



Texas Association for Institutional Research
Summer Workshops 2017
Friday, July 28, 2017
4400 College Park Drive, Round Rock, Texas 78665

The TAIR Professional Development Committee is proud to announce this year's Summer Workshops to be held at the ACC Campus in Round Rock, TX. The cost of each workshop is \$75. Lunch will be provided. **All attendees should bring a laptop** to get the most out of the workshop training. **Internet access via WiFi will be provided.**

Register On-line between May 19 and July 21 at: <https://www.regonline.com/tairsummer2017>

Morning Sessions 9 AM – 12 PM

W1: Closing the Loop: Providing Feedback on Annual Assessment

Track 6

Kara Larkan-Skinner & Frances Frey, Our Lady of the Lake University

Do you have an assessment process in place? Does it end in a black hole? Have you heard complaints that **nothing is done** with assessment reports or that the assessment office should **provide more feedback** on assessment reports? If so, this is the session for you. In this hands-on workshop, participants will briefly explore the basics of assessment, including how to train others and manage the assessment cycle in both academic and non-academic departments. The majority of the workshop will focus on developing rubrics and institutional structures to review and provide annual feedback on assessment reports and encourage ongoing improvement of the assessment process.

W2: Beginning SQL and Database Management

Track 3

Kate Proff, Texas State University

This workshop will start with the fundamentals of database management. Basic terminology and structure will be covered. Participants will learn how to create a simple database. Using that database, participants will then learn how to extract and manage the data with visual query builders and SQL. Instruction will be tailored for use with a variety of databases and SQL clients. Participants can expect to learn how to create a database using point-and-click methods and SQL, insert and update data in tables, select/query data, join tables, filter data, and many other SQL query basics. This workshop is best suited for those with little to no experience working with SQL. **A laptop with internet access is required.**

W3: Making the Most of the THECB's Interactive Accountability System

Track 5

Jimmy Roberts, Temple Junior College

Institutional Research offices can tap into the vast resources available from the Texas Education Coordinating Board's Higher Education Data Site to respond effectively and in a timely manner to a variety of data requests about public colleges and universities. This workshop is designed to create quick response data reports or graphs. The participants will explore the new Interactive Section of the Accountability System and create on the fly reports pertinent to your organization. We will explore tips and tricks to create presentation-ready reports in a matter of minutes. We will also explore other data rich resources for mining "nuggets" of information, eliminating the complexity of some of the source documents to create reader friendly graphs and charts. **A laptop with MS Excel and internet access is required.**

W4: Non-Parametric Statistical Techniques

Track 2

Rion McDonald, University of North Texas

In many cases, the job of institutional research involves working with datasets that are relatively small or with data—grades, survey results, rankings, etc.—that do not come from a bell-curve/normal distribution. In these instances, the application of the standard techniques focused on in most statistics courses can yield misleading results. This workshop is intended to be an introduction to a few statistical tests that can be useful in analyzing non-normal data. It may also be beneficial to those seeking to review certain analytical methods. Topics covered will include Spearman's rank correlation, the chi-square test of independence, and the Wilcoxon rank sum test. During the workshop, attendees will use their laptops to practice applying the various techniques in Excel. Anyone with a basic Excel background (entering/creating formulas, copying and pasting cell contents, etc.) should be able to participate. Knowledge of a specific statistical software package such as SAS or SPSS is not required. **A laptop with MS Excel and internet access is required.**



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Afternoon Sessions 1 PM – 4 PM

W5: Google Charts for IR Websites

Track 3

Jorge Martinez, University of Houston

Interested in creating online dashboards without paying big software prices? Google Charts API provides an open-source platform for constructing interactive graphics for IR websites at no cost. In this hands-on workshop, participants will construct bar, line, and pie charts, hierarchical tree maps and state maps using JavaScript, html, and R languages. No previous knowledge of JavaScript, html, or R is required. Participants will construct charts using data from their own institution. At the end of this workshop, participants will understand the data structure, anatomy, and implementation of Google Charts on an IR web page for internal and external constituent consumption. **A laptop with internet access is required.**

W6: Qualtrics Surveys – Creating, distributing, and working with the results

Track 3

Katharine Mason, Texas A&M University – Corpus Christi

Qualtrics survey software is a marvelous survey tool with all the bells and whistles one could ever want. This workshop will cover how to create surveys; how to distribute them by email or on a website; and the choices for working with the results – pretty reports? Csv file? Or SPSS file? This is a hands-on workshop. You need a laptop with access to your own university Qualtrics account, or if you don't have one you can get a free trial account at the workshop. Don't do this before you get to the workshop as you only get one free try. **A laptop with internet access is required.**

W7: Excel: Beyond the Basics

Track 3

Bishar Sethna, Lamar University

Individuals in IR frequently use Excel for reporting and information analysis. This workshop will provide some tips and techniques in Excel to help increase efficiency, productivity, and report usability. The workshop will show participants how to create macros, use advanced formulas, and pivot tables to make for easier reporting. Material covered will primarily focus on the CBM reports. Prior to the workshop, participants will be e-mailed a dataset which will be used to complete exercises. Participants should bring their own computer with this dataset downloaded. Completing this workshop will help participants provide efficient reports in faster response times. **A laptop with MS Excel and internet access is required.**

W8: Hands On Tableau

Track 3

Al Walser, The University of Texas at Austin

This presentation is a detailed follow-up to the TAIR session entitled "Creating Meaningful and Immersive Visualizations in Tableau: An Incremental Approach". This session is instructor guided and will focus on developing user skills to create a visualization that blends data from different sources. Training will include connecting to disparate data sources (building a data source in Excel, joining spreadsheets to warehouse data), building the visualization (images as shapes, drop down lists as filters, creating the workbook, organizing the visualization), and embedding (publishing your visualization, embedding it into your website). **Attendees must have a laptop with internet access, Microsoft Excel, and Tableau version 10.2 or later.**