

**23rd Annual Conference  
of the  
Alabama Association for Institutional Research (ALAIR)**

March 30-31, 2009  
Auburn/Opelika Marriott Hotel and Conference Center  
at Grand National

***“Making Difficult Decisions in Challenging Times”***

On March 30-31, 2009, the Alabama Association of Institutional Research (ALAIR) will hold its 23rd annual conference. Notice the conference is on Monday and Tuesday this year to facilitate convening at the beautiful Marriott Grand National in Auburn/Opelika, Alabama. Please come and enjoy the scenic grounds, beautiful facilities and get in a round of golf if you like.

The conference agenda is almost complete and I'm really excited about several special sessions that will be offered this year. In addition to great presentations by our own IR staff from Alabama institutions, we'll also have Jane Wellman, Executive Director of the Delta Project on Postsecondary Costs, Productivity and Accountability, a research and policy organization located in Washington, DC, who will serve as our keynote speaker. Jane's research is widely respected and her presence at our conference is very timely as we focus on making difficult decisions in challenging times. At our luncheon on Tuesday, Dr. Pamela Arrington, Director of Instruction, Planning, and Special Services for the Alabama Commission on Higher Education, will present the Statewide Planning Advisory Council (SPAC) process to date. We'll also have presentations by Tableau and Dataliant who have both agreed to be conference sponsors. There will be Special Interest Group (SIG) sessions tentatively focused on using data in decision-making, the PreK-20 Partnership and Alabama Statewide Student Database Reports. I hope we have something for everyone and I'm strongly encouraging everyone to not only attend this year's conference, but also to bring others who might also benefit from these sessions.

Knowing that funds are tight, the executive committee chose to keep registration fees the same as last year (\$75 if you register by March 13th) and room rates at the Marriott Grand National will be \$70 per night. Institutional researchers and other higher education professionals from throughout the state are all invited to join us for two days of presentations, workshops, and discussions all focused on the work we perform as IR professionals. Enclosed you will find a description of the conference events and also registration materials. Please return registration materials by Friday, March 13th. We look forward to seeing you in Auburn/Opelika!

Alicia Simmons  
2009 Conference Chair

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*Newcomers' Workshop*

If you are new to institutional research, then 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 we will be offering sessions led by Tableau's Kevin Brown and Dataliant's Patrick Rohde.

Kevin Brown is Tableau Software's Vice President of Alliances and Partnerships. He served as VP, Marketing at Tableau for nearly three years. A 25 year veteran of the software industry, Kevin has held executive leadership positions in several prominent companies and has extensive experience starting new companies. Prior to Tableau, Kevin was VP Sales and Marketing and Managing Director at Visio Corporation (NASDAQ: VSIO) now a wholly-owned subsidiary of Microsoft.

Patrick Rohde, President of Dataliant, has been providing outsourced IT services for Atlanta businesses since 1986. With over 25 years of industry experience, Patrick is a seasoned professional who gets results with his proven ability to establish credibility, trust and commitment with clients and co-workers. As a systems designer and technology consultant, his real-world, hands on business experience gives him a practical approach to IT that clients value.

### Monday Night Special Event

For those ready to have a great night out on the town, Monday evening ALAIR has arranged for a private dining room and bar at the Amsterdam Café in Auburn, AL. Known as an Auburn tradition to both students and residents, the Amsterdam Café's relaxing atmosphere will welcome you and give you the perfect atmosphere for meeting old and new ALAIR friends. Appetizers, dinner and drinks are on your own. See the menu and highlights at their website <http://www.theamsterdamcafe.com/>. Hope to see you there!

### KEYNOTE SPEAKER

Jane Wellman will be our Keynote Speaker on Tuesday morning. Jane Wellman is the Executive Director of the Delta Project on Postsecondary Costs, Productivity and Accountability, a research and policy organization located in Washington, DC. The Delta Project's mission is to improve productivity in higher education through more effective management of resources without compromising student access or quality. Wellman is widely recognized for her work in public policy and higher education, at both the state and federal levels, with particular expertise in state fiscal policy; cost analysis; strategic planning; state and federal regulation of higher education; accountability metrics and performance reporting; and quality control including accreditation.

