



2005

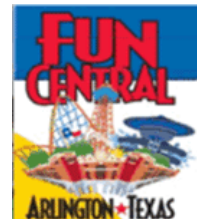
Texas Association for Institutional
Research

27th Annual Conference

February 22-25, 2005
Wyndham Arlington
Arlington, Texas

Research is F.U.N. (Fundamental, Universal, and Necessary)

Isn't it great to get together with colleagues who understand that research can be FUN as well as important? Don't you love the feeling you get when you discuss your research with others who have done similar projects, and a small spark of illumination causes you to see things from a new perspective? Isn't it neat that there are places you can go where it is OK to discuss methodology and outcomes at the breakfast table? Come to Arlington, TX (Fun Central) in February, and join us in some F.U.N. (Food, Useful Information, and Networking)!



The Planning Committee has been working diligently to pull together a host of workshops, concurrent sessions, roundtables, general session speakers, and special interest groups where we can go to gain useful information and new ideas. The Texas Higher Education Coordinating Board will join us at TAIR, as usual, to bring us up to date on statewide initiatives and mandates. The general session speakers have been carefully chosen to provide an assortment of useful information and fun ideas. Victor Borden, the immediate past president of AIR, has hinted that he might play his guitar for us, and Jeff Ferrell, Associate Professor of Criminology/Sociology at Texas Christian University, will speak on his novel research activities that involve 'dumpster diving.'

In addition, there will be ample opportunities for food and networking, including two breakfasts, a luncheon, dinner caravans, and several refreshment breaks. And, because IR folks think that statistics are cool, we are sure to have fun at the special event... a night at the "Legends of the Game Museum" at the Amerquest Field. Not only can we browse the stats, view the baseball paraphernalia, and laugh at the old uniforms of our baseball heroes, but we can also dine on the fun food (and what we Yankee transplants think is a funny-named food) of chicken fried steak, enjoy the entertainment by UT Arlington's African-American Dance Troupe, and be serenaded by a barbershop quartet.

This year, because we are still dealing with decreased budgets, TAIR will continue to offer a low early registration fee of \$80 (usually \$100). In addition, we will continue to offer the travel grant program. Eligible members may request travel grants of up to \$250, which may be used for registration and other travel-related expenses. Information on how to apply for these grants is included in this document, in the Fall newsletter, and on the TAIR web page (www.texas-air.org). So, welcome to Fun Central! Let's have some F.U.N.!!!



Karen C Laljiani

Karen Laljiani
President



Christopher P. Benton

Christopher Benton
Vice-President and President-Elect
Program Chair

Registration Information

The conference registration form (centerfold of this brochure) should be completed and postmarked to Jaime Garcia, Rice University, by December 24th. The registration fee of \$80.00 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 24th.

Conference Fees:

Individual Members, includes conference registration and membership	\$80.00
Emeritus Member.....	\$65.00
Graduate Student Member.....	\$50.00

Pre-Conference Workshops:

The ABCs of Survey Research	\$30.00
Assisting Administrative and Support Units to Develop Meaningful Outcomes and Measures of Effectiveness	\$30.00
Publishing Your Work in a Professional Journal.....	\$35.00
Newcomers to TAIR – What You Need for a Successful IR Career	\$35.00

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 Jaime Garcia, Rice University. If paying by institutional check that won't be available until after December 24th, please send a copy of the purchase order submitted by your institution for payment of the conference fees before December 24th 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: Jaime Garcia, TAIR Treasurer
Office of Institutional Research
Rice University
6100 Main MS-73
Houston, TX 77251

Cancellation of Registration:

Requests for refunds must be made in writing to the Treasurer on or before February 1, 2005. The registration fee less a \$15.00 processing charge will be returned.

“TAIR 2005: Research Is F.U.N: Fundamental, Universal, and Necessary!”

