



HLC Accreditation Evidence

- **Association for Institutional Research (AIR)**

Office of Origin:

- Institutional Effectiveness

Contact(s):

- Director of Institutional Effectiveness

Vision and Mission

Vision

AIR will be a global leader in the ethical use of data for better decisions.

Mission

AIR is a global association of higher education professionals. AIR exists to empower those individuals 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. This must be done within AIR's available resources and in such a manner that the value to higher education is worth the investment of those resources.

Mission Objectives

AIR will educate institutional researchers, higher education leaders and professionals, and organizations on the value of institutional research.

AIR will educate and support higher education professionals in:

- Contextualizing data across campus and throughout higher education
- Learning methods and tools of the institutional research profession
- Evaluating the effectiveness of institutions
- Conducting research and scholarship

AIR will provide opportunities for the development of professional and interpersonal skills.

AIR will promote the development of professional networks.

About AIR

[Statement on Racial Injustice](#)

[Governance Structure and Policies](#)

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About AIR | 2022

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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.

The Association for Institutional Research (AIR) empowers higher education professionals to leverage data, analytics, information, and evidence to make decisions and take actions that benefit students and institutions and improve higher education. For over 50 years, AIR has been committed to building and sustaining strong data-informed decision cultures within higher education institutions.

AIR supports the professional growth, skill development, and scholarship of professionals within institutional research and other related fields who fill a variety of critical roles, including institutional effectiveness, assessment, strategic planning, business intelligence, and more.

As a global higher education Association, AIR creates and disseminates research, scholarship, and innovative practices; builds diverse and dynamic communities; fosters strategic partnerships to support cross-functional collaboration and learning; and advocates for the effective use of data within colleges and universities.