Jane has also agreed to host a Special Interest Group on Tuesday that focuses on methodologies for measuring effectiveness in higher education.

### Special Interest Groups (SIGs)

Special Interest Groups (SIGs) will be available on Tuesday, with discussions currently set to focus on using data for decision-making and the Alabama Statewide Student Database. If you'd like to suggest another session, please contact Dr. Alicia Simmons at 256-782-8144 or [asimmons@jsu.edu](mailto:asimmons@jsu.edu).

### Concurrent Sessions

This year's conference will feature concurrent sessions on Monday and Tuesday. Please submit a session proposal. The deadline is March 6th and the Call for Participation can be found at the ALAIR website [www.alair.org](http://www.alair.org).

### Conference Location and Accommodations

All sessions, workshops and the special event will be held at the Auburn/Opelika Marriott Hotel and Conference Center at Grand National. A block of 50 rooms is reserved at the Grand National at the \$70 state rate. Please call 1-800-455-9261 and reference AU Inst for Research Group Block to make your reservation.

### Business Meeting and Luncheon

Our business meeting and luncheon will be held on Tuesday at the Grand National. Dr. Pamela Arrington, of the Alabama Commission on Higher Education, will present the Statewide Planning Advisory Council's five-year plan. We will also review the results of the Experience and Expertise Survey.

### Conference Contact Information

Should you have any questions about the 2009 ALAIR Conference, please contact Conference Chair Dr. Alicia Simmons at 256-782-8144 or [asimmons@jsu.edu](mailto:asimmons@jsu.edu).



## **ALAIR Conference Preliminary Program**

### **Monday, March 30, 2009**

**12:30-5:00** Registration

**1:00 - 1:45** Newcomers' workshop (Recommended for members with three or fewer years experience.)

**1:45 – 2:45** Concurrent Sessions

**2:45 – 3:00 Break**

**3:00 – 4:00** Tableau Presentation- Kevin Brown, Vice President, Alliances and Partnerships Datalient  
Presentation – Patrick Rohde, President

**4:10-5:00** Concurrent Sessions

**6:00-9:00** Special event – Amsterdam Café-Auburn, Alabama

### **Tuesday, March 31, 2009**

**8:00 - 8:30** Registration

**8:00 - 8:30** Continental Breakfast

**8:30 - 8:45** Welcome, Dr. Mary Ellen Mazey, Provost and Vice President for Academic Affairs

**8:45 - 9:45** Keynote Speaker: Jane Wellman, Delta Project on Postsecondary Costs, Productivity and Accountability, Washington, DC

**9:45: - 10:50** Special Interest Groups

**10:50 - 11:00** Break

**11:00 – 11:40** Concurrent Sessions

**11:45 – 12:30** Concurrent Sessions

**12:30 - 2:00** Luncheon/Business Meeting/Door Prizes



**ALAIR 2009 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 2010 annual conference)

Amount through March 13<sup>th</sup> \_\_\_\_\_ \$75.00 Student/Emeritus through March 13<sup>th</sup> \_\_\_\_\_ \$60.00

Amount after March 13<sup>th</sup> \_\_\_\_\_ \$85.00 Student/Emeritus after March 13<sup>th</sup> \_\_\_\_\_ \$70.00

Guest for Monday Event \_\_\_\_\_ \$15.00 Guest for Tuesday Luncheon \_\_\_\_\_ \$15.00

ALAIR Membership only \_\_\_\_\_ \$20.00 (for those unable to attend the conference)