27th Annual Conference – Arlington

February 22-25, 2005

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↵ Program-at-a-Glance ↲

Tuesday, February 22 (Pre-Conference)

12:00 p.m. – 5:00 p.m. Registration
1:00 p.m. – 5:00 p.m. Pre-Conference Workshops (2)

Wednesday, February 23

7:30 a.m. – 5:30 p.m. Registration
8:00 a.m. – 12:00 p.m. Pre-Conference Workshops (2)
12:00 p.m. – 1:15 p.m. Lunch on your own
1:30 p.m. – 3:00 p.m. General Session I
3:00 p.m. – 3:40 p.m. Meet, Munch, & Mingle
3:40 p.m. – 4:20 p.m. Concurrent Sessions A
4:30 p.m. – 5:30 p.m. Concurrent Sessions B
6:30 p.m. Conference Special Event

Thursday, February 24

7:30 a.m. – 4:00 p.m. Registration
7:30 a.m. – 9:30 a.m. Breakfast
8:00 a.m. – 8:30 a.m. Roundtable Session I
8:30 a.m. – 9:00 a.m. Roundtable Session II
9:00 a.m. – 9:30 a.m. Roundtable Session III
9:00 a.m. – 4:00 p.m. Resource Fair
9:45 a.m. – 10:45 a.m. General Session II
10:45 a.m. – 11:00 a.m. Coffee Break
11:00 a.m. – 11:40 a.m. Concurrent Sessions C
12:00 p.m. – 1:45 p.m. Luncheon and General Session III
2:00 p.m. – 3:00 p.m. Concurrent Sessions D
3:00 p.m. – 3:30 p.m. Resource Fair/Break
3:30 p.m. – 4:10 p.m. Concurrent Sessions E
4:20 p.m. – 5:00 p.m. Sector SIG's
5:15 p.m. – 6:00 p.m. Other SIG's
6:30 p.m. Dinner Caravans

Friday, February 25

7:30 a.m. – 9:00 a.m. Breakfast / Business Meeting
9:15 a.m. – 10:30 a.m. General Session IV
10:45 a.m. – 11:45 a.m. SIG's and Newcomers'
Workshop Recap
11:45 a.m. End of Conference

TAIR 2006 CONFERENCE
Radisson Downtown
Austin, Texas
January 31-February 3, 2006

*** Invited General Session Speakers ***

General Session I - Wednesday, 1:30 p.m. - 3:00 p.m.

"What if? (Scenarios in the Spreadsheet of My Heart)"

Victor Borden, Associate Vice Chancellor for Information Management and Institutional Research, Indiana University-Purdue University, Indianapolis



Dr. Victor Borden is Associate Vice Chancellor for Information Management and Institutional Research at Indiana University-Purdue University Indianapolis and Immediate Past President of the Association for Institutional Research. Dr. Borden will take us on a musical journey through the trials, tribulations, and triumphs of today's institutional research professional; a humorous and informative portrait that all TAIR members will recognize!

Dr. Borden's primary research interests are in the areas of student progress and the development of institutional and program performance indicators. His professional activities include consulting and teaching workshops on program assessment, statistics, survey research, and the use of technology for assessment, decision support, and institutional analysis. He has published over 50 articles and book chapters and delivered more than 150 presentations and workshops throughout the U.S. and in Europe. Dr. Borden has served on many national panels, task forces, and advisory boards. He earned his PhD in psychology from the University of Massachusetts - Amherst.

General Session II - Thursday, 9:45 a.m. – 10:45 a.m.

"The Critical Role of Institutional Research in Supporting the Institutional Mission: A Chancellor's Perspective"

Victor Boschini, Chancellor, Texas Christian University



Dr. Victor J. Boschini, Jr., assumed office as Texas Christian University's tenth Chancellor on June 1, 2003. Dr. Boschini came to TCU after serving as president of Illinois State University from 1999 to 2003 and as Vice President for Student Affairs from 1997-1999. Chancellor Boschini will reflect on the key role of the institutional research function in supporting the university mission. His reflections will originate from his perspective as a new Chancellor at a selective, private institution as well as from his previous administrative positions at public institutions.

