Dear Colleague,

It is that time of year again. It is time for us to come together and share our experience, knowledge, skills, and abilities as related to institutional research. And, as always, the Michigan AIR Fall Conference is our opportunity to do so. The MI/AIR Steering Committee invites you to share, learn, and collaborate at the 26th Annual MI/AIR Conference, November 7-9, 2012 in Bay Harbor, just outside Petoskey, Michigan.

Our theme this year is “Seasons of Change.” During this time of unprecedented demand for accountability, higher education must change to successfully prepare the next generation of students in smarter and more transparent ways. As IR professionals, we need to assume a leading role in ensuring that this change leads to progress in the achievement of our shared educational goals. Our keynote speaker, Dr. Jeff Abernathy, President of Alma College, will be touching on some of these issues when he speaks on Thursday morning.

Our Conference will begin Wednesday afternoon, November 7th, with a Pre-Conference workshop using National Student Clearinghouse data. All day Thursday and Friday morning there will be stimulating breakout sessions with opportunities to share and learn from our colleagues. This year, there will be three concurrent sessions held rather than the usual two, and once again, the folks from CEPI will be on hand to give us updates.

Please register early for the Conference and the Pre-Conference workshop, secure your lodging, and join your colleagues for this sharing and learning experience. You will not be disappointed. We look forward to seeing you in November.

Cordially,

Janet Campbell, Chairwoman

MI/AIR Steering Committee 2012

Janet Campbell, Chairwoman
Eastern Michigan University
Reuben Ternes, Chair-Elect
Oakland University
Paul Duby, Treasurer
Northern Michigan University
Nick Baker
Kirtland Community College
Jason Cronkrite
Ferris State University

Roma Heaney
University of Michigan
Lisa Lund
Montcalm Community College
Roger Mourad
Washtenaw Community College
Robert Roe
Alma College
Song Yan
Wayne State University
2012 MI/AIR Conference  
November 7 – 9, 2012  
Village at Bay Harbor, Bay Harbor, Michigan

**Registration**

The conference fee covers the cost of program materials, three meals on Thursday (buffet breakfast, lunch, and dinner), as well as a buffet breakfast on Friday morning.

Conference Registration Fee:  
- $125 if **posted by** October 15, 2012  
- $140 if **posted after** October 15, 2012

Additional Thursday dinner guest:  
- $25

Pre-Conference Workshop Fee:  
- $30

Checks for the workshop and/or the conference should be as follows:

**Payable to: Northern Michigan University**  
**Reference account number 9-91055-0590 on your check**

Mail to: Financial Services  
2201 Hedgcock  
Northern Michigan University  
Marquette, MI 49855

Contact Paul Duby with questions or concerns about registration at 906-227-2670 or pduby@nmu.edu. Notification of cancellations must be made to Paul Duby and received no later than October 31, 2012 to qualify for a refund.

Please stop by the registration table in the Conference Center (#4 on the Village map located on the next-to-last page of this brochure). Our scheduled MI/AIR registration times are on Wednesday, November 7th from 11:30a – 1:00p or 4:00p – 5:30p, and Thursday, November 8th from 7:30a – 9:00a.

**Lodging**

Bay Harbor Village Hotel (www.bayharbor.com) will be our host for this year’s conference and is just three miles south of Petoskey in beautiful Northwest Michigan. The address is 4000 Main Street, Bay Harbor, MI 49770 and the phone number for reservations is (888) 229-4272. Room rates for the conference are $99 for a standard room, $115 for deluxe rooms and studios, $150 for a parlor suite. Reservations must be made by **October 7th** to obtain those rates. Upon arriving at the Village, go to #1 on the Village map to check in and get directions to your room (either in the Maritime or Fishing Lodge building) and the conference environs.

**Pre-Conference Workshop**

**Use and Applications of National Student Clearinghouse Enrollment Data for Research**  
**Wednesday, November 7, 1:00 – 4:00 p.m.**  
**Presenters:** Roger Mourad, Robert Roe, William Everin

The National Student Clearinghouse (NSC) is a non-profit organization that makes postsecondary enrollment and degree data available through its Student Tracker service. The data covers more than 3,300 collegiate institutions that enroll 93% of higher education students. NSC data is increasingly used by universities and colleges for planning, evaluation, and reporting purposes. This workshop will demonstrate how to use the Student Tracker service including the following: How to set up and submit a file, an introduction to the type of data returned from NSC and its limitations, how to ‘clean’ the data for use, and provide examples of how it is used by institutional researchers in both 4-year and 2-year college contexts.
2012 Conference Registration Form

Last Name: ________________________________
First Name: ________________________________
Name for Name Tag: ________________________________
Title: ________________________________
Organization: ________________________________
Street Address: ________________________________
City, State, Zip: ________________________________
Phone Number: ________________________________
E-mail Address: ________________________________

Conference Registration Fee:  
Postmarked by 10/15/2012 - $125  
Postmarked after 10/15/2012 - $140  
$ __________

Pre-conference Workshop Fee: $30  
$ __________

Thursday Dinner(s) for guests  
$25 each meal  
Number of additional meals _______  
$ __________

TOTAL $ __________

Please note if you have any special dietary requirements: ________________________________

To be considered for the Michigan AIR Attendee Student Grant, please mark this box: [ ]

The conference fee includes breakfast, lunch, and dinner on Thursday; and breakfast on Friday.

Please make checks payable to: Northern Michigan University
Mail to: Financial Services
        2201 Hedgcock
        Northern Michigan University
        Marquette, MI 49885

Please remit checks only; no cash, purchase orders, nor bank charges will be processed.

Thank you
Village at Bay Harbor Map Key

1. Bay Harbor Village Hotel & Conference Center Front Desk — Hotel Check-In
2. Maritime Building Lobby — Lodging
3. Fishing Lodge Building Lobby — Lodging
4. Bay Harbor Conference Center — Registration, Meetings
5. cava
6. Bay Harbor Swim and Fitness Club — Fitness Center
7. Knot... Just a Bar
8. The Original Pancake House
Bay Harbor Village Hotel
Room Layout Examples

www.bayharbor.com/hotel/
Reservations: 888.229.4272

Parlor (L-shaped) $150/night
Studio (Murphy Bed) $115/night
Deluxe (with window) $115/night
Standard (no window) $99/night