

## **COMMUNITY ANALYTICS TO PRESENT AT 2008 AIR ANNUAL FORUM** CEO Brings Human Networks to Institutional Researchers

BALTIMORE (May 2008) – May 24<sup>th</sup> kicks off the first of four days at the 48<sup>th</sup> Annual Air Forum. The Forum brings together approximately 1,700 institutional research professionals to learn the most recent methods of institutional research, exchange information and ideas about postsecondary educational institutions, and network with colleagues. This year’s conference, themed “Adapting to Meet New Challenges,” recognizes that as the population evolves, budgets shift, and accountability increases, the institutional researcher will be vital in providing the information needed to meet these challenges.

Asked to present on behalf of AIR’s Annual Forum was Community Analytics’ CEO, Myra Norton. Her session, entitled, “Bringing the Power of Human Networks® to University Advancement,” aims to educate professionals on how to engage community leaders in order to reach new donors, recruit the right leadership, and improve overall alumni involvement and support. Discovering true Alumni Leaders and their social networks helps institutions make decisions about donating time, talent, and resources. Norton’s session is scheduled for Tuesday, May 27<sup>th</sup> at 11:30am.

“In today’s ever-changing environment it is imperative that Advancement professionals focus their efforts on the true leaders of their institution’s community, not just the individuals that donate the most.” says Norton, “Furthermore, it is these next generation alumni who will play the critical role of supporters and advocates of future institutional initiatives.”

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### **About Community Analytics:**

Community Analytics is a research organization based on the principles of social networking. We understand human networks and the roles they play in the decision making process. We offer customer engagement solutions that deliver measurable results in an ever-changing and customer-driven business environment. Through a combination of proprietary research and analytical techniques, Community Analytics helps you uncover these networks and create strategies to connect these networks with your brand.

### **About AIR:**

The mission of the Association for Institutional Research (AIR) is to support members in their efforts to continuously improve the practice of institutional research for postsecondary planning, management and operations, and to further develop and promote the institutional research profession.

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