training for Evaluators**

Time: Sunday, October 23, 8:00am - 11:45am  
Location: Francis Marion Hotel, Pinckney  
Presenter: Ann Chard, Commission on Colleges

The first part of this workshop is a discussion on evaluating institutional effectiveness and the Quality Enhancement Plan from the institutional perspective. The second part of the workshop will provide official training for evaluators serving on visiting committees, particularly the Off-Site and On-Site Committees involved in the reaffirmation process.

### **Workshop 14: IPEDS Made Easy: Using AGB's Benchmarking Service to Support Your Institutional Research Needs**

Time: Sunday, October 23, 8:30am - 11:30am  
Location: College of Charleston, ECTR 108  
Presenters: Merrill Schwartz, Association of Governing Board; Chris Mee, Coastal Carolina University; Mary Gunn, Coastal Carolina University

The increasing level of competition in the higher education marketplace demands accurate and timely data to support decision making. This session will use presentation, discussion, and interactive exercises to explore best practices and characteristics of good comparative data, including creating comparison groups and identifying key performance indicators. Using a new online tool, the AGB Benchmarking Service, participants will get hands-on experience generating comparison groups and custom reports,

using a database with more than five years of IPEDS data for U.S. institutions and data from other sources.

### **Workshop 15: SQL for IR staff: A Crash Course for Novices Using SAS PROC SQL**

Time: Sunday, October 23, 8:30am - 11:30am  
Location: College of Charleston, ECTR 110  
Presenters: Evan Davies, College of William and Mary; Dennis Catley, Virginia Tech

Institutional researchers are increasingly using SQL applications within software packages to access data from relational databases. Training in SQL techniques is generally non-existent or less than compelling. Many opportunities use grocery store examples, do not focus on selection procedures, or are too simplistic for research data. Drag-and-drop SQL generators may not offer the flexibility necessary to select desired data without modifying the query. This workshop will give the novice SQL user the "concept-bridging" information necessary to begin understanding and writing SQL queries to select appropriate data from institutional databases.

### **Workshop 16: Moving to Online End-of-Course Surveys: The Collaborative Process and Tiered Survey Product Used by a Dozen Universities**

Time: Sunday, October 23, 1:00pm - 4:00pm  
Location: Francis Marion Hotel, Pinckney  
Presenters: Katharine Mason, TLT Group; Robin Zuniga, TLT Group

Twelve colleges around the country have engaged in a FIPSE funded project with the goal of improving teaching and learning through assessment. Our process is to create a culture of reflective practice that leads to using course evaluations in a formative manner. Our product is a new online tiered survey tool. The faculty, department, college and university can all have a layer of questions on the student feedback form, but only the faculty gets the results from their layer. Our audience will participate in the conceptual mapping exercise that is the basis for focusing the campus discussion on questions to be included in end-of-course surveys.

### **Workshop 17: Navigating Through a SACS Accreditation Review: A Model for Crafting Successful Compliance Certification and QEP Reports**

Time: Sunday, October 23, 1:00pm - 4:00pm  
Location: Francis Marion Hotel, Calhoun  
Presenter: Thomas Cleary, Manatee Community College

This workshop will provide a model that was used to

guide one college through a very successful SACS accreditation review. A special focus will be on those areas of the compliance certification and QEP most often cited by on- and off-site SACS review teams. Both the process and product of re-accreditation will be discussed. A list of best practices and tips for developing fully compliant reports will be offered. The final portion of the workshop will be dedicated to sharing 30 specific strategies that will ensure the acceptability and usefulness of any QEP.

### **Workshop 18: Enhancing your SAS Programming Skills with PROC REPORT and the Output Delivery System**

Time: Sunday, October 23, 1:00pm - 4:00pm  
Location: College of Charleston, ECTR 108  
Presenters: Kathleen Morley, Baylor University;  
Jana Marak, Baylor University

This workshop will provide hands-on instruction and practice using PROC REPORT and the Output Delivery System (ODS) from SAS. PROC REPORT combines features of the print, tabulate, and means procedures into one report-writing tool. This procedure allows the user to have control over certain aspects of formatting such as column widths and break lines. ODS will be used to produce high-quality output in a variety of formats – rich text format, html, and pdf. ODS also enables the programmer to control the format of the output such as column widths, colors, and fonts. The resulting output can be more visually pleasing and useful than the traditional output. Participants should have experience in using the SAS libname, data step, and other basic SAS functions.

