

At-a-Glance

HISTORY & CONTEXT

Mission [Ends]

AIR is a global association that empowers higher education professionals at all levels to use data, analytics, information, and evidence to make decisions that are effective, ethical, and equitable and take actions that benefit all students and institutions and improve higher education. *(Updated by the AIR Board of Directors, May 2022)*

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) organization, higher education focus, tax-exempt
- Office located in Tallahassee, Florida from 1974–2021. Currently, all AIR staff work remotely.

Operational Focus Areas

To advance the effective, ethical, and equitable use of data and analytics to make better decisions, AIR provides programs, services, and resources in four operational areas. Selected examples within each area are listed below with links to the AIR website, when appropriate, and are not intended to be comprehensive.



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](#)
- [Foundations Workshops](#)
- [A Holistic Approach to IR](#)
- [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 \(2015, 2018, 2021\)](#)
- [Professional Files](#)
- [Statement of Aspirational Practice](#)



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](#)
- [eAIR Newsletter](#)



4| Advocacy and Policy

Advocates for the effective, ethical, and equitable use of data and analysis in higher education, often through partnerships with other organizations and groups.

- [Statement on Racial Injustice](#)
- [Statement of Ethical Principles](#)
- [Change with Analytics](#) with EDUCAUSE, NACUBO
- Gates Foundation Service Design and Delivery Ecosystem partner

KEY FACTS & FIGURES

AIR Stakeholders

The AIR community includes over 13,000 higher education professionals representing 3,800 colleges, universities, associations, companies, and government entities across all U.S. states and territories and 100 countries around the world.

AIR Member Counts by Category					
	2017	2018	2019	2020	2021
Honorary	122	129	136	141	141
Graduate Students	97	160	113	73	63
Professional	3,386	4,221	3,637	2,744	2,286
Total Memberships	3,605	4,510	3,886	2,958	2,490

Sources: AIR annual report (2017, 2018); Association Management System, Association Anywhere Membership Statistics reports 2019–2021

Characteristics of Stakeholder Organizations		
Organization Type	With Member	All Organizations
US Higher Education Institution	88%	90%
International Higher Education Institution	4%	3%
Association/Non-profit/K-12	3%	2%
Public or Private Company	3%	3%
Federal/State/Local Government	2%	2%
U.S. Institution Sector	With Member	All Institutions
Private not-for-profit, 4-year or above	43%	36%
Public, 4-year or above	34%	21%
Public, 2-year	21%	23%
All other sectors	2%	20%

Source: Association Management System, Association Anywhere, May 2022

Forum Registrations by Year & Location

Year	Location	Total Registrations
2021	Virtual	1,273
2020	Virtual	717
2019	Denver, CO	1,882
2018	Orlando, FL	1,801
2017	Washington, DC	2,067
2016	New Orleans, LA	1,993
2015	Denver, CO	2,037
2014	Orlando, FL	1,991
2013	Long Beach, CA	1,811

Source: Internal Forum registration reports 2013–2021.

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

AIR Staff Counts

All AIR staff work remotely as of Fall 2021

	2017	2018	2019	2020	2021	2022
Full-time	18	22	26	29	20	18
Part-time	2	2	2	1	0	0
Total Staff	16	24	28	30	20	18

Source: Internal HR and Payroll records as of January 1

AIR Financial Position

	2017	2018	2019	2020	2021
Revenues	\$4,432,501	\$4,065,762	\$4,210,263	\$3,057,490	\$3,370,248
Grants/Contracts	52%	48%	52%	63%	55%
Forum activities	28%	29%	31%	10%	15%
Education programs/services	4%	5%	3%	1%	5%
Membership dues	11%	11%	10%	11%	10%
Other revenue	4%	7%	4%	15%	15%
Expenses	\$4,420,954	\$4,394,846	\$4,868,082	\$3,647,528	\$3,096,550
Investment income (loss)		\$53,413	\$134,805	(\$282,095)	\$52,783
Change in Net Assets	\$11,547	(\$275,671)	(\$523,014)	(\$872,133)	\$326,481
Net Assets End of Year	\$4,367,727	\$4,092,056	\$3,569,042	\$2,696,909	\$3,023,390

Source: Audited Financial Statements 2018, 2019, 2020, 2021