



*Texas Association
for Institutional Research*

35th Annual Conference

*Developing Knowledge
from Strands of Information*

**Galveston, Texas
February 11-13, 2013
Moody Gardens Hotel**



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Table of Contents

| | |
|--|-----------|
| TAIR Conference 2013 | 1 |
| President's/Vice President's Message..... | 2 |
| Program Overview..... | 3 |
| General Session Speakers..... | 11 |
| Candidates for Election | 12 |
| Sunday, February 10 (Registration) | 17 |
| Pre-Conference Workshops | 17 |
| Monday, February 11 (Registration) | 19 |
| Pre-Conference Workshops | 19 |
| Luncheon/General Session I | 19 |
| Concurrent Sessions A..... | 20 |
| Concurrent Sessions B..... | 21 |
| Special Interest Groups (SIGS)..... | 23 |
| Tuesday, February 12 (Registration) | 24 |
| Breakfast Buffet | 24 |
| Roundtables..... | 24 |
| Sponsor Fair | 26 |
| Concurrent Sessions C..... | 26 |
| Concurrent Sessions D..... | 28 |
| Luncheon/General Session II | 29 |
| Concurrent Sessions E..... | 30 |
| Concurrent Sessions F | 32 |
| Special Event..... | 34 |
| Wednesday, February 13 (Breakfast/Business Meeting) | 35 |
| THECB/Legislative Update | 35 |
| Business Meeting | 35 |
| Executive Committee Meeting..... | 35 |
| Save The Date – TAIR 2014..... | 35 |
| Evaluate the Conference (QR Code)..... | 36 |
| Meeting Area Floor Plan..... | 36 |
| TAIR Committee Membership..... | 37 |

President's/Vice President's Message

Developing Knowledge from Strands of Information

Welcome to Galveston, Texas for the 35th Annual Conference of the Texas Association for Institutional Research (TAIR). The theme for this year's conference is "Developing Knowledge from Strands of Information." The theme fits the city and the conference well: Galveston is home to the historic Strand district that is located nearby and, since the conference is held during Mardi Gras, you can have the opportunity at our special event to grab some strands (of beads) of your own! Galveston is home to Galveston College, Texas A&M University at Galveston and The University of Texas Medical Branch at Galveston. UTMB has generously offered facilities to us for the pre-conference workshops, enabling several hands-on workshops to be held.

Thanks to outstanding participation by you and other TAIR members, as well as the dedicated efforts of our TAIR Program Committee and TAIR Professional Development Committee, there will again be over 30 quality concurrent sessions this year, as well as a variety of roundtables, special interest groups, and pre-conference workshops. You will have plenty of sessions to choose from on a wide range of topics that are important to institutional research offices around the state such as assessment, survey research, legislative mandates, SACS --- and everything in between. To help you to get the most out of your time, they have been organized into tracks and each room is dedicated to a specific track. We also have two dynamic General Session speakers lined up to motivate, educate, and inspire us.

In addition to all of the informative sessions scheduled to take place at the conference, we are quite excited about the opportunities to network with IR colleagues and enjoy the sights of Galveston. The special event will be held on Mardi Gras (Fat Tuesday), and will include a trip to a family-friendly parade on the historic Strand, followed by a special dinner in one of Galveston's finest restaurants overlooking the water.

The TAIR Annual Conference provides an informal, welcoming, and engaging environment to network with colleagues and share knowledge. It is one of the best, lowest-cost, and most rewarding professional development opportunities for IR professionals in the state. This is TAIR's 35th conference, and we have some special treats in store to help celebrate this occasion. We are glad to have you here to join in our celebration!

Sincerely yours,

Carol Tucker, President and Susan Thompson, Vice President
Texas Association for Institutional Research



Carol Tucker
President



Susan Thompson
Vice-President/Program Chair



TAIR Program Overview

| Date | Begin | End | Activity |
|------------------------|----------|----------------------|--|
| Sunday, February 10 | 7:00 AM | 5:00 PM | <i>Registration</i> |
| | 8:00 AM | 9:00 AM | <i>Workshop Breakfast</i> |
| | 9:00 AM | 12:00 PM | <i>Pre-Conference Workshops</i> |
| | 12:00 PM | 1:00 PM | <i>Workshop Lunch</i> |
| | 1:00 PM | 4:00 PM | <i>Pre-Conference Workshops</i> |
| | 6:00 PM | 8:00 PM | <i>Program Committee Dinner</i> |
| Date | Begin | End | Activity |
| Monday, February 11 | 7:30 AM | 5:00 PM | <i>Registration</i> |
| | 8:30 AM | 11:30 AM | <i>Pre-Conference Workshops</i> |
| | 9:45 AM | 10:00 AM | <i>Break</i> |
| | 12:00 PM | 2:00 PM | <i>Luncheon and General Session I</i> |
| | 2:15 PM | 3:05 PM | <i>Concurrent Session A</i> |
| | 3:15 PM | 4:05 PM | <i>Concurrent Session B</i> |
| | 4:05 PM | 4:15 PM | <i>Break</i> |
| | 4:15 PM | 4:45 PM | <i>Special Interest Groups I</i> |
| | 5:00 PM | 5:30 PM | <i>Special Interest Groups II</i> |
| | 5:30 PM | 7:00 PM | <i>Meet, Munch, Mingle</i> |
| Date | Begin | End | Activity |
| Tuesday, February 12 | 7:30 AM | 5:00 PM | <i>Registration</i> |
| | 7:30 AM | 9:00 AM | <i>Breakfast Buffet</i> |
| | 8:15 AM | 9:30 AM | <i>Past President's Breakfast</i> |
| | 8:00 AM | 8:30 AM | <i>Round Table Session I</i> |
| | 8:30 AM | 9:00 AM | <i>Round Table Session II</i> |
| | 9:00 AM | 9:30 AM | <i>Round Table Session III</i> |
| | 9:00 AM | 4:00 PM | <i>Sponsor Fair</i> |
| | 9:45 AM | 10:35 AM | <i>Concurrent Session C</i> |
| | 10:45 AM | 11:35 AM | <i>Concurrent Session D</i> |
| | 11:45 AM | 1:15 PM | <i>Luncheon and General Session II</i> |
| | 1:15 PM | 2:15 PM | <i>Sponsor Fair (drawings at 2 PM)</i> |
| | 2:15 PM | 3:05 PM | <i>Concurrent Session E</i> |
| | 3:05 PM | 3:30 PM | <i>Break in Sponsor Fair</i> |
| | 3:30 PM | 4:20 PM | <i>Concurrent Session F</i> |
| | 6:00 PM | -- | <i>Shuttle to Special Event</i> |
| 6:30 PM | 10:00 PM | <i>Special Event</i> | |
| Date | Begin | End | Activity |
| Wednesday, February 13 | 7:30 AM | 9:00 AM | <i>Breakfast Buffet</i> |
| | 8:00 AM | 9:15 AM | <i>Business Meeting</i> |
| | 9:30 AM | 11:30 AM | <i>THECB/Legislative Update</i> |
| | 12:00 PM | 4:00 PM | <i>Executive Committee Meeting</i> |

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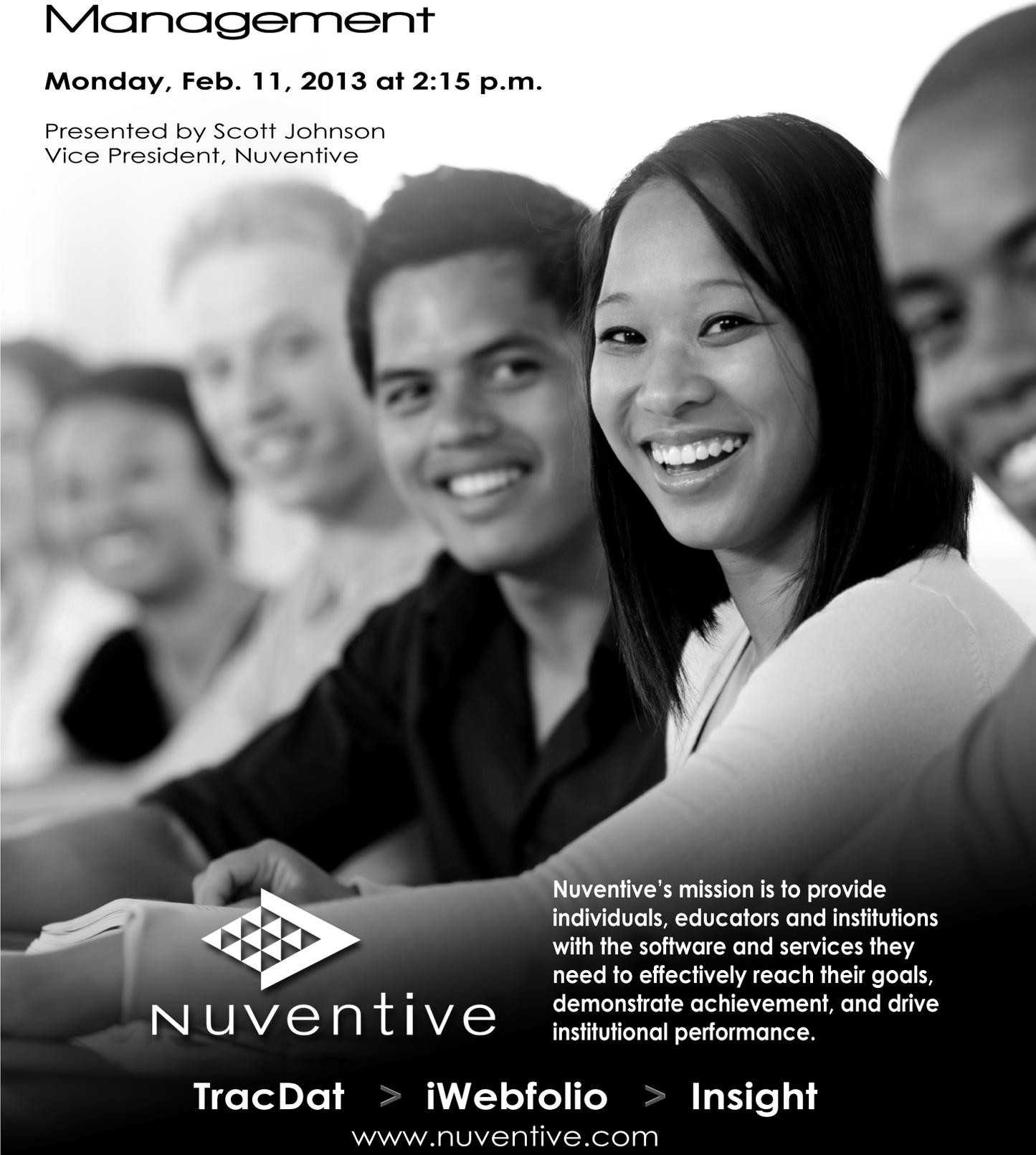


TAIR 2013 Session

Developing a Strategy for Institutional Performance Management

Monday, Feb. 11, 2013 at 2:15 p.m.

