

January 31, 2020

Christine Keller, Executive Director and CEO  
Association for Institutional Research  
1983 Centre Pointe Boulevard  
Suite 101  
Tallahassee, FL 32308

Dear Christine,

I write to nominate Debbie Dailey for the Outstanding Service Award in 2020. Debbie has been a member of the Association for Institutional Research (AIR) since 1985 and a fixture in the field for decades, serving as a leader as she progressed through her career, from the University of Alabama, to Georgetown, to Washington and Lee, to Delaware Valley, and now back in Alabama at Birmingham-Southern.

Debbie served as the Forum Chair in 2011, the last Forum Chair prior to AIR's move to Policy Governance in 2012. Her dedication is not only to AIR, but to the larger community; I believe she was the first Forum Chair to institute an "AIR Gives Back" program, collecting backpacks for local children in need at the 2011 Forum. She also served as Associate Forum Chair in 2010, and on the External Relations Committee from 1998-2001. She was Track 1 Chair in 1998, and a member of the Tracks 1 and 2 Committees in 1997 and 1999 respectively.

She was the Associate Editor of the AIR Professional File from 2005 to 2009, and Associate Editor of IR Applications from 2007 to 2009. Debbie has been a frequent presenter at SAIR, AIR and NEAIR, as well as serving on the leadership teams of those organizations.

Debbie was part of the faculty for the Foundations Institutes of 2002, 2004, 2006 and 2007, providing wisdom to several new generations of Institutional Researchers. In 2002 and 2004, she served as faculty, and then in 2006 and 2007, she co-directed the Foundations II Institutes to very high satisfaction from participants.

Clearly, Debbie has been a model for institutional researchers as she warmly shares her knowledge and expertise with others. She's taught us to ask good questions, and to answer them with integrity. As a member of the Board, she readily took on challenging projects, delving into topics like the role of association membership for emerging professionals. She helped the Board better understand the importance of articulating the value we provide broadly to the profession.

When I told Debbie I wanted to nominate her, she responded with humility: "...to be honest, I just do not consider myself to have offered outstanding service to the Association. I merely followed the lead of [others]..." I beg to disagree with her. If that's not servant leadership, I don't know what is. She has indeed offered outstanding service, and we are lucky to have her as a leader, colleague, and friend.

Warmly,

Ellen Peters  
Associate Provost, Institutional Research, Planning and Student Success

P. O. Box 2325  
Cookeville, TN 38502

January 30, 2020

AIR Awards Committee  
Association for Institutional Research  
1983 Centre Pointe Boulevard, #101  
Tallahassee, FL 32308

Dear Colleagues:

I am writing in support of the nomination of Deborah B. Dailey for the Outstanding Service Award of the Association for Institutional Research.

I have known Debbie Dailey as an institutional research colleague and AIR member for 35 years. During these decades, she has distinguished herself by her extensive service to AIR, to affiliated regional and state IR associations, to the array of institutions in which she has worked, and to her colleagues everywhere.

A member of AIR since 1985, Debbie Dailey has served the Association and its members in many ways throughout her career. In recent years, she served as a very knowledgeable Member At Large on the AIR Board of Directors, helping the Association to make the transition to a new system of governance. She also served as an excellent member of the Executive Director Search Committee. Previously, Debbie served as AIR Forum Chair for the Toronto Forum in 2011, and as Associate Editor of both the *AIR Professional File* and *IR Applications*. She was a faculty member for AIR Institutes. Debbie also served on a number of committees, including the Higher Education Data Policy Committee, the Nominations and Elections Committee, the External Relations Committee, and a variety of Forum Track committees.

Debbie consistently has been a strong, positive advocate for AIR and has encouraged colleagues to join AIR and to participate actively in the Association, for their own professional development, for the improvement of their institutions, and for the benefit of the Association and the profession. She regularly has facilitated and connected early-career professionals with opportunities for learning, for service, and for leadership.

Debbie Dailey has a broad knowledge of institutional research, effectiveness, analysis, assessment, accreditation, planning, and more. As well, she has extensive experience in applying her knowledge to help institutions improve, and to help colleagues learn and develop within their respective careers.