### **Workshop 19: Assessment Matters: Tools and Techniques for Success**

Time: Sunday, October 23, 1:00pm - 4:00pm  
Location: College of Charleston, ECTR 109  
Presenter: Randy L. Swing, Policy Center on the First Year of College

This workshop is a primer for institutional researchers and assessment professionals who need to develop and conduct assessment of student learning outcomes, student satisfaction, and student growth during the college years. The workshop will include an overview of the four key assessment structures and will explore how to overcome the research design problems which frequently trip up assessment efforts (no control group, low response rates, confusion between individual and program assessment, etc.) Participants will receive a typology of assessment instruments, samples of selected assessment instruments, and sample designs of effective qualitative assessment efforts.

### **Workshop 20: Statistics 101 for Institutional Researchers**

Time: Sunday, October 23, 1:00pm - 4:00pm  
Location: College of Charleston, ECTR 110  
Presenter: Lori Rothenberg, SAS Institute

Colleges and universities increasingly are collecting more data on their institutions for accreditation and assessment purposes. It can seem like a daunting task to begin to make sense of the data. However, thanks to software advances, there are statistical and reporting techniques that can be used to begin to quickly make sense of data. The purpose of this workshop is to teach participants graphical and statistical methods in JMP software that are particularly pertinent to institutional researchers.

### **Workshop 21: Students on the Move**

Time: Sunday, October 23, 1:00pm - 4:00pm  
Location: College of Charleston, ECTR 203  
Presenter: Pamela Gilligan, National Student Clearinghouse

Student transition is a collegiate constant but colleges often do not know where students go. Do they transfer out or drop out? Do they graduate after leaving us? Do our graduates go on to graduate school, and if so, where? Where do our admitted but non-enrolled students actually attend? This workshop teaches you how to get factual answers to questions like these.

### **Roaring 20's Opening Reception Sunday, October 23 7:30pm - 9:30pm**

Bathtub gin, speakeasies, hot jazz, the Charleston....

A wild era, a romantic era, an era of American prosperity and optimism....

Flappers were bobbing their hair, rolling down their stockings, raising their hemlines and wearing *makeup*....

Kick off the 2005 SAIR conference in Charleston in 1920's style....with flapper dancers, fedoras, feathers, and pearls....

Enjoy dancing and hors d'oeuvres in the opulence of the 1926 Colonial Ballroom....

## Plenary Speakers

**Craig Swenson**  
University of Phoenix

**Presentation title:** *Twenty-First Century Learning: Educational Innovation and Technology*

Craig Swenson has served as Provost and Senior Vice President for Academic Affairs at University of Phoenix since 2000. Dr. Swenson joined the University of Phoenix as a practitioner-faculty member in 1985 while serving as a Vice President and Marketing Director for a large banking system. He was honored with the University's Distinguished Teaching Award in 1989 and is a frequent speaker in the areas of higher education, learning innovation, and assessment.



**Mary Thornley**  
Trident Technical College

**Presentation title:** *The S.L.O. Boat to Accountability: Embracing the Challenge of Assessing Student Learning*

Mary Thornley has been president of Trident Technical College, a two-year public institution in Charleston, South Carolina, since 1991. Dr.

Thornley holds a doctorate of education in curriculum and instruction from the University of South Carolina; a master of arts in teaching English from the University of North Carolina at Chapel Hill; and a bachelor of arts in English and French from Mars Hill College, North Carolina.



## Concurrent Sessions

There will be over 70 presentations of papers, panels, roundtables, and software and vendor demonstrations on Monday and Tuesday morning. The complete listing will be available at the conference web site in early September. Potential topics may include the following: *InConcert Strategic Planning Software*; *A Look in the Mirror: Using a Campus-Wide Survey to Initiate Change*; *Institutional Research as a Partner in Strategic Enrollment Management*; *How Do You Safely Approach the "First" Faculty Salary Equity Study on Your Campus?*; and *Web Based Assessment of Core Competencies*.