Presented by Scott Johnson
Vice President, Nuventive



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*Dr. Millicent Valek, President
Brazosport College, a 2013 Top Ten Community College*



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Best Practices in Dashboard Design

Presented by: Michael Taft, CEO | Session: B7 | Location: Ivy 2

As Edward Tufte said, "If your numbers are boring, then you've got the wrong numbers. **In this session, we will focus on:**

- Powerful ways of displaying visual information
- Best practices for developing key performance indicators
- Sources for community college KPIs
- Strategies for getting everyone on the same (dashboard) page!

We will discuss the work done with six community colleges over four years to develop compelling dashboards for displaying institutional progress, citing specific success stories and what community colleges ought to avoid.

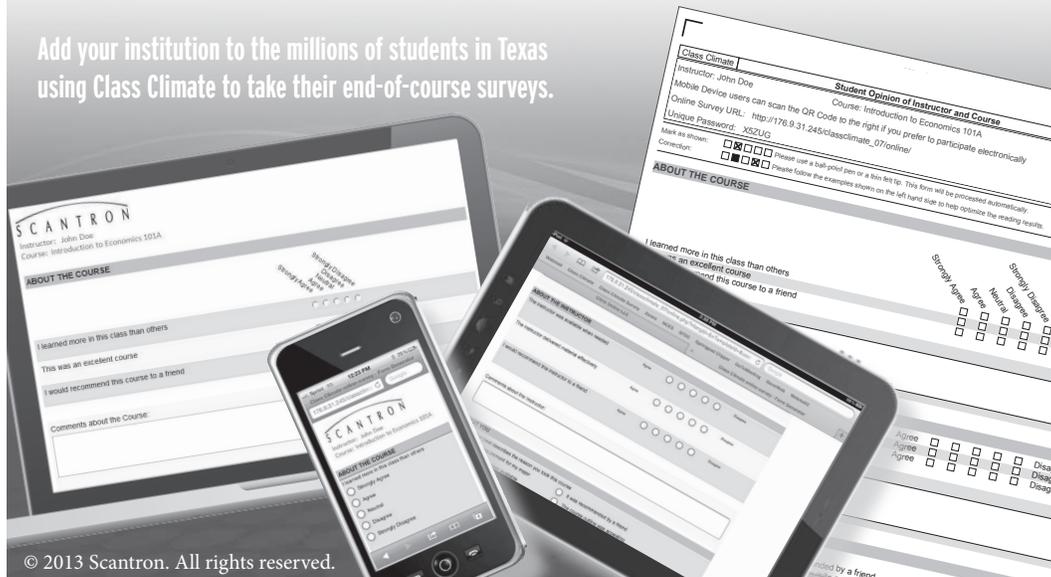


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While at TAIR 2013, attend our breakout session, **Institutional Effectiveness Through Strategic Analytics**, on February 12, 2:15 – 3:05 PM.

Visit us at our booth, and learn more at informationbuilders.com/go/tair.

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General Session Speakers

Luncheon/General Session I - Monday, February 11, 2013 (12:00 PM - 2:00 PM)

Joe Belnap, M.S.
Senior Director of Administrative Computing, Utah Valley University

Joe Belnap serves as the Senior Director of Administrative Computing at Utah Valley University, where he was honored with the IT award of excellence by the Board of Trustees. He holds a Master's degree in Organizational Leadership from Gonzaga University. Joe is also a graduate of Disney Institute's Leadership Excellence program and recently earned his Project Management Professional (PMP) certification.

Belnap has over 30 years of extensive business experience and is a Partner with The Greenleaf Center for Servant-Leadership. He is a published author and has over 10 years of consulting experience, which has resulted in a Commitment to Excellence Award and recognition as one "Driven to Continuously Improve." In addition to his technical expertise, Joe has a broad business background, including finance, human resources, operations, marketing, and executive administration. He will be speaking to TAIR attendees on "The Power of Habit."



Luncheon/General Session II - Tuesday, February 12, 2013 (11:45 AM - 1:15 PM)



Christina Leimer, Ph.D.
Associate Vice President for Planning and Effectiveness, Ashford University

Christina Leimer has 17 years of experience conducting institutional research, learning outcomes assessment, and strategic planning in two universities and a community college. She has a Ph.D. in Human and Organizational Systems and is Vice President for Planning and Effectiveness at Ashford University. In this position, she is developing a new unit that includes IR, Assessment and Evaluation, and Strategic Planning.

Dr. Leimer is the editor of the Fall 2009 volume of *New Directions for Institutional Research* entitled *Imagining the Future of Institutional Research*. She has also published articles about IR and IE in *Change* magazine, *Research in Higher Education*, the *AIR Professional File*, and *Assessment Update*. She is the founder of a national listserv entitled *Reshaping IR* that is intended to strengthen the profession and its influence in higher education.

Christina is a Teagle Assessment Scholar with the Center of Inquiry at Wabash College. Her research focuses on two areas related to higher education effectiveness. At the national policy level, she has investigated the culture of higher education stakeholders in order to understand their influence on the public's expectations of the academy. At the institutional level, her research examines organizational models colleges and universities are using to support an evidence-based decision making and continuous improvement culture. Christina also consults with colleges and universities on developing such a culture.

In her General Session talk, Dr. Leimer will share her thoughts about the cultural differences between education professionals, business, and policy makers that lead to differing perspectives on higher education effectiveness.

Nominees for Vice President/President Elect

Gabriela Borcoman, Texas Higher Education Coordinating Board - Austin. Gabriela is Senior Program Director for Planning and Accountability at the Texas Higher Education Coordinating Board (THECB). Prior to working for THECB she was affiliated with Dallas County Community College District, working in several of its colleges. She is a member of TAIR since 2000, being active as a Nominating Committee member, a presenter and a moderator. For several years, she has been a member of the Program Committee, being in charge of creating and distributing the Annual TAIR Conference brochure and concurrent sessions. At THECB Gabriela is working with data from public and for-profit schools and colleges. Her work includes accountability system for public and for-profit institutions, as well as workforce reports used by all types of institutions. Gabriela holds a PhD in Higher Education Administration with a cognate in Community College Leadership, MS in Human Development and Childhood Disorders, and a Doctor of Medicine degrees.



James Holmes (Lincoln), University of Texas at Austin. Lincoln is currently the senior project manager for Information Management and Analysis at The University of Texas at Austin. He has worked in institutional research since the summer of 1996. Lincoln has been responsible for state, federal and NCAA reporting and now handles requests from the University of Texas System and the Board of Regents. He first became a member of TAIR in 1997. He has been a facilitator and past presenter at TAIR. Lincoln has assisted others in his office, whom have served as TAIR officers, as well as served as the Local Arrangements Chair for TAIR 2011 and currently serving as the SIGs Coordinator for this current TAIR conference. He received his BS and MS from Texas State University.

Nominees for Treasurer

Amy Bawcom, Central Texas College. This year marks Amy's 19th year working in higher education, and she has worked in institutional research and effectiveness since 2000, joining TAIR and SAIR in 2003 and AIR in 2006. She is currently the Director of Institutional Effectiveness at CTC. She was also Director of Institutional Effectiveness and Research, Registrar, and an English faculty member at her alma mater, the University of Mary Hardin-Baylor, where she worked for ten years. Amy holds a BS in Business Administration, a BS in English, and an MA in English Language and Literature. This year at TAIR, Amy is presenting a session, leading a roundtable, serving on the Professional Development Committee, and is the Session Coordinator Chair for the Program Committee. In the past, she co-founded the OPIRO (one-person institutional research office) special interest group, and presented two roundtables. She has also served as facilitator, presenter, and planning committee member for SAIR. She is truly honored to have been nominated, and having received the benefits of a travel grant from TAIR and benefitting from the camaraderie and collegiality of TAIR, she would love to put her business background to work as Treasurer to give back to her TAIR colleagues.



Nominees for Treasurer (continued)

Tracy Stegmair, Texas Woman's University. Tracy has worked in Institutional Research since 2003 and has been a member of TAIR since 2004. She worked for six years at Texas Woman's University and later for three years at Richland College. Tracy is now back at Texas Woman's University and is a Senior Business Systems Analyst. She has co-presented two concurrent sessions, a workshop, and two roundtables at past TAIR conferences plus a workshop at a SAIR conference. For the past three years Tracy has served on the TAIR Program Committee preparing the Conference Brochure. She earned two Bachelor's degrees from Texas Woman's University in History and Computer Science.



