

AIRUM NEWSLETTER | SPRING 2018 | VOL 31 | ISSUE 1

JOIN AIRUM COLLEAGUES AT THE 2018 AIR FORUM



AIRUM Auxiliary
Meeting @
AIR Forum

Wednesday 5/30 @
5:15pm - 6:15pm

Dinner afterward at
Taverna Opa!

[RSVP Here](#)



Join members of the AIRUM Steering Committee and other AIRUM colleagues to network, receive AIRUM updates, and discuss current and future strategies to serve our members and region now and into the future.

Also, be sure to support our AIRUM Best Presentation winners at AIR: St. Cloud State's "Measuring Belongingness for Improved Student Success."

CHAIR'S MESSAGE

Through AIRUM's ups and downs in 2017, the overwhelming support we received reminded us how much AIRUM matters. It matters to long-time sustaining members, and it matters to those new to our evolving field. The accessibility, affordability, and quality of our networking and professional development opportunities make AIRUM a special asset, one the Steering Committee is working hard to steward well. Our work this year aims to further strengthen our organization and ensure we are serving the needs of our entire region. We continue to look for creative ways to bring you high-quality and low-cost offerings, and we are expanding outreach efforts to be inclusive to the full spectrum of institutions in our region. Most of all, we look forward to engaging YOU! Member involvement and expertise make AIRUM tick -- we couldn't do it without you. Thank you, and we hope to see you all soon.

2018 ANNUAL CONFERENCE



November 1 - 2, 2018
Pre-conference on Oct. 31, 2018



Hilton Minneapolis/St. Paul Airport
Bloomington, MN
\$136 per room per night group rate



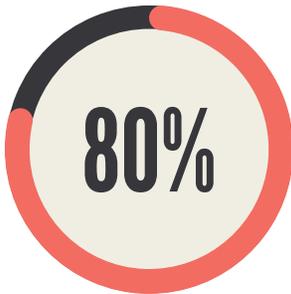
\$225 Professional rate
\$100 Graduate student / Retiree rate
\$25 Annual membership fee

Planning is well underway to build on 2017's record-setting conference attendance and 4.7 out of 5 overall satisfaction rating!

CALL FOR PROPOSALS WILL BE SENT EARLY JUNE

Our conference's most valuable offering is a line-up of insightful and engaging presentations led by our talented members. Please consider sharing your work and expertise!

PRE-CONFERENCE WORKSHOPS



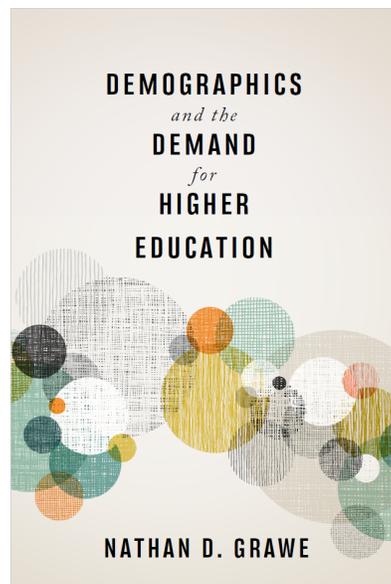
of N = 113 survey respondents were 'Interested' or 'Very Interested' in

DATA VISUALIZATION + NARRATIVE TO AFFECT CHANGE

We are working on planning complementary workshops around principles, best practices, and software tools for effectively using data-visualizations and data-stories to drive institutional change. We aim to keep pricing very close to our historical range. More details to follow.

KEYNOTE SPEAKER: DR. NATHAN GRAWÉ

We are excited to announce that Dr. Nathan Grawe, Professor of Economics at Carleton College, will be our 2018 Keynote Speaker. Dr. Grawe is a labor economist whose most recent book, "Demographics and The Demand for Higher Education" (Johns Hopkins University Press, 2018) examines how recent demographic shifts are likely to affect demand for higher education and explores how colleges and policymakers may respond to meet institutional and national goals. There will be discussion and engagement opportunities following the talk. Read more about his nationally recognized work by clicking the linked image.



