

24th Annual Conference
of the
Alabama Association for Institutional Research (ALAIR)
April 19 – 20th, 2010
Marriott Shoals Hotel – Florence, Alabama

♪ “In Tune with IR” ♪

It's Conference time! The Alabama Association for Institutional Research will hold its **24th Annual conference on Monday April 19th – Tuesday April 20th, 2010 at the Marriott Shoals in Florence Alabama.** The University of North Alabama will serve as our local host for the conference. The Marriott Shoals is a beautiful property with plenty of opportunities for work, recreation, and relaxation. The Marriott Shoals is conveniently located near the University of North Alabama campus (our host institution); all conference workshops and sessions will be held at the Marriott Shoals. Situated on the banks of the Tennessee River, Florence is a city with a rich history.

The annual conference is an opportunity to bring all institutional research professionals together by affording workshops and presentations beneficial to the profession. The annual conference is also a good time to get together with colleagues from other institutions to discuss projects and processes and in turn get a different perspective. The Alabama Association for Institutional Research membership consist of professionals from both 2 year and 4 year institutions from across the state of Alabama.

We are excited to announce that **Mr. Patrick M. Callan** will serve as keynote speaker for the Tuesday morning General Assembly. He is the President of the National Center for Public Policy and Education based in San Jose, California. The National Center for Public Policy and Higher Education is an independent, nonprofit, non-partisan organization promoting public policies that enhance Americans' opportunities to pursue and achieve high-quality education and training beyond high school. Mr. Callan is the author of many articles and papers on education, educational opportunity, public accountability, financing of higher education, and leadership. He has served as an advisor to blue ribbon commissions, state education and higher education boards, governors' offices, and legislative committees in many states. This year we are excited to host one of the greatest motivational speakers and exceptional leaders from our own backyard. **Coach Terry Bowden**, current head coach for the UNA Lions, will be our featured speaker during our luncheon on Tuesday April 20th. Both Mr. Callan and Coach Bowden are exceptional speakers and great leaders in our academic communities.

This year we are hosting a Monday night special event at the “Alabama Music Hall of Fame”. You will be in for a night of good food, music and a tour of the museum. Tentatively we are working with our local host (UNA) to secure transportation to the special event. We are pleased to announce **two Platinum Sponsors for our 2010 Conference. Dataliant and Alliant Data Systems** will be making presentations on Monday afternoon.

The conference registration is \$80 (includes membership through 2011 Conference) if you register before April 2, 2010. The room rates are \$89 per night for single and double rooms; the last date to reserve at this rate is March 18, 2010. **Please return your registration materials by Friday April 2, 2010.**

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

Good food, Good music, A good time! The Shoals area is well known for its love of music and the culture that nurtured the career of music legend W.C. Handy (Father of the Blues). ALAIR has arranged our Special Event at the Alabama Music Hall of Fame. We will enjoy a wonderful evening with a southern dinner and live music amidst the facility that showcases some of the greatest music artists from Alabama. Cost of the event is \$25 per person; submit the cost of the Special Event along with conference registration material. If you would like to see an overview of the Alabama Music Hall of Fame, please visit the website for additional information. <http://www.alamhof.org>.

Special Interest Groups

If you would like to suggest sessions please contact Tara George at (205) 856-7904 or tgeorge@jeffstateonline.com.

Concurrent Sessions

This year's conference will feature concurrent sessions on Monday and Tuesday. Please submit a session proposal. The deadline is Friday March 19th.

Business Meeting and Luncheon

Our business meeting and luncheon will be held on Tuesday at the Marriott Shoals. Terry Bowden, acclaimed coach and motivational speaker will speak to us about leadership and keeping sight of what's really important in higher education.

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 tgeorge@jeffstateonline.com.

Conference Location and Accommodations

All sessions and workshops will be held at the Marriott Shoals Hotel in Florence, Alabama. Marriott Shoals Hotel and Spa • 800 Cox Creek Parkway South • Florence, Alabama 35630. The rooms are reserved at \$89 per night. Please call 1-800-593-6450 to reserve your room and the reference code is airaira.

Airport Information

Northwest Alabama Regional Airport: <http://www.flytheshoals.com> (approx. 6 miles from Marriott)
Huntsville International Airport: <http://www.hsvairport.org> (approx. 1 hr. drive to Florence)

Birmingham-Shuttlesworth International Airport: <http://www.bhamintlairport.com> (approx. 1 ½ hrs drive to Florence)

Conference Contact Information

Please contact Tara George at (205) 856-7904 or tgeorge@jeffstateonline.com if you have any questions concerning the 2010 ALAIR Conference.



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Conference Preliminary Program

Monday, April 19, 2010	12:30-5:00 Registration (Marriott Shoals Hotel Conference Center) 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 Dataliant Presentation (Platinum Sponsor) Alliant Data Systems Presentation (Platinum Sponsor) 4:10 - 5:10 Concurrent Sessions 6:00 - 9:00 Special Event – “Alabama Music Hall of Fame” Tour, Dinner, and Live Music
Tuesday, April 20, 2010	8:00 - 8:30 Registration (Marriott Shoals Hotel Conference Center) 8:00 - 8:30 Continental Breakfast 8:30 - 8:45 Welcome (Representative University North Alabama) 8:45 - 9:45 Keynote Speaker: Mr. Patrick M. Callan, President, National Center for Public Policy and Higher Education, Based in San Jose, California 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- Luncheon Special Guest/Speaker, Mr. Terry Bowden, Head Coach University of North Alabama (UNA) Football Team

Travel directions will be sent before the conference.