Nominees for Member-at-Large for Technology



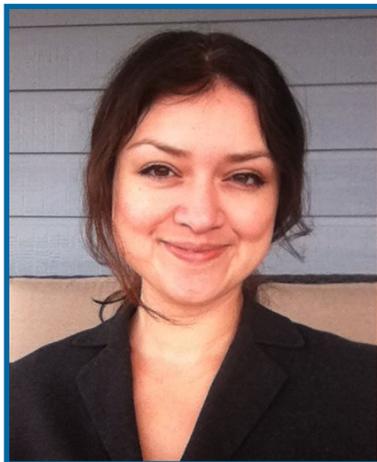
Faron Kincheloe, Baylor University. Faron is Assistant Director of Institutional Research and Testing. He came to Baylor 14 years ago to provide systems administration support for the IR office and help set up the infrastructure for the University data warehouse. Faron now leads the team responsible for administering and maintaining the data warehouse. Before coming to Baylor, Faron worked almost 18 years in industry providing hardware and software support for a variety of manufacturing systems. Faron earned an associate's degree in electronic technology from Texas State Technical Institute, a bachelor's degree in business from Tarleton State University, and a master's degree in information systems from Baylor University. Faron has served on the TAIR program committee for the past two years.



Phil Rhodes, Houston Baptist University. Dr. Phil Rhodes currently serves as the Director of Institutional Research and Effectiveness at Houston Baptist University, and has worked in the field of Institutional Research for the last fourteen years. He holds degrees in Mathematics and Statistics from Baylor University. His work interests include enrollment and retention forecasting, financial modeling, SAS programming, and personal productivity. In addition to his TAIR presentations, Dr. Rhodes has been an invited speaker on email management and productivity around the Houston area.

Nominees for Nominating Committee

Lori Blake, Hardin-Simmons University. Lori has served as the Director of Institutional Research at Hardin-Simmons University in Abilene since May 2008. She served in the Texas Attorney General office for 17 years prior to joining the staff at HSU. Blake has been a member of TAIR for 5 years and enjoys attending TAIR conferences to enhance her knowledge in the field. She especially looks forward to this annual opportunity to make invaluable professional connections. At HSU, she serves as a member of the Staff Senate Committee that aids the university in making enhancements to procedures, facilities, and staff and student satisfaction. Blake received a bachelor's degree in marketing/management from the University of North Texas in 1988. She is an active member of Broadview Baptist Church and has taught Sunday school classes for 1st through 4th graders for the past eight years. In the summer, Lori teaches VBS classes for her church. Lori lives in Abilene, Texas, with her husband and three children. Lori says she is honored to be nominated to serve TAIR in this capacity.



Cathy Delgado, The University of Texas System. Cathy has worked within the UT System for ten years. She is a Research and Policy Analyst with the University of Texas System's Office of Strategic Initiatives. She assists in collecting, processing, and managing a data repository for all 15 UT academic and health institutions. Cathy began working in IR in 2006 at the University of Texas at Brownsville and Texas Southmost College campus. Her six year institutional research experience includes chairing the South Texas Consortium for Institutional Research and presenting at TAIR and SAIR conferences. She would be honored to serve TAIR as a member of the nominating committee.

Dave Downing, University of North Texas. Dave is the Senior Research Analyst in the Office of Institutional Research and Effectiveness. He has been with the University of North Texas for 15 years and in the IR office for the last five, primarily as a SAS programmer. Dave has been a member of TAIR since 2008 and as active member has served as session coordinator, presented conference sessions, and most recently, served as executive committee Member-at-Large for Technology. Dave earned both his M.S. in Computer Education and Cognitive Systems (Instructional Systems Technology) and doctorate in Higher Education from the University of North Texas.



Nominees for Nominating Committee (continued)

Jana Marak, Baylor University. Jana is the Associate Director and Coordinator of Testing at Baylor University and has been involved in institutional research since 1986. She served as TAIR Treasurer from 2001-2003 and from 2006-2007. A member of the 2005-2006 TAIR Awards Committee, she has also served on several other TAIR committees including the 2004-2005 Publications Committee, the 2001-2002 Membership Database Committee, the 1999-2000 and 2010-2011 Nominating Committee, and the 1998 TAIR Constitution Committee. Jana has served on committees and as facilitator, workshop presenter, and roundtable presenter at various AIR, SAIR, and TAIR conferences. She has a B.B.A. in Computer Information Systems and an M.S.Ed. in Student Personnel Services from Baylor University.



Soon Merz, Austin Community College. Soon is the VP for Effectiveness and Accountability at Austin Community College. She has been at ACC since 2004. She has worked in higher education for 30 years and has a varied background in institutional research, including community colleges, 4-year institutions, and at the state level in several states. Soon served at the Kansas Board of Regents in Topeka, Kansas and was responsible for creating an institutional research office at the state level and creating a statewide unit record database and reporting system. She also served with the Massachusetts Board of Higher Education and the Texas Higher Education Coordinating Board. At the institution level, Soon directed the Faculty Affairs and Institutional Research office at the University of Kansas Medical Center and served in the Office of Planning and Analysis at Oakland Community College (Michigan). She is active in AIR, TAIR, MidAIR, and the IPEDS Train-the-Trainer program. She served on NPEC for 4 years and the National Student Customer Advisory Committee for 2 years.

She holds a Master of Public Administration from the University of Kansas, a Bachelor of Science in General Business from the University of Central Texas, and an Associate of Science in General Education from Central Texas College.

Kate Amorella Proff, Texas State University. Kate has been working in the field of institutional research for six years. She fell into the career in 2006 at Texas Woman's University. She has since moved to Texas State University as a Research Analyst. An active member of TAIR, she served as secretary as well as a member of the data advisory and program committees. Kate truly enjoys presenting concurrent sessions and workshops for professional development in IR. Her stint as secretary allowed her to become familiar with the members of TAIR, which will lend nicely to the duties of the nominating committee. She's rather persistent, so future candidates for TAIR office will be unable to avoid her calls, emails, texts, singing telegrams, and skywritten messages.



Nominees for Nominating Committee (continued)

Kara Larkan- Skinner, Our Lady of the Lake University. Kara has over 10 years of experience in the fields of evaluation, assessment and research. In February of this year, Kara became the Director of Institutional Research at Our Lady of the Lake University in San Antonio, TX. She has held previous positions of Director of Institutional Research and Institutional Effectiveness at Amarillo College, Director of Outcomes Assessments, research associate, and was a research assistant during graduate school. Kara is a proactive member of TAIR, she serves on the professional development committee and has provided workshops to the general membership. Kara has presented at additional conferences such as the West Texas Assessment Conference. Additionally, Kara serves on two ad hoc committees for AIR.



Rebecca Richter, Temple College. Rebecca has been a member of TAIR since 1992. During that time, she has been TAIR secretary, served on the Program Committee twice, and conducted concurrent sessions, roundtables and SIGs. For her, TAIR has been a tremendous source for professional development. The leaders of TAIR have always been keenly aware of the need for institutional research professionals to have a practical and affordable conference that is highly relevant to current demands and changing priorities. She is honored to be considered for the Nominating Committee.



Courtesy of Galveston Island CVB



Sunday, February 10

Registration (7AM - 5PM)
Location: Group Registration Desk

Workshop Breakfast (8AM - 9AM)
Location: UTMB Campus

9:00 AM to 12:00 PM

Pre-Conference Workshops

W6: Strategic Planning from the Outside – In

Location: University of Texas-Medical Branch (Moody Medical Library, Rm. 233, Carruth Room)

Description: In these competitive times, institutions are increasingly measured by performance and their proven ability to anticipate and respond to the unique and changing needs of the community, region and world. To thrive in such a dynamic climate requires strategic planning based on researched trends that are accurate, relevant and interesting – trends that position your institution for whatever challenges and opportunities lie ahead. This workshop will emphasize strategic planning (i.e. external “outside-in” rather than internal “inside-out”) and techniques to engage the larger communities we serve in the strategic planning process.

Presenter: Joel Lapin, The Community College of Baltimore County

Cancelled

W7: Beginning SQL and Database Management

Location: University of Texas-Medical Branch (Moody Medical Library, Rm 238, Library Online Testing Center)

Description: 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. This workshop will be using Microsoft Access and SQL Developer; however, instruction will be tailored for use with any database and SQL client. 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.

Prerequisites: None

Presenters: Kate Proff, Texas State University – San Marcos

Tracy Stegmair, Texas Woman's University

Note: This workshop is offered independently from Intermediate SQL and Database Management; attendees may register for either or both workshops.

Workshop Lunch
12:00 PM - 1:00 PM
Location: UTMB Campus



Strand Ave

Courtesy of Galveston Island CVB

Sunday, February 10

1:00 PM to 4:00 PM

Pre-Conference Workshops

W1: Using Accountability Board Data

Location: University of Texas-Medical Branch (Rebecca Sealy 1.124)

Description: Accountability continues to rise in importance and the data available from the Coordinating Board can be extremely useful for the Institutional Researcher who understands the report and the content that is presented. Colby Stoever is a former member of the Coordinating Board and has volunteered to share his insight into these reports, answering questions and providing some insight on how the information in many of the reports can be used and shared on college and university campuses. This workshop is appropriate for those IR professionals who are new to the career field and will open some insights for experienced IR professionals.

Presenter: Colby Stoever, Texas A&M University – Corpus Christi

W2: Developing Measurable Outcomes 1

Location: University of Texas-Medical Branch (Library 233)

Description: This workshop will focus on various methodologies and processes that are used by institutions when developing learning outcomes. Processes and techniques will be discussed such as the acronyms SMART and DUMB and application on how to determine strong outcome measures opposed to weaker measures. Attendees should acquire the basic skills necessary to successfully write outcome measurements that would be applicable to their campus cultures whether working at a university or small college. This workshop is appropriate for new and experienced IR professionals who work with assessment programs, have assessment related responsibilities, or are just curious and wish to know more about this subject area.