Dr. Boschini is also a member of the Board of Trustees of Brite Divinity School in Fort Worth, TX. He received his doctorate in higher education administration in 1989 at Indiana University.

Lunch & General Session III - Thursday, 12:00 - 1:45 p.m.

"Down in the Dumps: Confessions of an Academic Dumpster Diver"

Jeff Ferrell, Associate Professor of Criminal Justice, Texas Christian University



Dr. Jeff Ferrell is fascinated by urban social movements in America. His research interests have led him to live life on the streets with graffiti artists in Colorado, to hang out in biker bars in Austin, TX, and to go on the air with underground radio operators in the Bay Area. Most recently, Dr. Ferrell investigated the life of the 'dumpster diver', scrounging through trash bins and curbside discards for items to reuse or resell. For eight months, he immersed himself in the lifestyle of a scrounger in order to evaluate a person's ability to live off what others no longer want or need. These unique experiences form the basis of his upcoming book and have been featured in the Chronicle of Higher Education and the Fort Worth Star-Telegram. Dr. Ferrell will share some of his experiences and insights into the world of 'dumpster diving'.

Dr. Ferrell started teaching Sociology at The University of Texas, Austin in 1979. He served as an Associate Professor of Sociology at Regis University, Denver, visiting professor of Sociology at Richmond College in London, and Professor of Criminal Justice at Northern Arizona University before coming to TCU as Associate Professor of Criminal Justice in 2002. Some of his research interests include Cultural Criminology, Criminological Theory, and the Sociology of Everyday Life. He is the author of the books "Crimes of Style: Urban Graffiti and the Politics of Criminality" and "Tearing Down the Streets: Adventures in Urban Anarchy," and editor of four books. He has written over 25 articles for publication in journals such as Critical Criminology, Contemporary Justice Review and Alternatives Journal. He has organized and chaired over 25 conferences in various areas of the United States and given many presentations in the United States, Great Britain, and Germany. Dr. Ferrell earned his doctorate from The University of Texas at Austin in 1982.

General Session IV- Friday, 9:15 a.m. – 10:30 a.m.

Accountability in Higher Education: The Implications for Institutional Researchers

Kenneth Ashworth, National Commission on Accountability in Higher Education



Dr. Kenneth Ashworth served as commissioner of higher education for Texas for over 21 years and is presently serving on the National Commission on Accountability in Higher Education. He teaches courses in public policy development and public administration and management at the University of Texas LBJ School of Public Affairs and at Texas A&M University's George Bush School of Government and Public Service. Dr. Ashworth has published a number of articles and written four books. His most recent are "Conversations on the Uses of Science and Technology", co-authored with Dr. Norman Hackerman and "Caught Between the Dog and the Fireplug or How to Survive Public Service". Dr. Ashworth will discuss the findings of the National Commission of Accountability in Higher Education and the potential implications of those findings for institutional researchers at colleges and universities. The final report of the Commission is expected to be complete in late fall of 2004.

Dr. Ashworth was a Phi Beta Kappa graduate in economics from the University of Texas at Austin in 1958. He obtained his master's degree in public administration from Syracuse University in 1959 and earned his PhD in the history and philosophy of education at the University of Texas at Austin in 1969. He is still trying to retire.

Meet the 2005 Executive Committee Candidates

Nominees for Vice President / President Elect



Gerald "Gerry" Dizinno, Ph.D., St. Mary's University. Gerry has worked at St. Mary's University in San Antonio since 1988, first as the Director of Academic Assessment and for the last ten years as Assistant to the President for Planning & Institutional Research; he also serves as the Acting Supervisor of IT Services. Gerry has Master's and Ph.D. degrees from Florida State University. He has been a member of TAIR since 1993 and has served on the Nominating Committee of TAIR on two occasions, given a number of paper presentations and held workshops at the annual meetings of TAIR, SAIR, and AIR, and twice chaired the Local Arrangements Committee for the annual TAIR meeting held in San Antonio. He was a member of the Board of SAIR as a Member-At-Large, VP/Program Chair, President, and Past-President and

he was named the recipient of the James Montgomery Distinguished Service Award at the most recent SAIR annual meeting this past October.



