



Message from CONFERENCE'S CHAIRMAN

On behalf of SEAAIR, and the local organizing committee, I have the great honor of welcoming all participants to the South East Asian Association for Institutional Research's 11th Annual SEAAIR Conference, *University Social Responsibility: Pathways to Excellence*, here in Chiang Mai, Thailand, on November 2-4, 2011. We are looking forward to a highly informative conference, and working together with our colleagues from across the region to increase our understanding and knowledge of institutional research, and the role it can play in helping our regional universities pave a pathway to excellence in social responsibility.

Through sharing of cutting-edge research and practical experience in higher education, we will explore together the themes of: academic endeavors and excellence; institutional research responses and responsibilities; educational and technological advances and applications; institutional capacities and capabilities; quality tenacity and tenants; and new, creative, innovative, and esoteric initiatives.

It is our greatest hope that working together, we can learn and share in such a way as to allow us all to return to our home university, better equipped to develop and deliver *University Social Responsibility: Pathways to Excellence*.

May I extend my warmest welcome to all participants of SEAAIR 2011.

Yours sincerely,



Assistant Professor Nat Vorayos, Ph.D.
11th Annual SEAAIR Conference Chairman