Presenters: Kara Larkan-Skinner, Our Lady of the Lake University

Tom Corll, Midland College

Note: This workshop is offered independently from Developing Measurable Outcomes 2; attendees may register for either or both workshops.

W8: Intermediate SQL and Database Management.

Location: University of Texas-Medical Branch (Moody Medical Library, Rm 238, Library Online Testing Center)

Description: This workshop will take participants to the next level in their SQL and database knowledge. A basic overview of database design and SQL syntax will be covered. Participants will create MySQL database. With that database, participants will learn how to manage multiple tables and joins. Participants will retrieve and manage data efficiently through subqueries, grouping, case logic, functions, date manipulation, and other SQL commands. Participants will also learn how to troubleshoot query errors and ensure they are extracting exactly the data they need. Given time, participants will be shown how to pull data directly into Excel, Access, and SPSS through an ODBC connection.

Prerequisites: Basic knowledge of databases and SQL (participant knows how to create a simple SQL query using a select statement and table joins)

Presenters: Kate Proff, Texas State University – San Marcos

Tracy Stegmair, Texas Woman's University

Note: This workshop is offered independently from Beginning SQL and Database Management; attendees may register for either or both workshops.

Program Committee Dinner (Program Committee Members Only) 6:00 PM - 8:00 PM



Courtesy of Galveston Island CVB



Monday, February 11

Registration

7:30 AM - 5:00 PM

Location: Group Registration Desk

8:30 AM to 11:30 AM

Pre-Conference Workshops

W3: Developing Measurable Outcomes 2

Location: Moody Gardens Hotel (Salon G)

Description: This hands-on workshop will focus on the development of measurable learning outcomes following the ABCD model currently used at Amarillo College. Designed as a follow-up workshop for those who attended the Measurable Outcomes session presented at the summer workshop in San Marcos, workshop attendees will have the opportunity to develop measurable outcomes for divisions, departments and offices across a broad spectrum of the campus. Attendees will be provided opportunities to critique anonymous outcomes from other institutions, hands-on experience developing outcomes unique to their own institutions, and evaluate peer assessments developed during this workshop. This workshop is appropriate for new and experienced IR professionals who work with assessment programs or have assessment related responsibilities.

Presenters: Kara Larkan-Skinner, Our Lady of the Lake University

Tom Corll, Midland College

Note: This workshop is offered independently from Developing Measurable Outcomes 1; attendees may register for either or both workshops.

W4: Getting Organized: Controlling Email and Managing Workflow, Priorities, and Projects

Location: Moody Gardens Hotel (Salon H)

Description: Drowning in email? Desk a mess? Projects running late? All of us in higher education are under constant pressure to produce more with less at a faster pace. This workshop will present some common-sense tools to deal with the flood of email, projects, and tasks that cross our paths every day. The workshop will cover four major topics: controlling email, establishing productive workflow, identifying priorities and horizons of focus, and a framework for project planning. Attendees should bring a list of their current projects and a current to-do list for in workshop review. This will be a working session, not a lecture – the result will be an updated, clarified project list and actionable to-do lists.

Presenter: Phil Rhodes, Houston Baptist University

W5: Newcomers to Institutional Research

Location: Moody Gardens Hotel (Vine 1)

Description: The TAIR Newcomer's Workshop will focus on maintaining an effective institutional research office. Topics include the various roles and key responsibilities of institutional research, necessary skills needed for a researcher, primary dogmas of assessment (surveys and focus groups), research resources, academic accreditation, financial analysis and presentation of data. Included in the workshop will be guest panelists representing key areas of institutional research (THECB, public four-year and two-year colleges, private four-year institutions) who will be presenting "hot topics" for their area of expertise.

Presenter: Marilyn Greer, M.D. Anderson Cancer Center

Luncheon and General Session I

12:00 PM - 2:00 PM

Title: The Power of Habit

Featuring: Joe Belnap, M.S.

Location: Salons D & E

Sponsor: Nuventive

Monday, February 11

2:15 PM to 3:05 PM

Concurrent Sessions A

A1: Navigating a SACS Accreditation Review: Tips for Crafting a Successful Compliance Certification Report

Location: Salon F **Audience:** All

Track: Assessment & Effectiveness

Description: This session will provide an overview of the accreditation process and review strategies that colleges and universities have used to successfully demonstrate their compliance with SACS standards and requirements. The areas most-cited for non-compliance will be reviewed along with recommendations to avoid these pitfalls. Actionable suggestions for crafting a successful compliance certification document will also be discussed.

Presenter: Thomas Cleary, Alamo Colleges

Session Coordinator: Joe Meyer, Texas State University - San Marcos

A2: Hazlewood Benefits: Do They Really Benefit Our Veterans?

Location: Salon G **Audience:** Public

Track: Current Issues

Description: Increasing numbers of veterans are entering higher education as a result of the troop draw-downs occurring in the U.S. Armed Forces. In Texas, veterans have access to Hazlewood benefits, which allow them to attend a state school tuition and fee free. Veterans' dependents also have access to some of these financial benefits. How are these "Hazlewood students" performing in college? This study focuses on students attending a state institution and evaluates whether Hazlewood students perform differently than students not receiving state veteran's benefits.

Presenters: Amanda Clark, Sam Houston State University

Donna Artho, Sam Houston State University

Session Coordinator: Rebecca Richter, Temple College

A3: Improving Data Reporting Through Successful Alliances

Location: Salon H

Audience: All

Track: Planning & Organizing

Description: Often IR professionals rely upon data collected and maintained by numerous offices within an institution. As a result, the integrity and validity of such data is dependent upon successful communication and team work between the IR office and various campus units. This presentation will introduce strategies for building effective partnerships in order to improve the accuracy and relevance of data submitted into student information systems. The presenter will discuss an ongoing initiative at Huston-Tillotson University to provide resources to pertinent offices in an effort to clarify reporting needs and to structure data collection, entry, and maintenance practices.

Presenter: Jaya Soni, Huston-Tillotson University

Session Coordinator: Carol Boethel, University of Houston-Downtown

A4: The Proliferation of Prerequisite Courses: Balancing Good Intentions with Rationality

Location: Vine 1

Audience: All

Track: Reporting & Decision Support

Description: Faculty, academic administrators, and THECB staff committed to helping students succeed in courses often see the establishment of prerequisite courses as the best way to ensure that students are prepared for other courses seen as dependent on prior knowledge and skills. Decisions about whether or not to establish course prerequisites are often based on anecdotal information, common sense, or similar subjective criteria. This presentation focuses on two studies at one institution that attempted to introduce data-based rationality to well-intended discussions of course prerequisites. The presentation underscores the significant role that institutional research can play in academic decision making.

Presenter: Thomas Martin, Collin College

Session Coordinator: Vicki West, Texas Tech University

The next TAIR professional development opportunity will be the summer workshop, scheduled for August 2, 2013.

Watch your email for details!



Monday, February 11

2:15 PM to 3:05 PM (continued)

Concurrent Sessions A

A5: Statistical and Political Challenges of Selecting Peer Institutions

Location: Vine 2

Audience: All

Track: Research

Description: A system office has been analyzing data on institutional performance for many years. In 2010, an intensified focus on benchmarking began and the office utilized a nationally recognized best-practice methodology to identify a baseline group of statistically-similar institutions for its nine academic campuses. The utilization of such a technique involves 1) the “business case” or purpose for which the model is created; 2) the data that is available and can be used; 3) the methods and statistical approach(es) best suited to the available data; and 4) the responses of administrators when the results of the peer selection process are presented.

Presenter: Alicia Betsinger, University of Texas System

Session Coordinator: Marilyn Greer, University of Texas M.D. Anderson Cancer Center

A6: SQL: The Sequel

Location: Ivy 1

Audience: All

Track: Technology & Training

Description: Data is the lifeblood of institutional research offices, and that data is most often stored in relational databases like Oracle or Microsoft SQL Server. This session will cover the intermediate uses of SQL - Structured Query Language - used to access data in modern databases. Topics covered will include more complex joins (multiple tables and subqueries), updating records, incorporating conditional logic into queries, and more complex reporting. Code examples will be given from SAS, MS Access, Oracle, and SQL Server. The presentation will assume a basic knowledge of SQL equivalent to presentation B4 Basic SQL for Institutional Research from TAIR 2012.

Presenter: Phillip Rhodes, Houston Baptist University

Session Coordinator: Tracy Stegmair, Texas Woman’s University

A7: Developing a Strategy for Institutional Performance Management

Location: Ivy 2

Audience: All

Track: Sponsor

Description: Within departments or across your institution, from recruiting and retention to human resources, from finance to grant management and beyond, people are looking for better ways to improve the performance of their programs and initiatives. But aligning departmental goals with your institutional mission isn’t always easy. In this session, learn how to connect institutional goals to key performance indicators within your department or across your institution—closing the loop between strategy and execution.

Presenter: Scott Johnson, Nuventive

Session Coordinator: Amy Bawcom, Central Texas College

3:15 PM to 4:05 PM

Concurrent Sessions B

B1: Documenting Assessment & Continuous Improvement for Reaffirmation of Accreditation

Location: Salon F

Audience: All

Track: Assessment & Effectiveness

Description: There has been a lot of interest on TAIR-L about using WEAVEonline for documenting assessment and continuous improvement for reaffirmation of accreditation. Del Mar College has been using WEAVEonline since 2006. Our SACS on-site visit was in October 2010. I will share our experiences, what the SACS team liked about our assessment, and what needed to be improved. I will demonstrate how we are integrating our unit plans in WEAVEonline to the instructional program review and support services administrative review, the Strategic Plan, and the College budget process. I will also address curriculum mapping and new THECB General Education Competencies.

