

**MAIR 2003**  
**(Mississippi Association for Institutional Research)**  
**Spring Conference**

**When:**  
April 10-11, 2003

**Where:**  
Institutions of Higher Learning (IHL)  
3825 Ridgewood Road  
Jackson, MS  
ETV Auditorium and JSU Room 4-1

**Hotels:**

**Country Inn & Suites** (Just off Lakeland Drive, at the Applebee's intersection, right behind Fazoli's restaurant)

**1004 Treetops Blvd.**

**Flowood, MS (Just off Lakeland Drive)**

**601-939-2676 or 1-800-456-4000**

A block of rooms has been reserved for overnight accommodations.

Please contact **hotel directly** (early) making reference to MS Association for Institutional Research **by April 1** at **601-939-2676**. **Room Rates Vary:** Be sure to ask for Government AARP or AAA rates, whichever is appropriate. If you are an employee of a public institution, you should ask for Government rates.

MAIR Spring 2003 Conference is fast approaching, and we hope that you will be a part of this meeting offering sessions on current topics. Highlights of the Conference sessions are:

**Joseph Hoey** Multiple Vantage Points For Employment - Related Feedback: Some Results

**Julie Fulgham** Institutional Research and Effectiveness -- Getting Started

**Susan Scaggs** A Simple Program Review Process

**Jim Hood and Colleen Lee** Overview and Applications of the IPEDS Peer Analysis Tool

**John Tadlock, Mitzy Johnson and Jan Reid-Bunch**  
Using Automated Voice Technology for Surveys and Student Communications

**If you require special assistance relating to a disability, please contact Jim Hood at [Jeh@ihl.state.ms.us](mailto:Jeh@ihl.state.ms.us).**

As you can see, MAIR officers have been working hard to plan an exciting and informative Spring Conference for you. Hope to see you there!!!

**REMINDERS:**

Door Prizes — Each institution is asked to bring one Office door prize...a prize that would be useful in an Institutional Researcher's office.

**(REGISTRATION FORM NEXT PAGE)**

**MAIR 2003**  
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**REGISTRATION FORM**

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

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

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

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Check the appropriate blank:**

My \$45.00 Registration Fee (Check or Cash) **payable to MAIR:**

\_\_\_\_\_ is enclosed

\_\_\_\_\_ will be paid at the conference

**Deadline to Register: Friday, April 4, 2003**

*Please mail or fax registration form to:*

**Kathy Huffman**, MAIR Treasurer  
P.O. Drawer EY  
Mississippi State, MS 39762  
E-mail: [Kathy@ir.msstate.edu](mailto:Kathy@ir.msstate.edu)      FAX: 662-325-3514

## MAIR 2003 Spring Conference Tentative Agenda

Institutions of Higher Learning  
3825 Ridgewood Road  
ETV Auditorium and JSU Room 4-1  
Jackson, Mississippi  
Thursday and Friday, April 10-11, 2003

### Thursday, April 10

- 12:00 – 1:00 p.m. Registration
- 1:00 – 2:15 p.m. Opening Session  
**Multiple Vantage Points for Employment - Related Feedback: Some Results**  
**Speaker: Joseph Hoey, Georgia Institute of Technology**
- 2:15 – 2:30 p.m. Break
- 2:30 – 3:15 p.m. **SAIR Biloxi Conference Planning with Joseph Hoey**  
Joseph Hoey is current SAIR President and was the Conference Chairperson of the 2002 SAIR Conference in Baton Rouge. He will lead a session to launch the 2004 SAIR Biloxi Conference planning.  
**Speaker: Joseph Hoey, Georgia Institute of Technology**
- 3:15 – 4:15 p.m. **Institutional Research and Effectiveness -- Getting Started**  
This session is designed to promote interaction between experienced institutional researchers and newcomers to the field. Newcomers to institutional research and effectiveness will be encouraged to ask both general and specific questions relating to their jobs. Those experienced in research and effectiveness will be on hand to answer questions, add clarification and offer suggestions and support.  
**Speaker: Julie Fulgham, Mississippi State University**
- 4:15 – 5:15 p.m. **A Simple Program Review Process**  
This session will focus on the Program Review process at Meridian Community College (MCC). At MCC, Program Review is a major part of the institutional effectiveness plan. The evaluation process is both qualitative and quantitative based on data from institutional sources as well as information from surveys, interviews, and rates of graduation, transfers, job placements, and licensing examination passage.  
**Speaker: Susan Scaggs, Meridian Community College**
- 5:15 – 5:45 p.m. Break
- 5:45 – 8:00 p.m. Dinner at IHL and SAIR Biloxi Detailed Planning Session  
**Julie Fulgham, Mississippi State University**  
**Joe Cliburn, Mississippi Gulf Coast Community College**

**Friday, April 11**

8:00 – 8:30 a.m. Continental Breakfast (Sponsored by Tavoca, Inc.)

8:30 – 9:45 a.m. **Overview and Applications of the IPEDS Peer Analysis Tool**

An overview of the IPEDS Peer Analysis Tool, offer step-by-step examples using a variety of IPEDS surveys and institution types will be provided. The presenters will also discuss its role in developing comparison information for the IHL Management Report.

**Speakers: Jim Hood and Colleen Lee**  
**Mississippi Institutions of Higher Learning (IHL)**

9:45 – 10:00 a.m. Break

10:00 – 11:15 a.m. **Using Automated Voice Technology for Surveys and Student Communications**

The telephone is the easiest, most time- and cost--efficient way to deliver a brief message or to conduct a survey. Explore how Automated Voice Technology can be used for registration reminders, deadline notices, holds notices, orientation scheduling, student surveys, employee surveys, and even community-wide surveys. This presentation includes recent examples of reminders and surveys conducted on behalf of several Mississippi Community Colleges, with goals, results, and feedback for each project.

**Speakers: John Tadlock, President of Tavoca, Inc.**  
**Jan Reid-Bunch, Holmes Community College**  
**Mitzy Johnson, Northeast Mississippi Community College**

11:15 – 12:00 p.m. MAIR Business Session

12:00 p.m. Adjournment