Debbie has a record of extensive leadership and service in IR not only at the national and international levels but also at the regional and state levels. She is a Past President of the Southern Association for Institutional Research and received the James R. Montgomery Outstanding Service Award in SAIR. She is a Past President of the Alabama Association for Institutional Research and received the Joseph T. Sutton Leadership Award in ALAIR.

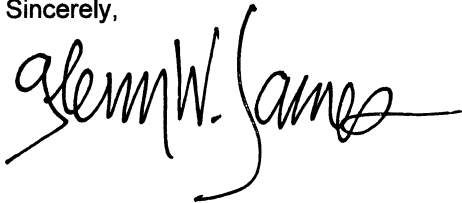
Her understanding of higher education has been strengthened by graduate study at the University of Kansas and the University of Alabama and by her work in higher education institutions of various types, sizes, and locations in the United States, including University of Alabama at Birmingham, Georgetown University, Washington and Lee University, Delaware Valley University, and Birmingham-Southern College.

Debbie universally is recognized as an outstanding leader, clear thinker, astute problem solver, and friendly and affable colleague. She clearly has a caring spirit about the importance of higher education and about the crucial role and impact of institutional research in the higher education enterprise. She has mentored and encouraged many IR professionals over the years, providing excellent help and sound advice, while being recognized widely for her friendliness and humor.

For her service, Debbie Dailey is widely respected, admired, and appreciated by so many IR colleagues. She has been an exemplary professional, representing herself with strong integrity, and connecting easily with colleagues having different perspectives and backgrounds. Yes, she has served extensively and continually over the many years of her career, and she has developed and strengthened not only her own knowledge and understanding but also that of her colleagues in AIR and beyond.

I strongly recommend Deborah B. Dailey for the AIR Outstanding Service Award. Her service to the Association and the profession has been truly excellent!

Sincerely,

A handwritten signature in black ink that reads "Glenn W. James". The signature is written in a cursive, flowing style with a long horizontal stroke at the end.

Glenn W. James  
AIR President, 2016-2017

James F. Trainer, PhD  
Associate Vice President  
Villanova University  
800 Lancaster Avenue  
Villanova, PA 19085

Awards Committee  
Association for Institutional Research  
Board of Directors

January 31, 2020

Dear Board of Directors and Award Committee Members,

I am pleased to write in support of the nomination of Deborah “Debbie” Dailey for the Association for Institutional Research’s (AIR) Outstanding Service Award (OSA). Debbie has been an active member and leader in AIR for more than three decades. During this time, Debbie has been a consistent presence and presenter at the Annual Forums and has served on both the External Relations and Forum Committees and as Chair of the latter. She also served two terms on the AIR Board of Directors, first as Forum Chair (2009-2011) and then as an At-Large Member of the Board (2014-2017). In addition, Debbie has contributed to our field through her membership and leadership in several important affiliated organizations including SAIR, SUG, the Catholic IR SIG, COFHE, and HEDS.

Debbie’s service on the AIR Board of Directors came at two critical moments in the recent history of our Association – namely the periods during which we first reached the decision to move toward and then implement Policy Governance as the means by which we lead our organization and interact with members, staff, and one another. Reaching and implementing these decisions was not easy. The process took considerable amounts of time and deliberation. We didn’t always agree with one another and needed to work toward consensus. At the same time, we still had to run the organization and produce a successful Forum. Many “balls were in the air,” and Debbie handled it all well. The 2011 Forum was extraordinarily successful with over 1,500 attendees and extremely positive reviews, despite everything else swirling around us regarding governance. The success of the Forum was a testament to Debbie’s hard work, determination, and focus. Indeed, throughout Debbie’s time on the Board, and in her other leadership roles in AIR, she has always focused on what would be in the best interest of individual members. Debbie has worked to ensure that we never lose our ability to hear the voice of members.

