



At-a-Glance

HISTORY & CONTEXT

Mission [Ends]

AIR 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.

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](#)
- [Postsecondary Data Program \(PDP\) Training Center](#)
- [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 \(2015, 2018, 2021\)](#)
- [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 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](#)
- [AIR Statement of Ethical Principles](#)
- [Change with Analytics with EDUCAUSE, NACUBO](#)
- Gates Foundation Ecosystem data capacity partner

KEY FACTS & FIGURES

AIR Stakeholders

The AIR community includes over 15,000 higher education professionals representing 4,000 colleges, universities, associations, companies, and other entities across all U.S. states and territories and 100 countries.

| AIR Member Counts by Category | | | | | |
|-------------------------------|--------------|--------------|--------------|--------------|--------------|
| | 2019 | 2020 | 2021 | 2022 | 2023* |
| Honorary | 136 | 141 | 141 | 144 | 138 |
| Graduate Students | 113 | 73 | 63 | 45 | 63 |
| Professional | 3,637 | 2,744 | 2,286 | 2,249 | 2,320 |
| Total Members | 3,886 | 2,958 | 2,490 | 2,438 | 2,521 |

Sources: Association Management System, Association Anywhere Membership Statistics reports (as of June 30, 2019–2022, *April 30, 2023)

| Characteristics of AIR Members | |
|----------------------------------|------|
| Race/Ethnicity (N=1,423) | |
| American Indian/Alaskan Native | 2% |
| Asian | 12% |
| Black/African American | 9% |
| Hispanic/Latino | 7% |
| Native Hawaiian/Pacific Islander | 0.3% |
| White | 70% |
| Gender (N=1,630) | |
| Female | 63% |
| Male | 36% |
| Non-binary/Another | 1% |

Sources: Association Management System, Association Anywhere, May 2023. Submission of race, ethnicity, and gender data are voluntary and self-reported.

| Characteristics of Stakeholder Organizations | | |
|--|-------------|-------------------|
| Organization Type | With Member | All Organizations |
| US Higher Education Institution/System | 91% | 92% |
| International Higher Education Institution | 4% | 2% |
| Association/Non-profit/K-12 | 2% | 2% |
| Public or Private Company | 2% | 2% |
| Federal/State/Local Government | 1% | 1% |
| U.S. Institution Sector | With Member | All Institutions |
| Private not-for-profit, 4-year or above | 36% | 32% |
| Public, 4-year or above | 43% | 34% |
| Public, 2-year | 19% | 23% |
| All other sectors | 2% | 11% |

Source: Association Management System, Association Anywhere, May 2023

| AIR Forum Registrations by Year and Location | | |
|--|------------------|---------------------|
| Year | Location | Total Registrations |
| 2022 | Phoenix, AZ | 1,123 |
| 2021 | Virtual | 1,273 |
| 2020 | Virtual | 717 |
| 2019 | Denver, CO | 1,882 |
| 2018 | Orlando, FL | 1,801 |
| 2017 | Washington, D.C. | 2,067 |

Source: Internal Forum registration reports 2017–2022.

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

| AIR Staff Counts | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|
| <i>All AIR staff work remotely as of fall 2021</i> | | | | | | |
| | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| Full-time | 22 | 26 | 29 | 20 | 18 | 20 |
| Part-time | 2 | 2 | 1 | 0 | 0 | 0 |
| Total Staff | 24 | 28 | 30 | 20 | 18 | 20 |

Source: Internal HR and Payroll records as of January 1, 2023

| AIR Financial Position | | | | | |
|-------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| | 2018 | 2019 | 2020 | 2021 | 2022 |
| Revenues | \$4,065,762 | \$4,210,263 | \$3,057,490 | \$3,370,248 | \$3,838,890 |
| Grants/contracts | 48% | 52% | 63% | 55% | 60% |
| AIR Forum activities | 29% | 31% | 10% | 15% | 20% |
| Education programs/services | 5% | 3% | 1% | 5% | 11% |
| Membership dues | 11% | 10% | 11% | 10% | 9% |
| Other revenue | 7% | 4% | 15% | 15% | 0.3% |
| Expenses | \$4,394,846 | \$4,868,082 | \$3,647,528 | \$3,096,550 | \$3,780,592 |
| Investment income (loss) | \$53,413 | \$134,805 | (\$282,095) | \$52,783 | (\$170,743) |
| Change in Net Assets | (\$275,671) | (\$523,014) | (\$872,133) | \$326,481 | (\$112,445) |
| Net Assets End of Year | \$4,092,056 | \$3,569,042 | \$2,696,909 | \$3,023,390 | \$2,910,945 |

Source: Audited Financial Statements 2018–2022