**I will be attending** (mark all that apply):

\_\_\_\_ Newcomers' Workshop

\_\_\_\_ Tableau Presentation

\_\_\_\_ Datalient Presentation

\_\_\_\_ Monday Night Event – Amsterdam Cafe

\_\_\_\_ Special Interest Group 1 – Alabama Statewide Student Database Reports -  
Diane Sherman, Alabama Commission on Higher Education

\_\_\_\_ Special Interest Group 2 – Executive Session- Making Difficult Decisions in Challenging Times –  
Jane Wellman, Executive Director, The Delta Project on Postsecondary Costs,  
Productivity and Accountability

\_\_\_\_ Business Meeting /Lunch on Tuesday, March 31, 2009

**I will need a vegetarian meal at lunch:** \_\_\_\_\_

**Send Registration and Payment by March 13th.** Make checks payable to ALAIR.

Ms. Jan Newborn  
Director Office of Institutional Effectiveness  
Oakwood University  
7000 Adventist Blvd. NW Huntsville, AL 35896  
Phone: 256-726-7460  
Fax: 256-726-8446 jnewborn@oakwood.edu

Should you have any questions about the 2009 ALAIR Conference, please contact Conference Chair Alicia Simmons at 256-782-8144 or asimmons@jsu.edu.

# CALL FOR PARTICIPATION / PAPERS

23rd Annual Conference  
of the  
Alabama Association for Institutional Research  
(ALAIR)

March 30-31, 2009  
Auburn/Opelika Marriott Hotel and  
Conference Center at Grand National

The Alabama Association for Institutional Research (ALAIR) 2009 annual conference will be held in Auburn, Alabama on March 30<sup>th</sup> and 31<sup>st</sup>.

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

Proposals are due by **Friday, March 6, 2008.** Information on how to submit your proposal appears below. If you have special equipment requirements, questions, or concerns, please contact Alicia Simmons by phone (256-782-8145), fax (256-782-8146), or E-mail: [asimmons@jsu.edu](mailto:asimmons@jsu.edu).

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## ALAIR PRESENTATION/PAPER PROPOSAL INSTRUCTIONS

23rd Annual Conference, March 30-31, 2009.

Proposals should be submitted to Alicia Simmons via one of the following methods:

- MAIL – Alicia Simmons, Director, Institutional Research and Assessment, 203 Bibb Graves Hall, Jacksonville State University, Jacksonville, Al 26265
- E-MAIL – [asimmons@jsu.edu](mailto:asimmons@jsu.edu)
- FAX - (256) 782-8146.

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:

# **The Joseph T. Sutton Leadership Award**

## ***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.

## ***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.

## ***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).

## ***FORM OF AWARD***

A. The award recipient should be presented a plaque delineating his or her service or contribution to institutional research. In addition, a letter should be sent to the president or director of the recipient's institution or agency informing of the award.

**ALABAMA ASSOCIATION FOR INSTITUTIONAL RE-  
SEARCH  
JOSEPH T. SUTTON LEADERSHIP AWARD:  
NOMINATIONS FOR 2009**

Person nominated:

Institution:

Nominator's name/telephone:

Rationale:

Return this form by February 27, 2009 to Yardley Bailey at [ybailey@uasystem.ua.edu](mailto:ybailey@uasystem.ua.edu) .

# ALABAMA ASSOCIATION FOR INSTITUTIONAL RESEARCH NOMINATIONS FOR 2009/2010 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.

**Nominee:**

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## **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.

**Nominee:**

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## **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.

**Nominee #1:**

**Nominee #2**

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Return this form by February 27th to Yardley Bailey at [ybailey@uasystem.ua.edu](mailto:ybailey@uasystem.ua.edu) .

# ALAIR TRAVEL GRANT APPLICATION

for the May 30 – June 3, 2009 AIR Conference in Atlanta, GA.

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

Institution: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

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

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

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Return this form by February 27, 2009 to: Yardley Bailey, The University of Alabama System, 401 Queen City Ave., Tuscaloosa, AL, 35401 or [ybailey@uasystem.ua.edu](mailto:ybailey@uasystem.ua.edu).