David L. Preston, Ph.D., Brazosport College.

Dr. Preston's involvement in TAIR since becoming a member in 1990 includes: Co-chair of the Data Advisory Committee (twice), member of the Nominating Committee (elected office), conducted conference workshop in advanced statistics (twice), served on the Program Committee's Evaluation Committee (4 times – 2 times as Chair), several presentations including concurrent sessions and round tables. He currently is the chair of the concurrent sessions for this year's conference. David is also active in other professional organizations. He is currently serving a second three-year term as a member of AIR's Professional Development Services Committee. He is also President of the LONESTAR+ User Group, a group that provides professional development for community college researchers.

His research interests center around retention, developmental education, and student tracking. David said about TAIR "TAIR is an organization that has been very valuable to Texas researchers, providing professional development, networking opportunities, and other valuable services to our members. I look forward for TAIR to grow in value and to look for ways to improve existing services while looking for new ways to meet the changing needs of our profession."

Nominees for Treasurer



Bishar Sethna, Coordinator of Institutional Research, Lamar State College

Bishar Sethna has been the Coordinator of Institutional Research at Lamar State College-Orange since 1994. He has a BS in Mathematics from the University of Bombay and an MBA in Finance from Fort Hays State University. Bishar has served on program committees as chair of evaluations and chair of concurrent sessions. He has also presented several times at TAIR. Because Bishar has served as treasurer for different organizations during his education, he realizes the importance of maintaining accurate financial information. Bishar added, "As treasurer for TAIR, maintaining and providing accurate financial information will be my main priority. I will also work with the executive committee and program committee in providing financial

information and support in activities related to TAIR conferences, workshops, and other professional development activities."

Meet the 2005 Executive Committee Candidates

Nominees for Treasurer, continued



Margaret Drain, Research Associate II, Houston Community College System (HCCS)

Hired in October of 1995 as the first Institutional Researcher for HCCS, Margaret Drain has been instrumental in developing the eight-person office and its projects. Her major responsibility is performing environmental scanning, which involves demographic analysis, college mapping, needs analysis, enrollment projections, and facility planning.

Prior to 1995, Ms. Drain had thirteen years of experience in hospital patient accounts management and was self-employed as a marketing/management consultant. Ms. Drain received her Bachelor of Science in Secondary Education from Penn State and her MBA from Lamar University. She is now half way through the Educational Leadership Doctoral (EdD) program at the University of Houston. Since 1997, Ms. Drain has been a member of Association for Institutional Research (AIR), Southern Association for

Institutional Research (SAIR), Texas Association for Institutional Research (TAIR), Gulf Coast Association for Institutional Research (GCAIR), National Council of Community College Research and Planning (NCCCRP), and Association for Women Administrators (AWA). Ms. Drain is currently serving her second term as NCCCRP Regional Director of District 8, Texas. She has served TAIR as Resource Fair Director in 2001, and has presented papers, conducted workshops, and held roundtables on a variety of IR subjects at several TAIR conferences.

2005 Candidates for the Nominating Committee



Gabriela Borcoman, Dallas County Community College District.

Gabriela Borcoman is a member of TAIR since 2000. She is affiliated with Dallas County Community College District, Cedar Valley College. She is a graduate student at University of North Texas in the Higher Education

Administration program and plans to get her PhD in December, 2004. For the last five years Gabriela has been an active member of TAIR, as a presenter and a moderator. For the last three years she has been a member of the Program Committee, being in charge of creating and distributing the Annual TAIR Conference brochure.



Dr. Allen Clark, University of North Texas.