## Special Event



**Celebrate Charleston, October 24**  
(by Lisa Pace, The Citadel)

The evening begins with a horse-drawn carriage arriving at the doorsteps of the historic Francis Marion Hotel. You will embark on a journey through time with a 30-minute tour of the beautiful Historic District of Charleston. You will be treated to local history and legend by a professional tour guide from the Olde Towne Carriage Company, as featured in Southern Living Magazine.

You will disembark from your carriage at the legendary Boathouse Restaurant. Here, you will experience the culinary expertise of one of Charleston's premiere dining destinations as you enjoy the evening socializing with your colleagues. The Boathouse features rich portions of skillfully prepared seafood, straight off the boat, and innovative low country cuisine, impeccably served and certain to delight every palate. The Los Angeles Times raves, "The Boathouse Crab Cakes are the best in the Southeast." The cost of the special event includes your three-course meal, nonalcoholic beverage, and roundtrip transportation while a cash bar is also available.

Originally a warehouse serving the bustling harbor, this remodeled vast open air venue boasts a striking mix of Brazilian cherry, aged mahogany, teak and heart pine, which when brought together casts a golden glow throughout the restaurant. Each detail is designed to mirror the majestic wooden boats that once graced Charleston's harbor.



## 2005 SAIR Conference Registration

Charleston, South Carolina, October 22-25, 2005

Attendees are encouraged to register on-line at <https://secure.airweb3.org/sair/>. The on-line registration supports credit card, checks, purchase orders or request for an invoice.

### SECTION 1. Please type or print the following information.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Institution: \_\_\_\_\_ Office Website: \_\_\_\_\_

Street: \_\_\_\_\_ Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ First name or nickname you prefer on badge: \_\_\_\_\_

Email: \_\_\_\_\_ Vegetarian Meals Requested: \_\_\_\_\_ Indicate year of your first SAIR Conference: \_\_\_\_\_

### SECTION 2. Fees

	Early Bird Discount by 9/9/05	Regular Rate	Amount Due
Conference Registration (includes FREE SAIR membership)	\$125	\$145	_____
Emeritus Member	\$100	\$120	_____
Full-time Student	\$70	\$80	_____
Membership Only	\$25	\$25	_____

### SECTION 3. Workshop Registration

Workshop Number and Title	Day and Time	Cost	Amount Due
1. Paradigm Shifts in Institutional Research or "Who Moved My Cheese?"	10/22, 8:30-11:30	\$45.00	
2. A System that Really Works: The Integration of Planning, Program and Service Review, Assessment, and Budgeting	10/22, 8:30-11:30 & 1:00-4:00	\$75.00	
3. Online Institutional Effectiveness: Supporting Faculty and Staff	10/22, 8:30-11:30	\$45.00	
4. Statistics for Institutional Research Using SAS Enterprise Guide	10/22, 8:30-11:30	\$45.00	
5. Microsoft Access for Beginners-The Fundamentals of Relational Databases	10/22, 8:30-11:30	\$45.00	
6. Beginners' IPEDS Workshop	10/22, 8:00-11:45	\$45.00	
7. Designing a Program Assessment System for Continuous Improvement	10/22, 1:00-4:00	\$45.00	
8. Data Mining for Institutional Research Using SAS Enterprise Miner	10/22, 1:00-4:00	\$45.00	
9. A Newcomer's Workshop	10/22, 1:00-5:00 & 10/23, 8:00-11:45	None	
10. Intermediate/Advanced IPEDS Workshop	10/22, 1:30-5:00	\$45.00	
11. Intermediate/Advanced MS Access for Institutional Researchers	10/22, 1:00-4:00 & 10/23, 8:30-11:30	\$75.00	
12. Planning and Evaluation: Creating a Framework for Quality and Viability	10/23, 8:30-11:30	\$45.00	
13. Evaluating Institutional Effectiveness and the Quality Enhancement Plan	10/23, 8:00-11:45	\$45.00	
14. IPEDS Made Easy: Using AGB's Benchmarking	10/23, 8:30-11:30	\$45.00	
15. SQL for IR Staff: A Crash Course for Novices Using SAS PROC SQL	10/23, 8:30-11:30	\$45.00	
16. Moving to Online End-of-Course Surveys	10/23, 1:00-4:00	\$45.00	
17. Navigating Through a SACS Accreditation Review	10/23, 1:00-4:00	\$45.00	
18. Enhancing your SAS Programming Skills with PROC Report and the ODS	10/23, 1:00-4:00	\$45.00	
19. Assessment Matters: Tools and Techniques for Success	10/23, 1:00-4:00	\$45.00	
20. Statistics 101 for Institutional Researchers	10/23, 1:00-4:00	\$45.00	
21. Students on the Move	10/23, 1:00-4:00	\$45.00	

