

**25<sup>th</sup> 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 **25<sup>th</sup> 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 25<sup>th</sup> ALAIR Annual Conference and feed the artist in you!

There are a couple of additions to the 25<sup>th</sup> 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](mailto: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](mailto: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](mailto:ppratt@uwa.edu) if you have any questions concerning the 2011 ALAIR Conference.