Allen Clark was elected to his local school board in 1994 and, based on that experience, decided to pursue a career in higher education. He received

his master's degree in Mathematics from Texas Woman's University in 1997, and continued his education at the University of North Texas in the doctoral program in Higher Education. He has spent the last 6 years in institutional research, and currently serves as the Associate Director of Institutional Research at the University of North Texas. Allen has been a member of TAIR & AIR since 1999. He is currently serving as the Resource Fair coordinator for TAIR 2005, and was a roundtable presenter in TAIR 2004.



Karyn Hall, Stephen F. Austin State University. Karyn Hall is the Interim Director/Assistant Director of Institutional Research at Stephen F. Austin State University (SFA). She has more than ten years of experience in data analysis/reporting and research/development.

Prior to joining the institutional research team at SFA in 1998, Karyn was a genetic research analyst with a poultry breeding company. She has B.S. and M.S. degrees in Agriculture from SFA. Karyn joined TAIR in 1998 and has served as a concurrent session committee member and session moderator. Karyn is also an AIR member.



Pam Haws, University of Texas at Arlington.

Pam Haws has over 10 years experience in higher education institutional research. She joined the newly created Office of Institutional Research and

Planning at The University of Texas at Arlington in 1994 as associate director. In 1999 she became director, and in 2003 she was promoted to Assistant Vice President and Director of IRP. Prior to her tenure at UTA, she spent 7 years with the Fort Worth ISD, first as a research and evaluation specialist and later as Coordinator of Assessment. She received her PhD in Experimental Psychology from UTA in 1983. She also holds a BS in Psychology from Dallas Baptist University and an MS in Counseling and Development from Texas Woman's University. She is a member of the Association for Institutional Research, the Texas Association for Institutional Research, the Consortium for Assessment and Planning Support, and the American Association for Higher Education.



John Kalb, Southern Methodist University.

John Kalb is Director of Institutional Research at Southern Methodist University. He arrived at SMU and TAIR in October 2003 from Florida State University where he was most recently Director of Institutional Research (1984-2003). He has a BA and MA in History from the

University of Missouri and a PhD in History from Florida State. SAIR activity includes Board Member, Vice President/Program Chair, President, and Past President. AIR activity includes the Nominating Committee in 1995 and the Evaluation Committee from 1998-2002, chairing the committee in 2000. As the AIR office is located in Tallahassee, he

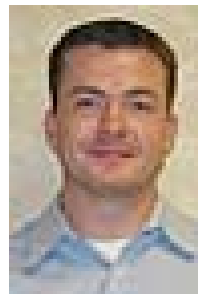
participated regularly in the suspect Florida sport of counting votes for elections, in this case, the AIR elections (when he was not on the ballot, of course). John was Local Arrangements Chair for the 2001 SAIR conference in Panama City Beach and coordinated Local Arrangements for the AIR Forum in Tampa in 2003. He was FSU representative to the Southern University Group Data Exchange from 1984-2003, chairing the Data Exchange from 1996-1999 and creating the web site which he managed from 2001-2003. He is currently the HEDS representative for SMU.



Kaye Mizer, Texas A&M System Health Science Center.

Kaye Mizer is Associate Director for Institutional Research at the Texas A&M System Health Science Center in College Station. In this position she is responsible for conducting institutional reporting,

strategic planning, and data analysis, as well as maintaining institutional policies and procedures. Prior to joining the Health Science Center in 1996, she worked for Texas A&M University where she completed both her bachelor's and master's degrees. Kaye is active in several professional and community organizations, and values TAIR as a wonderful resource for networking and career development.



Lance Pate, Victoria College.

Lance Pate is the Executive Director of Planning and Institutional Assessment at The Victoria College in Victoria Texas. He came to academia after working in the corporate world as a Project Manager for a payment processing company. Lance received his Master's degree from

Texas A&M University and his Bachelors degree from Stephen F. Austin State University. He is married with two daughters and a son due in the fall. While in graduate school Lance worked for the Agriculture Extension service as an Extension Assistant in the area of horticulture marketing. Lance graduated from Texas A&M with his Master of Agribusiness in the fall of 1999. He then went to work for First Data Corporation in Houston Texas as a Risk Analyst. After four years with First Data, Lance came to work for Victoria College in July 2003 where he became the Executive Director of Planning and Institutional Assessment.