Presenter: Jane Haas, Del Mar College

Session Coordinator: Jane Zimmerman, Central Texas College

Check out the TAIR Data Advisory Committee’s resource page for the new data dictionary and other helpful information: <http://www.texas-air.org/member/dac.php>.

Monday, February 11

3:15 PM to 4:05 PM (continued)

Concurrent Sessions B

B2: Graduation Incentive Grants: What Funding Amount Results in the Best Outcomes?

Location: Salon G **Audience:** All

Track: Current Issues

Description: Since 2007, the Graduation Initiative has administered a grant paired with case management to help continuing seniors achieve timely graduation. Analysts stay in continuous contact with students guiding them to graduation while providing advocacy for problems encountered along the way. Participants in this program, Late Intervention, have historically graduated at a rate twice as high as similarly situated peers. Over time, changes in funding levels for this program have forced strategic modifications in individual grant awards. This presentation will compare success rates associated with each shift in the amount of Graduation Incentive to determine if an ideal grant amount exists.

Presenter: Jinny Case, University of Texas at San Antonio

Session Coordinator: Dennis Ignatenko, University of Texas - Arlington

B3: Lessons Learned through the Strategic Planning Process

Location: Salon H **Audience:** All

Track: Planning & Organizing

Description: Strategic Planning, a systematic process delineating priorities essential to the mission of your College or University. Sounds easy - except when you try to write it down on paper or get diverse audiences to agree. This session focuses on lessons learned as a result of three different planning processes utilized by Tyler Junior College.

Presenter: Cheryl Rogers, Tyler Junior College

Session Coordinator: Tom Corll, Midland College

B4: The Good, the Bad, and the Ugly: Transitioning from one Business Intelligence tool to Another

Location: Vine 1

Audience: All

Track: Reporting & Decision Support

Description: Our university implemented a new student information system and BI reporting tool within the last 10 years. Shortly after implementation, the product was no longer supported by the vendor, thereby forcing us to change to a new system and reporting tool. In this presentation we will discuss the good, bad, and ugly of transitioning from one BI tool to another. We will discuss the bureaucratic, technical, and manpower issues we experienced while the demand for valid and reliable data continued. This may be helpful to institutions that are designing reports and selecting data elements while implementing or re-implement BI tools.

Presenters: Diana Hooten, University of Texas at Arlington

Sam Stigall, University of Texas at Arlington

Session Coordinator: Hiwot Berhane, Texas Workforce Commission

B5: Community College Student Retention: The Predictive Validity of the SENSE Survey

Location: Vine 2

Audience: 2 year

Track: Research

Description: The Survey of Entering Student Engagement (SENSE) is increasingly being utilized by a number of colleges. The SENSE survey is based on the premise that the first few weeks of college are critical to the success of entering students. Despite the growing use of the SENSE survey comparatively little research has examined its predictive validity. This presentation will provide an overview of the survey and the results of an analysis of its validity in predicting retention based on a fall 2011 administration at an extra-large community college.

Presenters: Guillermo Martinez, Austin Community College

Richard Griffiths, Austin Community College

Session Coordinator: Tom Martin, Collin County Community College

Have a question?

Want some input from other IR professionals? Post to the TAIR-list-serv! Access is a benefit of your membership List-serv email address is TAIR-L@texas-air.org.

Tuesday, February 12

Registration

7:30 AM - 5:00 PM

Location: Group Registration Desk

Breakfast Buffet

7:30 AM - 9:30 AM

Location: Salons D & E

Sponsor: THINK Education Solutions

Past President's Breakfast

(by Invitation Only)

8:15 AM - 9:30 AM

Location: Monarch Dining Room

8:00 AM to 9:30 AM

Roundtables

Roundtables are scheduled as three successively repeated half hour sessions of the same presentations, with participants travelling from table to table between sessions. In terms of providing variety and volume, the Roundtable presentation period provides the conference's biggest "bang for the buck" with a minimal investment of time and effort for participants!

R1: Online vs. Paper-Pencil: Response to Student Evaluations of Instruction

Track: Assessment & Effectiveness

Audience: All

Description: A brief summary will be presented of a three-semester study of student responses to evaluations of instruction that compared response rates, tone of responses, and responses to open-ended items using online vs. paper-pencil administration. The facilitator will then lead a discussion of participants' experiences with online vs. paper-pencil administration of student evaluations of instruction in an effort to provide insights to institutions that may be exploring alternative administration methods.

Facilitator: Thomas Martin, Collin College

R2: Validation Process of THECB Reports

Track: Reporting & Decision Support

Audience: 2-year, 4-year, Public

Description: Every THECB report has specific rules and guidelines provided by the Coordinating Board and we have many reports to work throughout the year. After creating any reports we go through some validation processes before certification. This session will demonstrate some examples of how we maintain our data validation process and participants are welcomed and encouraged to bring examples of their processes for a richer discussion and sharing of best practices.

Facilitator: Salma Ferdous, The University of Texas at San Antonio

R3: Productivity Apps and Hacks

Track: Technology & Training

Audience: All

Description: Not enough hours in the day? Increase your productivity with a few painless tweaks. Learn about password managers, text expansion, note-capturing apps, and more for your computer and/or mobile device. Discover new methods for tackling that to-do list while keeping your goals in sight. Don't forget to bring your favorite apps and hacks to share!

Facilitator: Kate Proff, Texas State University - San Marcos

R4: IPEDS Reporting in DATATEL

Track: Reporting & Decision Support

Audience: 2-year, 4-year, Public

Description: A discussion of experiences and best practices in extracting data from Datatel for IPEDS reporting.

Facilitator: Jane Haas, Del Mar College

R5: CBM Reporting in IR Offices

Track: Reporting & Decision Support

Audience: 2-year, 4-year, Public

Description: Coordinating Board reporting is often housed in different offices depending on the school. Some IR offices have historically been responsible for CB reporting, while others have just recently gained the responsibility at their campuses. Come and share tips, tricks, processes, or other information that may assist us all in handling the state reporting requirements. Tips can be general in referencing the reports or specific to student information systems used at different institutions.

Facilitator: Amanda Clark, Sam Houston State University



Tuesday, February 12

8:00 AM to 9:30 AM (continued)

Roundtables

R6: One-person Institutional Research and Effectiveness Offices

Track: Planning & Organizing

Audience: All

Description: When your staff consists of just yourself and one to two others, there never seems to be enough time. Come join this discussion about strategies that can help you create effective ways to calendar and plan for all of the responsibilities that you have. Share and listen to streamlining and time management techniques that can help you accomplish more in less time! Sponsored by the OPIRO (One-person IR Offices) SIG, this round table will be most beneficial to IR offices with smaller staffs.

Facilitator: Amy Bawcom, Central Texas College

R7: Institutional Researchers as Agents of Change

Track: Current Issues

Audience: 4-year, Private

Description: LeTourneau University's IR office recently began the journey of moving from an obligatory reporting role to one that proactively looks for institutional opportunities and obstacles. As a small IR office with one full-time research analyst, and a senior director and a coordinator tasked with responsibilities beyond IR, the experience has been simultaneously challenging, exhilarating, and exhausting. With the hope of encouraging others, the facilitator will briefly share her experience and practical examples. Participants will have an opportunity to share their experiences, ask questions, and make suggestions regarding the evolution of IR to a recognized and respected agent of change.

Facilitator: Pamela Johnson, LeTourneau University

R8: IRB: What Art Thou?

Track: Research

Audience: All

Description: What is the IRB? Why does the IRB exist? Most importantly, how does the IRB impact institutional research?

Facilitator: Lisa Haynes, Texas Woman's University

R9: Using Survey Monkey to Produce a Quick and Budget-friendly Fact Book

Track: Reporting & Decision Support

Audience: All

Description: With all institutions "having to do more with less," the IR Office at the University of Dallas looked to their current web-based survey tool to develop an easy and budget-friendly way to create an electronic fact book. Although many products are available to create electronic fact books, UD staffing shortages and limited knowledge of certain software products by current staff members were primary determinants of leveraging our survey tool to create an electronic fact book. (UD uses SurveyMonkey.com, but the method for creating a survey form and viewing the results is not unique to this product.) The results of this exercise yielded a method to easily update and maintain fact book data. With the basic analysis features of SurveyMonkey, web-ready graphics are ready to download and can then be used on an IR website. This is a budget-friendly manner of creating an electronic fact book. It's not perfect. Compared to Excel graphics, other dashboarding systems, or other reporting systems it will look as basic as it truly is. Yet, for cash-strapped IR Offices, it's a pretty easy and cost-effective manner to create a basic online fact book.

Facilitator: Leslie Odom, University of Dallas

R10: Challenges of Reporting on Student Learning

Track: Assessment & Effectiveness

Audience: All

Description: A discussion of the challenges participants have experienced in reporting on student learning assessment.

Facilitator: Jennifer Hughes, Texas Tech University

R11: Best Practices in Institutional Research

Track: Current Issues

Audience: All

Description: A general discussion on Best Practices in Institutional Research, with the opportunity to bring specific questions to the group.

Facilitator: Kathy Friedrich, College of the Mainland

Tuesday, February 12

Sponsor Fair
9:00 AM - 4:00 PM
Location: Salons A, B, & C
(Drawings at 2 PM in Sponsor Area)

9:45 AM to 10:35 AM

Concurrent Sessions C

C1: Unexpected Benefits of Getting Ready for SACS

Location: Salon F **Audience:** All

Track: Assessment & Effectiveness

Description: Central Texas College serves over 70,000 students at 100+ locations, from military installations to ships at sea. Realizing that a more global solution was needed for institutional effectiveness, CTC was prompted by the success of another Texas institution to choose TaskStream as its digital assessment system. CTC transformed its program review and created a repository for faculty resources and training. TaskStream's collaborative nature engaged faculty, helped create a culture of assessment, and now supports the faculty's work on the new Texas Core Curriculum. Come see how CTC uses its digital assessment system to gain benefits beyond accreditation and compliance.