Dr. Grawe is the Ada M. Harrison Distinguished Teaching Professor of the Social Sciences & Professor of Economics at Carleton College in Northfield, MN

TREASURER'S REPORT

We started FY2018 with a \$5,334 positive balance in our checking account. We expect additional revenue from conference sponsors and the annual membership fee. We expect additional expenses from a new web-hosting and registration service, increasing hotel costs, and insurance costs. In setting registration fees, we thoroughly discussed the balance between the need for stable reserves (we are well below other regional AIR affiliates) and the goal of keeping our conference low-cost (we are far cheaper than other regional AIR affiliates). We have decided to keep the registration fee unchanged from 2017 (\$225). As voted on by members, conference registrants will also pay a \$25 annual membership fee at the time of conference registration, bringing the total cost to \$250. AIRUM will resume our past practice of absorbing any processing fees associated with registration; they will NOT be passed on to our registrants in 2018. We continue to look for creative ways to make AIRUM's offerings high-impact and low-cost while rebuilding a healthy reserve to protect AIRUM against the unexpected. It looks like a good year ahead!

STEERING COMMITTEE SUBCOMMITTEES INTRODUCED IN 2018

Governance & Finance

The Governance & Finance subcommittee's work has centered on creating or refining AIRUM policies, operational procedures, and roles and responsibilities for Steering Committee members, officers, and other volunteers. We have been researching financial and governance best practices among AIR affiliate peers and other non-profits, and we are planning opportunities to hear member input on changes to our governing documents before our annual meeting.

Member Benefits & Professional Development

The Member Benefits subcommittee is responsible for implementing the new annual membership model (explained below) and exploring additional benefits and professional development opportunities for AIRUM members. We are reviewing opportunities aligned with members-only access to areas of our website, increased networking opportunities, and discounted access to in-person and remote professional development workshops.

Outreach, Marketing & Sponsorship

The OMS subcommittee is working to sustain and grow last year's record conference attendance. One strategy has been reaching out to institutions in our region who have been inactive recently. We are also using member feedback to guide recruitment of several high-value sponsors and have developed a [tier system](#) comparable to other AIR affiliates. Finally, we continue to review and update our website content and marketing materials, including our logo and web-hosting options.

ANNUAL MEMBERSHIP UPDATE

At the 2017 Annual Conference, members voted to approve a new \$25 annual membership model to replace lifetime membership (90 yes votes vs. 2 no votes). Annual membership will run similarly to the AIR model. The first annual membership year will begin Nov. 1, 2018 and will run through Oct. 31, 2019. AIRUM constituents will automatically become members when registering for the 2018 Annual Conference. Those who cannot attend the conference can join after Nov. 1. Details to follow.

Additionally, AIRUM will adopt a new member-management and web-hosting service to track membership, automate renewals, enable member profiles, centralize conference registration, and expand our web presence.

AIRUM HAS A NEW LOOK!



You may have noticed a new AIRUM logo and seal. We've had a good 10 years with our prior look, but as we experiment with new ideas to keep our organization fresh, we thought we needed a fresh image to match. Many thanks to our colleagues at UW-Superior, especially IR Research Analyst and talented logo-designer Emily Rose!

HAVE IDEAS OR FEEDBACK? LET THE STEERING COMMITTEE KNOW!

Adam Johnson, Chair
Macalester College
2016-2018

Laura Fingerson, Treasurer
Capella University
2018-2019

Gregory Carlson, Secretary
North Dakota Univ. System
2016-2018

Eri Fujieda, Past Chair
Winona State University
2015-2018

Andrew Baldwin
Chippewa Valley Tech. College
2018-2020

Viktor Brenner
Waukesha County Tech. College
2018-2019

Lesley Lydell
U. of Minnesota - Twin Cities
2018-2020

Natalie Solverson
U. of Wisconsin - La Crosse
2018-2020

Emily Zobel
U. of Wisconsin - Superior
2018-2019

Special thanks to: Carol Drechsel, webmaster & Ron Huesman, Jr., AIR liaison

STAY CONNECTED



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[AIRUM Public Group](#)