

MAIR Summer 2019 Newsletter



President's Message: The Year of the Member

Thank you for entrusting me with the helm of the Mississippi Association for Institutional Research (MAIR) this year. I am honored to serve in this role. I will use this time to seek ways to improve MAIR and meet the needs of our members.

As I sift through my goals for MAIR, I realized the resounding theme was providing ways for our members to develop themselves. We want our presentations to be intentional in providing information for members to improve their skills or identify resources to make their job more efficient and of higher quality. Thus, the theme for this year will be YOU!

The annual meeting process has been updated to set the date and location for next year (March 26 & 27, 2020 at Gulfport). This will allow us time to recruit the presenters and sponsors that will help meet member needs. Webinars and a symposium will be additional ways that MAIR will add value for each member, all with the goal of serving our members.

I urge you to develop personal goals during these next few months. If there are ways MAIR can help with those, let me know. I want you to join me in this journey...that is all about YOU!

Appreciatively,



Mitzi R. Norris



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MAIR 2019 IMPROVED HEADLINES

After the first day of sessions at MAIR 2019, I redesigned the poster I presented. The headline was boring. My poster was crammed too full of small text that no one was going to read. The main findings had to be hunted for as if I expected readers to do some level of work like I had done in the research process. My poster perfectly followed 'academic research poster' protocol, and it was a failure to communicate key findings.

From the sessions presented by Joe Stratinger and Dr. Brad Phillips, I noticed changes that could be made in my poster that would more effectively communicate the findings. My redesigned poster was printed the following week and presented at a different research day with improved response. Eric Atchison also redesigned his presentation on Friday based on the Thursday sessions by integrating appealing headlines on his presentation slides. As a result of the change, he received rave reviews from session participants.

Those experiences demonstrated what I think the sessions at MAIR 2019 sought to challenge IR/IE professionals to do: examine current processes/reports, assess office strategies, and seek improvement—even beyond professionally acceptable norms.

I was challenged to re-think how we present our data stories, enjoyed attending concurrent sessions in both the IR and IE tracks, and am looking forward to next year when we can do it all again!

Carley Dear
Past President

The Mississippi Association for Institutional Research (MAIR) is composed of institutional research professionals at Mississippi's 2-year and 4-year postsecondary institutions.

Dedicated to advancing the field of institutional research in the State of Mississippi and beyond, the organization seeks to serve, and foster cooperation among, professionals from postsecondary institutions and agencies whose interests include management, research, policy analysis, and planning.

MAIR 2020 Conference

If you or anyone you know is interesting in presenting, please contact Timothy Dedeaux. More information about the conference will be released via the MAIR listserv and website.

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and Program Chair
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IR/IE News & Notes



Eric Atchison, past president of MAIR and lead on the MAIR web team, is the new Vice President for Strategic Research at the Arkansas State University System.

Congratulate Eric on his new position!

Announcements

- Southern Association for Community College Research (SACCR) Annual Conference:
September 22-25, 2019 – Asheville, NC
- Southern Association for Institutional Research (SAIR) Annual Conference:
September 28-October 1, 2019 – Greenville, SC
- 2019 Assessment Institute:
October 13-15, 2019 – Indianapolis, IN
- Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) Annual Meeting:
December 7-10, 2019 – Houston, TX
- Association for Institutional Research (AIR) Forum:
May 26 – 29, 2020 - New Orleans, LA

Highlights from SACSCOC 2019 Institute on Quality Enhancement and Accreditation

- Data-driven storytelling was a major theme of plenary and breakout sessions.
- Differentiated Review, upon approval from the membership, will be an alternate reaffirmation process available to stable institutions who had solid compliance certifications and fifth year reports. To be considered a stable institution, the proposed definition refers to similar enrollment and a low number of substantive changes.
- Institutions can expect to submit reports to SACSCOC electronically in late 2020 or early 2021, including Compliance Certification, Fifth Year Interim Report, and Substantive Changes.
- Salesforce is the company SACSCOC is using for arranging off-site and on-site reviewers. Make sure that your institution has 'whitelisted' Salesforce and these emails are not going to SPAM or being blocked. Several reviewers did not realize they had been asked due to email issues with Salesforce.
- Expect to see a revision for a couple of the 'new' standards. From what I heard, I think a revision/clarification will be given for 8.1 Student Achievement.
- Remember the role of the resource manual is to give writers ideas of how to respond. Every question in the resource manual may not need to be answered; in fact, answering all the questions in the resource manual may confuse reviewers or provide too much information for them to wade through.
- Slides and handouts from presentations are available at:
<http://www.sacscoc.org/2019SIHandout.asp>
 - *Linda Suskie's handouts on "Learning Goals," which we typically refer to as 'student learning outcomes are good. Review pages 2-4 and use it to update training materials if desired.*
 - *Also helpful were Patricia Donat's slides on Section 10 standards that show how to parse apart standards.*

Carley Dear
Past President

MAIR Officers 2019-20



President
Mitzi Norris

Executive Director for
Academic Effectiveness

University of Mississippi
Medical Center



Past President
Carley Dear

Director of Accreditation

University of Mississippi
Medical Center



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and Planning

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Tiffany Perryman

Director of Institutional
Effectiveness

Copiah-Lincoln
Community College

Web Team*

**Voluntary appointment*



Eric Atchison

Vice President for
Strategic Research

Arkansas State
University System



Chrisa Mansell

Assistant Director for
Institutional Research

Delta State University



Amber Nelms

Director of Institutional
Effectiveness

Northeast Mississippi
Community College



Stamp out the fear of accreditation.

Join us at this **Accreditation Symposium** for interactive training sessions that can help you get a stamp of approval from your accreditor.

Topics cover institutional and programmatic accreditations:

- Accreditation basics
- Accreditation pearls and perils
- Tips for writing accreditation documents
- Logistics and setting up for an on-site visit

Wednesday, September 11, 2019 | 10 am – 3 pm

Norman C. Nelson Student Union | UMMC | Jackson, MS

Who should attend:

- Anyone who works with accreditation,
- Develops accreditation documents, or
- Wants to know more about accreditation processes

Cost: \$35, including lunch

Register and pay online at www.mair-ms.org/other-events

Questions? Contact Dr. Carley Dear, cdear2@umc.edu or Dr. Mitzi Norris, mnorris@umc.edu.

