



## Welcoming ADDRESS

It is with great pleasure and pride that I, on behalf of Chiang Mai University, welcome you to Chiang Mai, Thailand for the South East Asian Association for Institutional Research's 11<sup>th</sup> Annual SEAIR Conference, *University Social Responsibility: Pathways to Excellence*, on 2-4 November 2011. We are truly honored to be this year's host, and to uphold this honor, have worked diligently here at Chiang Mai University to organize and deliver what I trust will be a satisfying and valuable conference for all participants. We have not done this alone, however – a special thanks to the SEAIR Executive Committee and to SEAIR itself for all of their hard work and support, without which this conference would not be possible.

Chiang Mai University is proud to be a member of SEAIR, whose work to benefit, assist, and advance research leading to improved understanding, planning, and operations for post-secondary institutions in the region has and continues to benefit us all. While a relatively new association, SEAIR has already made a substantial impact in institutional research, and I trust that this 11<sup>th</sup> SEAIR Conference here in Chiang Mai will add to this already growing legacy.

Chiang Mai University is particularly pleased to host you here in our home, Chiang Mai, a city that encompasses a lively mix of the modern and traditional, providing an exciting and beautiful backdrop to this year's conference that I trust you will all find time to explore.

Welcome fellow colleagues to Chiang Mai and SEAIR 2011.

Yours sincerely,



Prof. Pongsak Angkasith, Ed.D.  
President  
Chiang Mai University