Jeff Pitts, Texas A&M University. Jeff has a BS in Computer Science from Louisiana State University. He began his career in higher education in 1985 as a programmer analyst at one of the branch campuses in the LSU System where his duties included many of the

reporting functions of institutional research. For the last five years he has worked as a systems analyst at Texas A&M University in the Office of Institutional Studies and Planning. He is currently responsible for server and database administration, database and application design, and all things related to computing, data storage or retrieval. Jeff was a member of LAIR while in Louisiana and has been a member of TAIR for the last five years.



Eugene W. Pond, Ph.D., Dallas Theological Seminary.

Dr. Eugene W. Pond (B.S.E.E. and M.S. Computer Science, University of Southern California; Th.M. and Ph.D. in Biblical Studies, Dallas Theological Seminary) is Director of Institutional Research and Effectiveness at Dallas Theological Seminary. He has served in that role for seven years, after having been his school's Director of Admissions

for eight years. Besides being active in TAIR since 1998, Gene is a member of AIR, IEEE, and the Evangelical Theological Society, and is a former member of SACRAO and AACRAO. As an Associate Professor of Bible Exposition, he is incorporating learning outcomes assessments into traditional content-rich courses, and is helping lead his faculty in identifying levels of student competencies that can be assessed and compared with other seminaries. His other interests include developing predictive models of student enrollment and retention, academic program review, and facilitating the I.E. process. Gene comes away from every TAIR meeting with at least one new idea that has made an important improvement at Dallas Seminary; he believes that our professional association can help us improve our work—while retaining our sanity by finding friends who face similar challenges.

RESOURCE FAIR
THURSDAY
9:00 AM–4:00 PM
FOYER

Vote for TAIR Officers & Nominating Committee

Wednesday, 1:00p.m.–5:30 p.m.
 Thursday, 7:30 a.m. – 4:00 p.m.

Ballot Box Located at the Registration Desk

TAIR Officers

President:..... **Karen Laljiani**
 El Centro College

Vice President:.....**Christopher Benton**
 Alvin College

Secretary:**Danica Frampton**
 St. Edward's Univ.

Treasurer:**Jaime Garcia**
 Rice University

Tuesday, February 22

12:00 noon - 5:00 p.m.

REGISTRATION

Foyer

1:00 p.m. – 5:00 p.m.

Pre-Conference Workshops

Super Bowl I & II

The ABCs of Survey Research

Presenter:

David L. Preston, Brazosport College

Workshop Limit: 30 Participants

Location: Super Bowl I

This workshop is designed to cover the fundamentals of survey research including establishing the purpose of the survey, developing appropriate constructs, constructing appropriate and reliable questions, administering the survey, analyzing the data, and reporting the results. Illustrations of good and bad survey design, survey questions, and analysis will be covered. Participants are encouraged to bring a survey for in-class evaluation. The workshop agenda includes time for questions and answers.

Assisting Administrative and Support Units to Develop Meaningful Outcomes and Measures of Effectiveness

Presenter:

Pamela McClellan-Haws, UT Arlington

Workshop Limit: 30 Participants

Location: Super Bowl II

This workshop will share a model for assisting administrative and educational support units to develop meaningful outcomes and assessment measures related to their core functions. Participants will have the opportunity to review and critique examples for various units and to formulate outcomes and measures for their own offices.

Wednesday, February 23

7:00 a.m. - 5:30 p.m.