Of course, it is not surprising that Debbie would focus on individual members, given that Debbie has so many friends within the Association and across our profession. She seems to know everyone and is incredibly welcoming. Indeed, Debbie meets and greets each one of us as though we are her single, best, long-lost friend -- she makes everyone feel not only welcome, but even more so important. Debbie is one of those individuals for whom there are no strangers, just friends she has not yet met. Debbie’s dedication to our Association, her colleagues (friends) and our profession are absolutely outstanding. In turn, it is without hesitation that I support Debbie’s nomination for AIR’s Outstanding Service Award.

Naturally, I wish you well with your deliberations, and I thank you in advance for your consideration of Debbie’s nomination for this honor. Of course, I would be happy to address any questions you may have for me regarding my support of Debbie for this award.

Sincerely,

A handwritten signature in black ink that reads "Jim Trainer". The signature is written in a cursive, flowing style.

Jim Trainer  
AIR President 2011-2012  
AIR OSA Recipient 2014

Julie Carpenter-Hubin  
69 N Ohio Ave  
Columbus, OH 43203

January 31, 2020

The Awards Selection Committee  
Association for Institutional Research

Dear Colleagues,

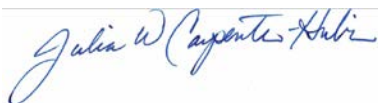
I am very pleased to write in support of the nomination of Debbie Dailey, Director of Institutional Research and Effectiveness at Birmingham-Southern College, for the Association for Institutional Research 2020 Outstanding Service Award. Debbie's service to and leadership of the organization goes back more than two decades, and I have been fortunate to be able to work with her throughout many of those years.

From 1997 to 1999, Debbie helped to shape the content of the Annual Meetings through her service on the Track 1 and Track 2 Committees. Debbie served as an instructor for AIR's Foundations of Institutional Research Workshop in 2002 and 2004, and in both 2006 and 2007, she served as the co-director of the first Foundations II Institute: The Advanced Practice of Institutional Research. In 2010, Debbie served as the Associate Forum Chair. I served that same year as Forum Chair, and through our work together, I had the opportunity to see firsthand her dedication and commitment. I also recall that she made working together fun; this is an important part of service in an organization that relies on volunteers!

More recently, Debbie has served on the AIR Board of Directors. As a former member and Chair of that body, I know that the amount of work required of the Board under usual circumstances is significant. Debbie came onto the Board shortly after the organization's move to policy governance, when Board members were responsible not only for engaging in governance, but also for explaining the change and the new structure to the membership. Debbie was a trusted ambassador for the new structure. As a member of the Board, she also served on AIR's 2015 CEO Search Committee and co-chaired the Committee on the Future of Associations.

Debbie has given generously of her time consistently over the past several decades, and the field of institutional research is better for the impact she has made. I am delighted to recommend her for the AIR Outstanding Service Award.

Sincerely,

A handwritten signature in blue ink that reads "Julie W. Carpenter-Hubin". The signature is written in a cursive, flowing style.

Julie Carpenter-Hubin

## ASSOCIATION FOR INSTITUTIONAL RESEARCH SERVICE

Member since 07/01/1985

### Committee Service

External Relations Committee 1998-2001

Track 1 Chair 1998

Track 1 Committee member 1997

Track 2 Committee member 1999

### Professional Development Institutes

Foundations (2002), Faculty

Foundations I (2004), Faculty

Inaugural Foundations II (2006), Co-Director with Joseph Hoey

"Fifty-eight (58) participants attended, representing 23 states and DC, Puerto Rico, Bermuda, Botswana, Canada, Egypt, Ireland, and South Africa. Ratings for this inaugural institute were very high, as was the satisfaction with the use of Blackboard as the medium for distribution of course materials."

Foundations II (2007), Co-Director with Jan O'Brien

"85 participants attended, including eight international participants from Canada and Qatar. Ratings for this institute were very high, as was the 31 satisfaction with the use of Blackboard as the medium for distribution of course materials."

### Professional File involvement

Associate Editor of AIR Professional File from the Spring 2005 to the Summer 2009 volume.

Associate Editor of IR Applications from the July 2007 article to the June 2009 article.