Presenter: Amy Bawcom, Central Texas College
Lauren McCarty, Taskstream

Session Coordinator: Lauren McCarty, Taskstream

C2: What's Happening with the DAC? A Conversation with Members of the TAIR Data Advisory Committee

Location: Salon G **Audience:** All

Track: Current Issues

Description: The TAIR Data Advisory Committee (TAIR DAC) was established as a representative group of members who identify, discuss and advise on data-related issues of common interest to our institutions. Members of the 2012 DAC will provide information on the TAIR Data Dictionary that was launched in fall 2012 as well as topics related to graduation rates, THECB Accountability reports, and Gainful Employment reporting. There will also be opportunity for discussion and input from session attendees.

Presenter: Martha Oburn, Houston Community College
TAIR DAC Members

Session Coordinator: Richard Bailey, San Jacinto College North

C3: Combining Prioritization of Academic Programs and Program Review: A Hybrid Approach

Location: Salon H **Audience:** All

Track: Planning & Organizing

Description: Many institutions are challenged to examine the viability of programs and departments and often this challenge needs IR support. AC revisited the program review process by combining numerous data sources for the purposes of resource allocation, program review, departmental assessment, and program improvement. Using a hybrid approach, AC is successfully using data in the prioritization of academic programs through combining data sources, providing a holistic look at program health, and keeping a transparent process. This session will discuss the entire process of leadership involvement, creating buy-in, data sources, and making assessment and evaluation meaningful to the institution.

Presenter: Kara Larkan-Skinner, Our Lady of the Lake University

Session Coordinator: Tami Rice, Texas State University - San Marcos

C4: Free Open-Source Reporting/Dashboards using Google Charts and R

Location: Vine 1 **Audience:** All

Track: Reporting & Decision Support

Description: The Texas Workforce Commission has developed new reports and dashboards using open-source software such as Google Charts and R. The impetus on data visualization is to provide the public and program managers with a quick and easy way to look at data for program management and continuous improvement. To accomplish these tasks, wherever possible, TWC used technology using free open-source software to promote transparency and cost savings. The presenters will discuss and demonstrate the development of back-end data, front-end tools and the resulting product.

Presenters: Ruben Garcia, Texas Workforce Commission

Jesse Sampson, Texas Workforce Commission

Hiwot Berhane, Texas Workforce Commission

Session Coordinator: Ginger Gossman, Texas Higher Education Coordinating Board

Tuesday, February 12

9:45 AM to 10:35 AM (continued)

Concurrent Sessions C

C5: Longitudinal Analysis with CCSSE Data

Location: Vine 2 **Audience:** 2 year

Track: Research

Description: The Community College Survey of Student Engagement (CCSSE) has remained unchanged since 2005 to facilitate longitudinal analysis of results. Many colleges administer CCSSE every three years and some, more frequently. Therefore, these colleges have sufficient data to explore longitudinal trends. But how do you approach this? The CCSSE website says you can't do longitudinal research using the standardized benchmark scores. This presentation will discuss why the standardized benchmark scores are not appropriate for use in longitudinal analyses and will provide an example of how to look at CCSSE results over time.

Presenter: Michael Bohlig, Center for Community College Student Engagement, Univ of Texas at Austin
Session Coordinator: Rebecca Richter, Temple College

C6: Using Software to Do More with Less

Location: Ivy 1 **Audience:** All

Track: Technology & Training

Description: Especially in this current financial climate, many of us are being asked to do more with less. The office of Institutional Research at Baylor University has developed a data management, reporting and advanced analytical infrastructure to increase the efficiency of the office and the university. Reports that were once prepared manually have been automated. Data quality processes have been implemented to reduce the number of duplicate mailings. Predictive modeling is used to focus recruiting efforts on those prospective students most likely to respond. A web based portal has been created to provide self-service report generation for many administrators across campus. Along with this, a number of data processing functions have been centralized eliminating the need for additional programming skills and software support. This presentation will discuss these improvements in more detail and provide examples of the end results that have enabled the 15,000 student Baylor University to improve the bottom line with effective use of data.

Presenter: Faron Kincheloe, Baylor University
Session Coordinator: Jaime Garcia, University of Texas M.D. Anderson Cancer Center

C7: Using Strategic Planning Online (SPOL) for Reporting on THECB Core Curriculum Assessment

Location: Ivy 2

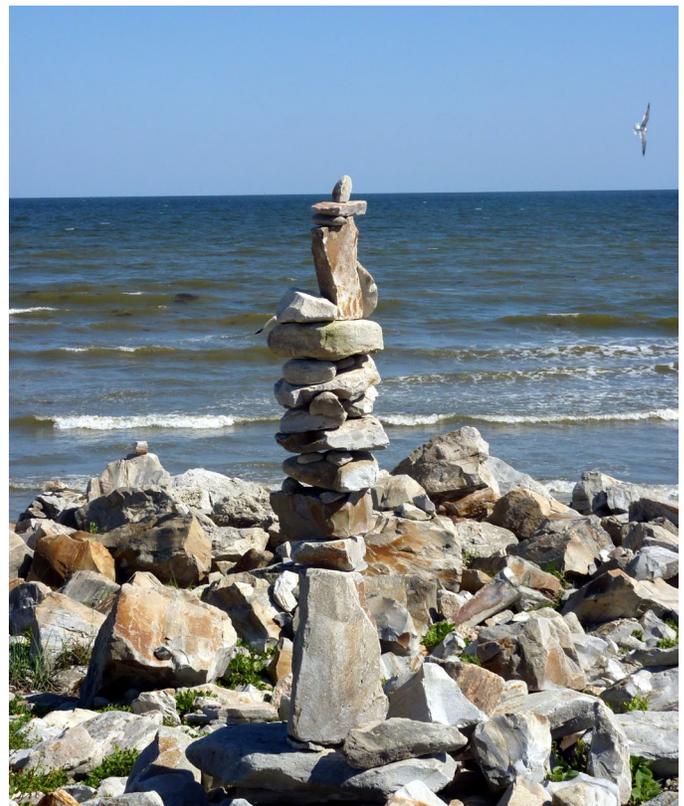
Audience: All

Track: Sponsor

Description: The THECB Core Curriculum Revision project presents a challenge for all Texas colleges and universities. Session participants will learn how to use Strategic Planning Online to map course-embedded assessments back to THECB Core Objectives. Use the SPOL Program Assessment Map to easily verify that you're addressing the required Core Objectives within the appropriate Foundational Component Areas. Further map to institutional Gen Ed outcomes, program-level outcomes, SACS Principles, and program accreditation standards, to enable maximum reporting with minimal data entry. The SPOL Outcome Detail page provides a user-friendly template for recording assessment methods, criteria, targets, results, analysis, actions, and follow-up. The result is an ongoing collection of evidence of the impact of assessment perfect for reporting to THECB and SACS.

Presenters: Erin Bell, Think Education Solutions

Session Coordinator: TBA



Courtesy of Catherine Brown

Tuesday, February 12

10:45 AM to 11:35 AM

Concurrent Sessions D

D1: Root Cause Analysis: Systematically Identifying the Factors which Undermine Performance and Effectiveness

Location: Salon F **Audience:** All

Track: Assessment & Effectiveness

Description: Quantitative data helps us identify the problem areas in the performance of our institutions but if we hope to identify effective strategies for improving effectiveness, we need to know the "why" that underlie those performance levels. This session is an introduction to strategies which allow us to drill down through the data to identify specific factors which contribute to performance. Examples drawn from student success in areas such as developmental, gatekeeper courses, retention and graduation rates will be used to illustrate how these strategies have been used at a large, open admissions university to improve performance.

Presenter: Lea Campbell, University of Houston-Downtown

Session Coordinator: David Brown, North Central Texas College

D2: Developing a Texas Tool Kit for Assessing the New Core Curriculum

Location: Salon G **Audience:** Public

Track: Current Issues

Description: In May 2012, a group of core curriculum faculty and college administrators responded to a preconference survey and attended the final session of the C5 Conference to develop a "Texas Tool Kit" for contributing their varied measures of the upcoming new Texas Core Objectives. This TAIR session will provide a status report and some preliminary results of assessments used or piloted. Our plan is to assemble a variety of measurement tools for, especially, the esoteric objectives of Teamwork, Personal Responsibility, and Social Responsibility. We expect to receive contributions from about 20 institutions over the course of the fall.

Presenter: Jane Zimmerman, Central Texas College

Session Coordinator: TBA

D3: How Three Institutions Handle End of Course Evaluations

Location: Salon H

Audience: All

Track: Planning & Organizing

Description: A panel will discuss how three institutions handle end of course evaluations. Included in the discussion will be: (1) background details, including information on the scope of the surveys, types of software used, the number of forms used, etc. (2) process, including survey formats and administration and time frames of planning and communication, and (3) results, including response rates, incentives, types of reports generated, and improvements made. Time will be reserved for questions and comments from the audience.

Presenters: Araya Maurice, University of Texas at Arlington

Tina Rummel, Trinity Valley Community College

Douglas Atkinson, University of Texas at San Antonio

Session Coordinator: Vicki West, Texas Tech University

D4: Student Learning Outcome Analysis Made Easy with New Analytical Tool

Location: Vine 1

Audience: All

Track: Reporting & Decision Support

Description: Brazosport College has been implementing Student Learning Outcomes for several years but analysis and reporting was cumbersome and time consuming using existing software and processes. With the installation of ZogoTech (ZT), the college is able to analyze the data much more effectively and efficiently using the ZT analytics. Differences among faculty, day-night sessions, dual/credit and non-dual/credit, etc. can be examined at the click of the mouse with the goal of improving instruction and eventually improving student success. This analytical tool has been quite revealing and helpful as well as easy to use.

