

**2002**



Conference Copy  
Bring to Conference

# **Surfing the Rising Tide of Information**

**Texas Association for Institutional Research**

***24<sup>th</sup> Annual Conference***

February 20 - 22, 2002

Omni Marina Hotel  
Corpus Christi, Texas

## Surfing the Tide from Corpus Christi

This year has seen activities and effects that will have far reaching consequences for us all for some time to come. The impact of terrorist attacks may not have a direct influence on many of us, but the concept has provided us with a new prospective to ponder. The fact that we may have too much data to effectively process into meaningful information continues to be a major problem. The 2002 TAIR conference provides us with the opportunity to *surf the rising tide of information* and still be upright when the wave crashes on the shore.

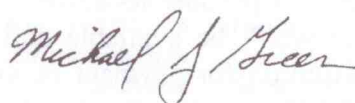
The program committee has worked very hard to put together an outstanding conference program that will provide conference attendees with many opportunities for expanding our horizons. We have scheduled nineteen concurrent sessions, twelve roundtables, six pre-conference workshops, two post-conference workshops, and an excellent Resource Fair. On Thursday afternoon there will, again, be time for sector SIGs. Our general session speakers address the impact of overwhelming data from unique perspectives. Leading off the conference is a familiar face, Dr. David England, now the President of Des Moines Area Community College, speaking on transition from Institutional Researcher to College President. On Thursday morning, Dr. Robert Furgason, President of Texas A&M University Corpus Christi, will expand on Dr. England's presentation and discuss the impact and influence of institutional research while the university moved from upper-level to a comprehensive four-year institution. This year's luncheon speaker, Dr. Patrick Michaud, Professor of the Conrad Blucher Institute of Surveying and Science, will amaze and entertain us with methods used to process huge amounts of data gathered by the Coastal Tide Network. On Friday, Dr. Bill Franklin, past President of the SACS delegate assembly, will give us the latest interpretation and meaning of the revised SACS Criteria.

The Local Arrangements committee has provided many opportunities to see each other and beautiful Corpus Christi. This year's **Meet, Munch and Mingle** will provide us with an opportunity to socialize, get re-acquainted, and to meet the candidates for TAIR offices. The Conference Special Event will be "**Surf and Turf By The Bay.**" Join us for an evening of involvement and awareness of the inhabitants of the Texas State Aquarium. The experience will be unique and enjoyable, and the food will be outstanding.

Take this opportunity to attend several informative presentations, get together with colleagues, exchange ideas, and surf more than the internet. You'll have the time of your life in the beautiful jewel of the gulf, Corpus Christi.



Maryann S. Ruddock  
President



Michael Green  
Vice-President and President-Elect  
Program Chair



# Registration Information

The conference registration form (centerfold of this brochure) should be completed and postmarked to Jana Marak, TAIR Treasurer, by December 21<sup>st</sup>. The registration fee of \$100.00 includes membership, breaks, luncheon, and two breakfasts. Special rates are available for qualifying emeritus and full-time graduate student members (see below). Late Registration – a \$20.00 late fee will be assessed for any registration postmarked after December 21<sup>st</sup>.

## Conference Fees:

Individual Members, includes conference registration and membership .....	\$100.00
Emeritus Member .....	\$65.00
Graduate Student Member .....	\$50.00

## Pre-Conference and Post-Conference Workshops:

Basic Statistics for Non-Mathematicians .....	\$25.00
Institutional Effectiveness – Implementing a Model for Improvement .....	\$25.00
Newcomers' Workshop .....	\$25.00
Using Focus Group Research in IR .....	\$25.00
Designing and Implementing Customized Surveys to Address Institutional Issues .....	\$25.00
Applied Strategic Planning Principles and Techniques .....	\$25.00
IPEDS Training (includes lunch and transportation) .....	\$42.00
SPSS (includes lunch and transportation) .....	\$42.00

## Special Memberships:

*Emeritus:* To qualify for emeritus membership, a person must be retired and must have been an active member of TAIR for a minimum of five years preceding retirement.

*Sponsored Full-Time Graduate Student:* To qualify for graduate student membership, a person must be actively pursuing a graduate degree, must not be employed full-time, and must (a) be actively engaged in research leading to improved understanding, planning, and operation of institutions of post-secondary education, or (b) be interested in the methodology and results of institutional research, planning, evaluation, and policy analysis related to higher education in Texas.

To receive the discount on the special registration fees, send a letter (with your registration materials) explaining your qualifications for the special applicable membership category. Graduate students must submit a sponsorship letter from a regular, active member of TAIR.

## Payment of Fees:

Please make all checks payable to TAIR, and send payment to Jana Marak, TAIR Treasurer. If paying by institutional check that won't be available until after December 21<sup>st</sup>, please send a copy of the purchase order submitted by your institution for payment of the conference fees before December 21<sup>st</sup> to avoid paying the late registration fee. The TAIR tax identification number is: 75-1695499. The TAIR vendor identification number is: 17516954991001.

Send completed registration form and payment to:

Jana Marak  
Asst. Director/Coordinator of Testing  
Baylor University  
P. O. Box 97032  
Waco, TX 76798-7032

## Cancellation of Registration:

Requests for refunds must be made in writing to the Treasurer on or before February 1, 2002. The registration fee less a \$15.00 processing charge will be returned.

