

BIOGRAPHY OF DR. JIM NICHOLS

Dr. James O. (Jim) Nichols was employed as Director of University Planning and Institutional Research, and Assistant Professor of Higher Education at the University of Mississippi, from January 1979 through October 2000. As Director, Dr. Nichols developed an on-going series of analytic studies concerning University academic operations and a highly participative planning process. During that time, Dr. Nichols also served as; President of MAIR; President, Vice President and Program Chair, as well as, member of the Executive Committee of SAIR; and Treasurer and member of the Executive Committee of the national AIR. Institutional effectiveness, which he helped define through assistance in writing of the original SACS Resource Manual on Institutional Effectiveness and service on numerous COC visitation committees under the Criteria for Accreditation, became his primary area of professional endeavor.

Dr. Nichols was best know through his six books co-authored with his wife Karen concerning enhancement of institutional effectiveness through improvement of student learning, as well as, administrative and educational services based upon outcomes assessment. These books published by Agathon Press sold over 65,000 copies and formed the basis for seminars and workshops attended by over 3,200 participants from 1989 through 2007. Karen and Jim, assisted over 450 institutions of higher learning from every regional accrediting association in the United States. They also made requested presentations throughout Africa, Europe, New Zealand and the Middle East.

Dr. Nichols, father of four with ten grand children, is now retired and living in Memphis, TN. He and his wife are looking forward to celebrating their 50th wedding anniversary in early 2013.