Presenters: Cindy Ullrich, Brazosport College

David Preston, Brazosport College

Session Coordinator: TBA

Tuesday, February 12

Sponsor Fair
Refreshments/Drawings
1:15 PM to 2:15 PM (Drawings at 2:00)
Location: Salons A, B, & C
Sponsor: National Student Clearinghouse

2:15 PM to 3:05 PM

Concurrent Sessions E

E1: Using CAS as a Foundation to Create A Culture of Assessment in Student Service Programs

Location: Salon F **Audience:** All

Track: Assessment & Effectiveness

Description: This program will demonstrate how the CAS Self-Study process can be used as a foundation to create a culture of assessment on campus. Attendees will learn how one university developed a plan to meet the immediate needs of accreditation preparation and how that plan has evolved since its initial implementation. Methods of identifying and overcoming obstacles as well as methods of obtaining buy-in will be discussed and participants will be requested to share experiences and results.

Presenter: Amanda Chesser Drum, Texas A&M University - Corpus Christi

Session Coordinator: TBA

E2: Accountability System for Texas Non-Public Institutions: A New Tool for Evaluation of Higher Education in Texas

Location: Salon G **Audience:** All

Track: Current Issues

Description: As required by the Texas Legislature, the Coordinating Board developed an accountability system for Texas non-public institutions. This group includes for-profit career schools such as ITT, for-profit universities such as University of Phoenix, non-profit colleges/universities such as Western Governor's University, and religious and alternative medicine institutions. For the first time these institutions' performance may be evaluated using the same measures as for public institutions and a more complete picture of the state of higher education in Texas can be drawn.

Presenter: Gabriela Borcoman, THECB

Session Coordinator: Ruben Garcia, Texas Workforce Commission

E3: Data Driven SWOT Analysis to Inform Comprehensive Program Review

Location: Salon H **Audience:** All

Track: Planning & Organizing

Description: SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis has become a common component of the comprehensive program review process and the data Institutional Research supplies is often crucial to a successful SWOT Analysis. This presentation will define SWOT, describe how it works and why it is valuable to programs. It will also connect the kinds of questions SWOT seeks to answer with the type of data IR provides and suggest ways in which programs and IR can more effectively work together to assure data are requested and provided in a timely manner.

Presenter: Angela Koponen, University of Houston - Downtown

Session Coordinator: Tracy Stegmair, Texas Woman's University

E4: GIS in Institutional Research

Location: Vine 1 **Audience:** All

Track: Reporting & Decision Support

Description: Geographic Information System (GIS) is a powerful tool that has not been widely utilized in Institutional Research. GIS has the ability to improve Institutional Research analysis in many areas by targeting recruitment efforts, mapping data on enrolled students, evaluating space and facilities management, survey research in higher education, coordinating university strategic planning, and tracking institutional advancement. This presentation will detail how GIS can be used to create visual outcomes that are easily understood by data consumers.

Presenter: Rebecca Bowyer, Sam Houston State University

Session Coordinator: Catherine Brown, University of Incarnate Word

Tuesday, February 12

3:30 PM to 4:20 PM

Concurrent Sessions F

F1: Determining De Facto Degree Plans: An Approach to Responding to CR 2.8

Location: Salon F **Audience:** All

Track: Assessment & Effectiveness

Description: In preparing the 5th Year Report for Compliance Certification, institutions must respond to Core Requirement 2.8: The number of full-time faculty members is adequate to support the mission of the institution and to ensure the quality and integrity of each of its academic programs. The SACS expectation is to dis-aggregate the SCH taught for each major/program by faculty status (FT/PT) and by location. We found the biggest challenge to be identifying the "required" courses for each major/program. This session describes our process and the challenges posed by the existence of nearly 400 academic plans in our SIS, plus multiple electives/substitutions.

Presenters: Pam Haws, University of Texas at Arlington

Dennis Ignatenko, University of Texas at Arlington

Session Coordinator: TBA

F2: Developmental Education Accountability Measures: The Logic Behind the Scenes

Location: Salon G **Audience:** Public

Track: Current Issues

Description: Texas public higher education institutions report developmental education (DE) data for their students on the CBM002 and CBM00S. The THECB utilizes the reported data to develop three DE accountability measures: 1) the percent of prepared and underprepared students who successfully complete a college-level course in math, reading, and writing, 2) the number and percent of underprepared students who satisfy TSI obligation, and 3) the number and percent of prepared and underprepared students who return the following fall. The presentation offers a detailed look at the logic and specific report elements that THECB uses to calculate the DE accountability measures.

Presenters: Julie Eklund, Texas Higher Education Coordinating Board

Jana Cossairt, Texas Higher Education Coordinating Board

Session Coordinator: TBA

F3: Update on a System-wide Approach: Improving Graduation Rates

Location: Salon H

Audience: All

Track: Reporting & Decision Support

Description: Representatives from a system office and institutional research directors from diverse campuses will participate on a panel discussion to give an update on the original system-wide initiative to improve graduation rates (2006) in terms of what worked and what were the roadblocks institutions encountered. They will also provide an overview of the new goals in the systemwide Framework for Excellence recently adopted by the Board of Regents. Primary topics of discussion will focus on: 1) are the traditional graduation metrics broad enough to measure student success, and 2) what are best practices for setting goals and measuring progress against comparable peers.

Presenters: Cathy Delgado, University of Texas System

Kristi Fisher, University of Texas at Austin

Roy Mathew, University of Texas at El Paso

SJ Sethi, University of Texas Pan American

Trish Norman, Research & Analysis Consultant

Session Coordinator: Lincoln Holmes, University of Texas at Austin

F4: Designing Successful Data Presentations

Location: Vine 1

Audience: All

Track: Reporting & Decision Support

Description: A recent survey indicated that many senior level college/university administrators struggle with presentations that involve data. The three major reasons mentioned were: 1.) the presentation and data were confusing, 2.) there was too much data, and 3.) there was too much technical jargon or math. While data managers, researchers, and analysts have the expertise to execute complex operations and procedures, the actual presenting of the results requires a different skill set to be effective. This program will provide a toolset of basic data presentation techniques that allow the viewer to remain engaged and leave enlightened rather than mystified and bewildered.

Presenter: Steven Hagstrom, Tarrant County College

Session Coordinator: Amy Bawcom, Central Texas College



Tuesday, February 12

3:30 PM to 4:20 PM (continued)

Concurrent Sessions F

F5: Gathering Direct Evidence of Student Engagement via ID Card Systems

Location: Vine 2 **Audience:** All

Track: Research

Description: In Demonstrating Student Success, Bresciani, Gardner and Hickmott (2009) argue that institutions should use Astin's (1993) Input-Environment-Output model as an ideal approach to examine retention. Understanding the environmental impacts of a student's experience presents challenges that most traditional data cannot address. UNT relied almost exclusively on indirect evidence to measure these environmental variables. This did not accurately paint a complete picture of the relationship between student services usage, persistence and success. This session outlines the institutional approach, lessons learned and technology utilized to gather well over 80K+ interactions in a single year and how we plan to utilize the data.

Presenter: Jason Simon, University of North Texas

Session Coordinator: Faron Kincheloe, Baylor University

F6: From the Outhouse to the Un-repentant Warehouse

Location: Ivy 1 **Audience:** All

Track: Technology & Training

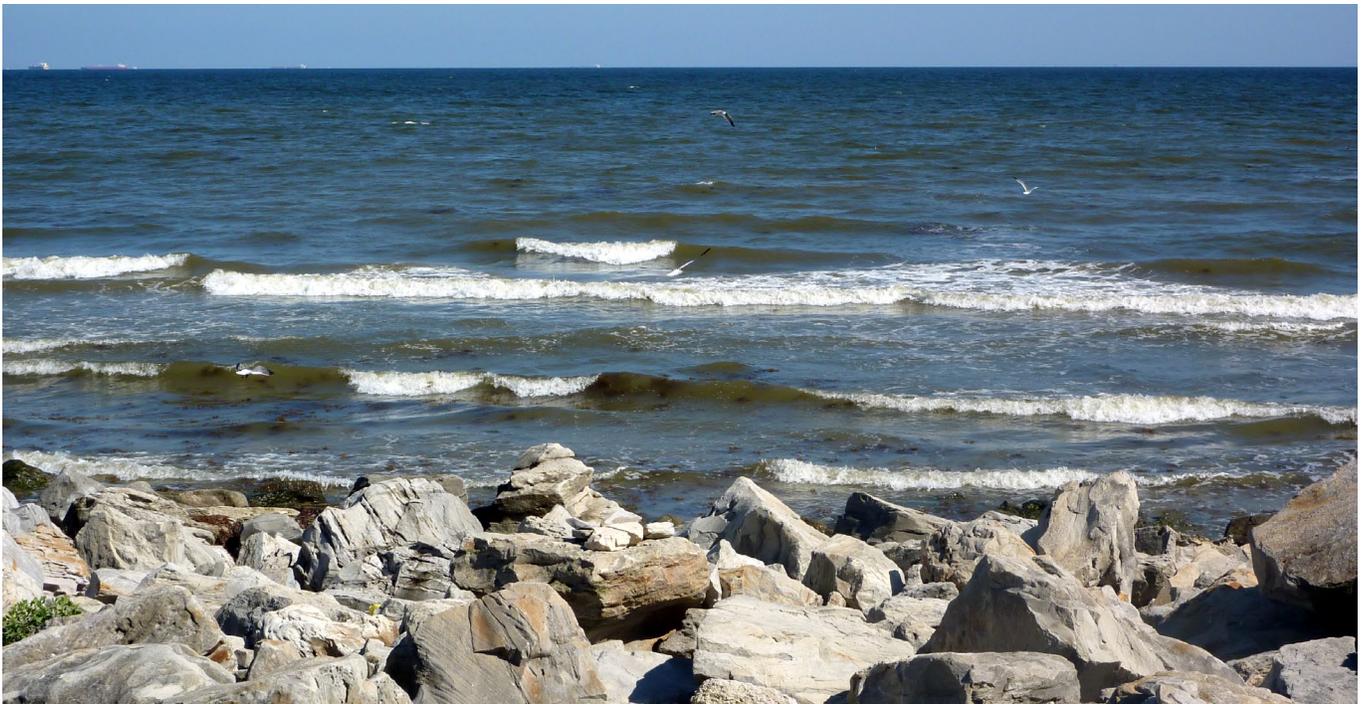
Description: "Sorry I'm late with this, but we are up to our #\$\$% in requests!" "Sorry, I can't get to that right now; we are in the middle of something else." Ever get these types of excuses from your IR office? We had some of the same time issues with trying to provide our users with the information needed, when needed, and to the extent needed. Our solution was a data warehouse solution using Zogotech as the interface. The difference this product has made on production for the IR Office has been nothing short of phenomenal. This presentation will tell the story of how we migrated to using this product and some of the lessons we learned that may be of help if you do migrate.