REGISTRATION

Foyer

8:00 a.m. – 12:00 noon

Pre-Conference Workshops

Super Bowl I & II

Newcomers to Institutional Research and Planning

Presenters:

Leona Urbish, Rice University

Cindy Dutschke, TAMU

Workshop Limit: 30 Participants

Location: Super Bowl I

Institutional Research? What really is that and what did you get yourself into? This interactive workshop will begin with a quick overview of the TAIR 2004 conference itself, and a review of the program brochure and how each component of the conference might benefit each participant new to IR. The various sectors of higher education in Texas—public comprehensives, independents, community colleges, technical institutes, and specialized schools—will then be described as well as the relationships between and among these sectors and the various agencies and associations in the state (such as ICUT, THECB, etc.). The final sequence will get into the “how to’s” of institutional research, with examples of tracking and work documents that will be very helpful to any newcomer in IR.

Publishing Your Work in a Professional Journal

Presenter:

Paul Ilich, McLennan Community College

Workshop Limit: 30 Participants

Location: Super Bowl II

This workshop provides step-by-step instructions on how to publish an institutional research study in a refereed journal. Participants will receive an overview of the basic research and statistical methods that are typically required for most journals. However, the focus of the workshop will be on the specific tasks involved in publishing a manuscript. Participants will learn how to accomplish the following: 1) creation of a research question(s), 2) packaging of statistical results, 3) identification of an appropriate journal, and 4) development of key parts of a manuscript (introduction, methods, results and discussion). The workshop will also include a discussion of the many benefits of publishing. There are no prerequisites for this workshop. The workshop is for anyone interested in participating in the rewarding experience of publishing.

Wednesday, February 23

1:30 p.m. – 3:00 p.m.

GENERAL SESSION I

Champions Ballroom

“What if? (Scenarios in the Spreadsheet of My Heart)”

Victor Borden, Associate Vice Chancellor for Information Management and Institutional Research, Indiana University-Purdue University, Indianapolis

3:00 p.m. – 3:40 p.m.

☯ Meet, Munch, & Mingle ☯ Champions Ballroom

3:40 p.m. – 4:20 p.m.

CONCURRENT SESSIONS A

A1 – Combining Institutional and US Census Data to Set Benchmarks

Presenters:

Bruce Lockhart, Texas State Univ- San Marcus
Joe Meyer, Texas State Univ - San Marcos

Facilitator:

Verna Dewees, TAMU

Location: Wimbledon

Efforts to target recruitment efforts and set proper benchmarks for student and employee diversity have led Institutional Researchers at Texas State University - San Marcus to use data from the US Census Bureau web site. Attendees will be given an overview of data sources at the Census Bureau, will see a demonstration of data extraction tools that can be used on the Census Bureau web site, and will be provided with examples of reports our Institutional Research office has produced by using Census and institutional data.

A3 – Using Access to Organize IR

Presenter:

Brian Cordeau, Sam Houston State University
Troy Courville, Sam Houston State University

Facilitator:

Denise Young, University of Dallas

Location: Super Bowl I

Institutional Research offices are flooded with data requests on a daily basis, and keeping track of these requests can be a major concern in itself. Using Microsoft Access, SHSU IR has developed an all inclusive system that tracks requests, organizes syntax files, and updates the status of requests on the web. This system allows for less time tracking down data requests and more time analyzing data.

A2 – Assessing and Tracking Made Easy

Presenter:

Pam Youngblood, Wharton County Jun. Coll.

Facilitator:

Gerard Dizinno, St. Mary's University

Location: Hall of Fame

When Wharton County Junior College's executive team reviewed the Strategic Plan they were in agreement that it was in need of revisions. Along with these revisions, the process of how to monitor, track, and document the institutions' initiatives were of extreme importance. This session will convey why WCJC chose TracDat as its Business Intelligence solution for assessment and how the implementation process was deployed. Highlights of the functional ease of navigation, successful tracking of initiatives, and challenges that were faced with implementation will be demonstrated.

