

# AIR FACT SHEET

*Working at the Intersection of People & Data*

## **Our Mission**

AIR empowers higher education professionals to use data, information, and analytics in ways that are effective, ethical, and equitable, and supports data-informed decision making that amplifies student and institutional success. (For AIR's complete vision and mission statement, visit [airweb.org/vision](https://airweb.org/vision))

## **Historical Highlights**

- First *National Institutional Research Forum* convened in 1960 as part of the American Association of Higher Education's Annual Meeting
- Incorporated as a non-profit organization on February 7, 1966
- 501(c)(3) nonprofit organization, higher education focus, tax-exempt
- An AIR office was in Tallahassee, Florida from 1974–2021. Currently, all operations and staff are remote.

## **AIR Community**

The AIR community welcomes and includes professionals, faculty, and students interested in optimizing the use of data, information, and analytics for better decision-making in higher education. Community members primarily work at colleges and universities, but also associations, non-profits, companies, and other entities across all U.S. states and territories and over 100 countries.

## Operational Focus Areas

AIR provides programs, services, and resources in four operational areas to build the individual and institutional competencies necessary to use data, information, and analytics in ways that are effective, ethical, and equitable. Examples within each area are listed below with links to the AIR website, when appropriate.



### 1 | Education and Training

Provides educational opportunities to meet the current and future training and professional development needs of the community.

- [Webinars](#)
- [IPEDS Training Center](#)
- [Postsecondary Data Partnership \(PDP\) Training Center](#)
- [Data Literacy Institute](#)
- [Foundations Workshops](#)
- [A Holistic Approach to Institutional Research](#)
- [AIR LEADs: Leadership with Evidence, Analytics, and Data](#)



### 2 | Knowledge and Research

Serves as a center of knowledge and innovation for the creation and exchange of research, practice, and tools.

- [National Survey of IR Offices](#)
- [AIR Professional File](#)
- [Statement of Aspirational Practice for Institutional Research](#)



### 3 | Community and Networks

Creates and engages a community of professionals and organizations to learn, connect, and collaborate.

- [AIR Forum Annual Conference](#)
- [AIR Hub Online Community](#)
- [Coffee Chats](#)
- [eAIR Newsletter](#)



### 4 | Advocacy and Policy

Advocates for policies, regulations, and legislation that support data access, infrastructure, transparency, and use - often through partnerships with other organizations and groups.

- [Advocacy and Policy Activities](#)
- [AIR Statement of Ethical Principles](#)
- [Change with Analytics with EDUCAUSE, NACUBO](#)
- Gates Foundation Ecosystem data capacity partner

# KEY FACTS & FIGURES

In January of 2024, AIR added an [organization-level membership](#) option to complement the individual memberships. The organizational membership provides access to AIR benefits for all the employees of a member organization. The counts for each type of membership are below.

## AIR Memberships by Type

Members	6,383
People with individual memberships	1,881
People with memberships through an organization	4,182
People with both individual and organization memberships	320
Member Organizations	281
Association or Nonprofit or K-12 institution	10
Government Agency	8
System Office	8
Private or Public Company	4
International institution or organization	13
U.S. College or University	238

Source: Association Anywhere, Membership Census Report as of 6/30/2024

## AIR Forum Registrations by Year and Location

Year	Location	Total Registrations
2024	Denver, CO	1,648
2023	Cleveland, OH	1,301
2022	Phoenix, AZ	1,123
2021	Virtual	1,273
2020	Virtual	717
2019	Denver, CO	1,882

Source: Internal Forum registration reports 2017–2024.

Notes: Does not include staff. Does include sponsors, one-day passes.

## AIR Staff Counts

All AIR staff work remotely as of fall 2021

	2019	2020	2021	2022	2023	2024
Full-time	26	29	20	18	20	21
Part-time	2	1	0	0	0	0
<b>Total Staff</b>	<b>28</b>	<b>30</b>	<b>20</b>	<b>18</b>	<b>20</b>	<b>21</b>

Source: Internal HR and Payroll records as of January 1, 2024

## AIR Financial Position

	2019	2020	2021	2022	2023
<b>Revenues</b>	<b>\$4,210,263</b>	<b>\$3,057,490</b>	<b>\$3,370,248</b>	<b>\$3,838,890</b>	<b>\$4,288,420</b>
Grants/contracts	52%	63%	55%	60%	63%
AIR Forum activities	31%	10%	15%	20%	23%
Education programs/services	3%	1%	5%	11%	4%
Membership revenue	10%	11%	10%	9%	9%
Other revenue	4%	15%	15%	0.3%	0.3%
<b>Expenses</b>	<b>\$4,868,082</b>	<b>\$3,647,528</b>	<b>\$3,096,550</b>	<b>\$3,780,592</b>	<b>\$4,319,658</b>
Investment income (loss)	\$134,805	(\$282,095)	\$52,783	(\$170,743)	\$263,018
<b>Change in Net Assets</b>	<b>(\$523,014)</b>	<b>(\$872,133)</b>	<b>\$326,481</b>	<b>(\$112,445)</b>	<b>\$231,780</b>
<b>Net Assets End of Year</b>	<b>\$3,569,042</b>	<b>\$2,696,909</b>	<b>\$3,023,390</b>	<b>\$2,910,945</b>	<b>\$3,142,725</b>

Source: Audited Financial Statements 2019–2023