Presenters: David Preston, Brazosport College

Cindy Ullrich, Brazosport College

Session Coordinator: Karen Laljiani, North Lake College

Special Event
See the next page for details



Courtesy of Catherine Brown

Tuesday, February 12

**Special Event
Fat Tuesday Parade and Dinner**

**6:30 PM - 10:00 PM
Shuttle leaves at 6:00 PM
Sponsor: SAS**

Join in on the fun! For the TAIR Special Event, we will attend the Fat Tuesday parade in Downtown Galveston along “the Strand”, followed by dinner at the Fisherman’s Wharf.

Buses will transport us from the Moody Gardens Hotel to the Strand, where we will have an opportunity to experience the annual Fat Tuesday parade with all its beads, floats, marching bands, and fun! This colorful parade is the closing event of the Mardi Gras celebration in Galveston and is typically a more family-oriented event than the Fat Tuesday parade in New Orleans.

The Fisherman’s Wharf is located about a block from the parade viewing area. After the parade, we will gather at the restaurant for a delicious dinner in a beautiful setting with a great view of Galveston Bay. Buses will transport us back to the hotel after dinner. Tickets to the special event are a bargain at \$35 and cover the parade entrance fee, transportation, and meal.



Momus Float

Courtesy of Galveston Island CVB

Wednesday, February 13

Breakfast and Business Meeting
7:30 AM - 9:15 AM
(Breakfast buffet ends at 9:00 AM)
Location: Salons D & E
Sponsor: Information Builders

THECB/Legislative Update
9:30 AM - 11:30 AM
Location: Salons D & E

Executive Committee Meeting
(by Invitation Only)
12:00 PM - 4:00 PM
Location: Boardroom



February 17-19, 2014
Dallas, TX

Courtesy of Dallas CVB

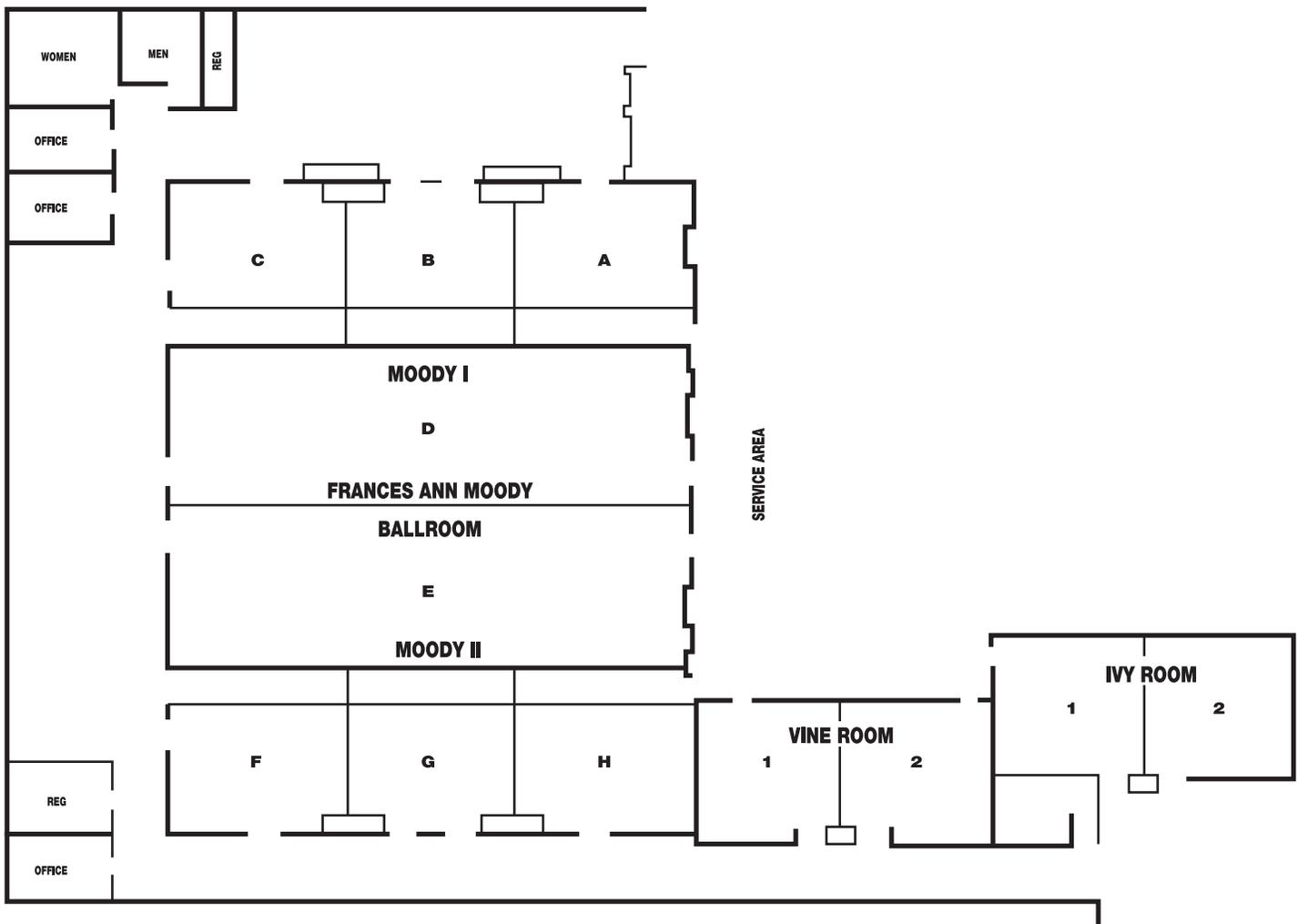
Evaluate the TAIR conference on your mobile device!

After the conference, please take a few minutes to give us feedback about your conference experience. Evaluation results are considered when planning future conferences. Let your voice be heard!

Use this QR code to access the online evaluation, or look in your email a few days after the conference concludes for an email invitation with a link to the evaluation.



**Moody Gardens Hotel
Meeting Area Floor Plan**





TAIR 2013 Program Committee

| | |
|-------------------------|--|
| VP and Program Chair | Susan Thompson, Texas State University – San Marcos |
| Concurrent Sessions | Faron Kincheloe, Baylor University |
| Evaluations | Mary Barton, University of North Texas |
| General Sessions | Pam Haws, The University of Texas at Arlington |
| Local Arrangements | Marilyn Greer, The University of Texas M.D. Anderson Cancer Center |
| Brochure | Tracy Stegmair, Texas Woman's University |
| Vendor Contact | Marcelo Paredes, The University of Texas – Pan American |
| Roundtables | Lisa Haynes, Texas Woman's University |
| Special Interest Groups | Lincoln Holmes, The University of Texas at Austin |
| Session Coordinators | Amy Bawcom, Central Texas College |
| Workshops/Prof Develop | Tom Corll, Midland College |

Elected Committee

Nominating Committee

- Darline Morris, Postsecondary Consultant -- Chair
- Lincoln Holmes, University of Texas at Austin
- Phil Rhodes, Houston Baptist University
- Danielle Texera, University of St. Thomas
- Marcelo Paredes, University of Texas – Pan American

Appointed Committees

Data Advisory Committee

- Martha Oburn, Houston CC System -- Chair
- Public Universities: Vicki West, Texas Tech University
- Colby Stoever
- Dean Williamson, Prairie View A&M University
- Roy Matthew, University of Texas – El Paso

- Private Universities: Sue Herring, Baylor University
- Phil Rhodes, Houston Baptist University

- Community Colleges: Kathy Friedrich, College of the Mainland
- Tom Corll, Midland College

- Technical Colleges: Ben Cox, Texas State Technical College – Waco

Professional Development Committee

- Tom Corll, Midland College -- Chair
- Brian Cordeau, University of Texas – San Antonio
- Kara Larkan-Skinner, Our Lady of the Lake University
- Phil Rhodes, Houston Baptist University
- Tracy Stegmair, Texas Woman's University
- Amy Bawcom, Central Texas College
- Colby Stoever

Awards Committee

- Darline Morris, Postsecondary Consultant -- Chair
- Danica Frampton, St. Edward's University
- Tom Martin, Collin College
- Ruben Garcia, Texas Workforce Commission

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