If a workshop is sold out, please email Michelle Hall at [mhall@selu.edu](mailto:mhall@selu.edu) to be placed on a waiting list.

**SECTION 4. Special Event - Celebrate Charleston, Monday, October 24, 2005**

**Cost: \$48.00**

**CONFERENCE TOTALS - Please total all of your fees in the section below.**

SECTION 2	Registration Fees:	\$ _____
SECTION 3	Workshop Fees:	\$ _____
SECTION 4	Special Event - Number attending _____ @ \$48.00	\$ _____
<b>TOTAL CONFERENCE FEES:</b>		\$ _____

**Payment of Fees (This section must be completed.)**

Check the appropriate box to indicate payment type. Payment can be made by the following: (1) a check payable to SAIR, enter check number in space provided, (2) a purchase order, enter the purchase order number in the space provided, (a purchase order means that you will receive an invoice for payment) or (3) a credit card payment—only through the on-line registration process at <https://secure.airweb3.org/sair/>.

All payments must be in U. S. dollars. If paying with a purchase order, the check must reference the SAIR invoice number. If you wish to pay for the Monday Night Special Event with one payment type and the Conference fees with another, please contact the SAIR treasurer.

- Check** payable to SAIR: Check # \_\_\_\_\_       **Purchase Order** enclosed: PO # \_\_\_\_\_
- Credit Card** payment (only through the on-line registration process at <https://secure.airweb3.org/sair/>)

Make checks payable to SAIR, Federal ID# 59-2204345. Mail to: Michelle Hall, SAIR Treasurer, Southeastern Louisiana University, Director, Institutional Research and Assessment, SLU 11851, Hammond, Louisiana 70402

**SAIR Conference Registration and Refund Policy**

**Registration:** All Conference attendees, presenters and exhibitors are expected to register and pay the applicable conference fees, except as exempted by the Program Chair and in concurrence with the Treasurer. Those registering for workshops must register for the conference.

**Cancellations and Refunds:** Conference and workshop reservations are made on the basis of registration. If plans change, the registrant will be responsible for payment unless SAIR is notified as outlined.

1. Requests for refunds must be in writing. Email is acceptable. A telephone call may precede the written request, and the date of the phone call will be considered the effective date of the request.
2. Written requests for refunds received by the Treasurer two weeks or more prior to the annual conference (date calculated to be two weeks prior to the date registration begins at the conference) will be granted. Any request for a refund after the two-week deadline has passed should be submitted in writing to the Treasurer, fully outlining the extraordinary circumstances of the situation. The Treasurer will confer with the President before approving such requests.
3. SAIR will refund in full any prepayments for workshops or other program events that are cancelled by SAIR.
4. No refunds will be made on site. Refunds will be sent within a reasonable time after the closing of the conference.

*Engaging Challenges as the Paradigms Shift*



## **SAIR 2005 Registration**

Visit the conference website at  
<http://www.rollins.edu/provost/SAIR/Charleston/charleston.htm>  
for other information and online registration.

**Southern Association for Institutional Research**  
**c/o Office of Institutional Research**  
**University of Memphis**  
**AD 411**  
**Memphis, TN 38152**

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