### Board Service

Associate Forum Chair 2010

Forum Chair 2011

Board Member at Large 2014-2017

- During the 2015-2016 year, she served on the Future of Associations (Ad Hoc) Committee as a Co-chair. They discussed the changing landscape for associations (engaging a new generation of professionals, pricing, etc.)
- During 2016-2017 year, she was part of the Membership Categories Committee formed in April 2017 designed to review the categories of membership in the Association for sufficiency and adequacy.

## DEBORAH (DEBBIE) BREWTON DAILEY

900 Arkadelphia Road  
Birmingham Southern University  
Birmingham, AL 35254  
(205) 226-4671  
dbdailey@bsc.edu

### EDUCATION

- 1987 M.S.Ed., University of Kansas, Lawrence  
Educational Administration, emphasis in Higher Education
- 1979 B.A., University of Alabama, Tuscaloosa  
History, Public Relations

### EMPLOYMENT

- 2018 to present Director of Institutional Research and Effectiveness  
Birmingham-Southern College
- 2012-2018 Associate Vice President for Research, Planning and Accreditation  
Delaware Valley University
- 2007-2012 Assistant Provost for Institutional Effectiveness  
Washington and Lee University
- 1997-2007 Associate Director of Institutional Research  
Georgetown University
- 1986-1997 Assistant Director for Institutional Research  
1984-1986 Research Assistant  
University of Alabama at Birmingham
- 1983-1984 Technical Associate  
Computer Services Corporation, Birmingham, Alabama

## **PROFESSIONAL ACTIVITIES**

### Association for Institutional Research (AIR)

Board Member at Large, 2014-2017

Forum Chair, 2011

Associate Forum Chair, 2010

External Relations Committee, 1998 to present (term expires 2001)

Track 2 Committee Member, 1999

Track 1 Chair, 1998

Track 1 Committee Member, 1997

Member since 1985

### Southern Association for Institutional Research (SAIR) (through 2000)

Workshop Committee, 2000

Newcomers Committee, 2000

Bylaws Revision Committee, 2000

Immediate Past President, 1996-97

President, 1995-96

Vice President/Program Chair, 1994-95

Treasurer, 1991-93

Nominating Committee, 1989-90

State Newcomers Coordinator, 1988

Member since 1984

### Alabama Association for Institutional Research (ALAIR) (through 2000)

Joseph T. Sutton Leadership Award, 1997

Awards Committee, 1995

Past President, 1990-91

President, 1989-90

Vice President/Program Chair, 1988-89

Local Arrangements Chair, 1987

Association Organizing Steering Committee, 1987

Charter Member, 1987

## **PROFESSIONAL PRESENTATIONS (through 2000)**

Newcomers Workshop. Presented at the annual meeting of the Alabama Association for Institutional Research, April, 1996, and April, 1997 in conjunction with the AIR Train-the-Trainer program.

Developing Surveys and Using the Results Effectively. Seminar presented at the annual meeting of the Alabama College System, November, 1996.

Gone with the Wind: Nonreturning Students at the Urban University. Paper presented at the Association for Institutional Research Forum in Boston, May, 1995.



The Undergraduate Persistence Scale: A Potential Tool for the Urban University. Paper presented at the Association for Institutional Research Forum in New Orleans, May, 1994.

NACUBO Benchmarking Project Panel. Presented at the Association for Institutional Research Forum in New Orleans, May, 1994.

Using SAS and SPSS in Institutional Research. Session presented at the Alabama Association for Institutional Research annual conference, April, 1994.

Helping Bo Peep Keep Her Sheep: Undergraduate Persistence Scale. Paper presented at the Mid-America Association for Institutional Research and Southern Association for Institutional Research joint conference in Oklahoma City, October, 1991.

Family Feud or Turf Battle: What's Happening with Institutional Research on Your Campus? Co-authored paper presented at the Mid-America Association for Institutional Research and Southern Association for Institutional Research joint conference in Oklahoma City, October, 1991.

A Study of the Attrition Rate of Beginning Freshmen at a Major Urban University. Paper presented at the Southern Association for Institutional Research annual conference in Little Rock, 1984.