A4 – Following the Yellow Brick Road

Presenter:

Dale Christophersen, Sul Ross State University
Elbert Bassham, Sul Ross State University
Sarah M. Logan, Angelo State University

Facilitator:

Leona Urbish, Rice University

Location: Super Bowl II

Have you ever wondered if there is a strong linkage between grade distributions and enrollments in certain "core curriculum" or "general education" classes? Do students have a preference for particular instructors rumored to be "easier graders"? Factors considered, data extraction methods, analysis techniques, and resulting tables and charts will be presented. This presentation is by Institutional Researchers from Sul Ross State University and Angelo State University

Wednesday, February 23

3:40 p.m. – 4:20 p.m. CONCURRENT SESSIONS A (continued)

A5 – Using Metadata Files to Navigate an Interactive Data Warehouse

Presenters:

Martha L. Oburn, North Harris Montgomery CCD
Jennifer Li, North Harris Montgomery CCD
Sandra Naumann, N. Harris Montgomery CCD

Facilitator:

Yan Liu Avram, North Lake College

Location: Triple Crown

Because of complex and ever-increasing informational needs, NHMCCD maintains an extensive data warehouse. To facilitate its use, metadata tables were created, which define and describe the contents of the files and fields. They also store information about the source of the data from the student database (Colleague), the format, and the updating schedule for each file. A report accessible from the website displays a list of all the files, and a second report gives detailed information of all the fields in a specific file. Any institution maintaining a data warehouse would benefit from using metadata files to assist in its utilization.

SOUTH TEXAS CONSORTIUM FOR INSTITUTIONAL RESEARCH MEETING

Time: 5:30 Wednesday,
February 23 2004

Location: Triple Crown

Chair: David Andrus, Del
Mar College

4:30 p.m. – 5:30 p.m. CONCURRENT SESSIONS B

B1 – Faculty Hiring Model: How to Decide Which Disciplines Need Faculty

Presenter:

Claire Gauntlett, Cedar Valley College
Lynn Nolte, Cedar Valley College

Facilitator:

Jacque Gillispie, South Texas College

Location: Wimbledon

How do you decide among competing interests when you have the resources to hire new faculty? This model, developed with the assistance of faculty and administrators, can be modified to fit existing environments. It uses hard data but also accounts for political interests to determine how to use limited resources to add new faculty.

B2 – THECB Hot Topics

Presenter:

David Gill, THECB

Facilitator:

David Preston, Brazosport College

Location: Hall of Fame

The presenter will update researchers on current events at the Texas Higher Education Coordinating Board. Topics will include: Employment Tracking, Reporting/Funding, and P-16/Texas Success Initiative. Comments, suggestions, and questions are welcome.

Wednesday, February 23

4:30 p.m. – 5:30 p.m. CONCURRENT SESSIONS B (continued)

B3 – Distance Learning Benchmarking – A North Texas Community College Consortium Project

Presenter:

Gabriela Borcoman, Cedar Valley College

Facilitator:

Connie Howells, Eastfield College

Location: Super Bowl I

North Texas Community College Consortium decided to develop a survey instrument to collect distance-learning data from the member colleges. The data collected allowed community colleges in the area to benchmark against one another and also to evaluate the distance learning programs. The data collected matched THECB and SACS requirements. The survey instrument will be presented in addition to the survey results.

THE BALLPARK: LEGENDS OF THE GAME! MUSEUM



Come and join us on Wednesday evening for a wonderful time at Arlington's Ballpark, a.k.a. Amerquest Field, the home of the Texas Rangers. The Ballpark is a state-of-the-art complex that is within easy walking distance of the Wyndham hotel. Completed in 1994, it features a beautiful granite and brick facade that surrounds exposed structural steel. And for those who don't want to walk, transportation will be provided! Once inside, participants will enjoy a delicious buffet dinner and the "Legends of the Game" museum. At the latter, you will have the opportunity to experience catching a Nolan Ryan fast ball and to see Babe Ruth's "King of Swat" trophy.

Hey! Shouldn't that be "King of SWOT?" But wait, there's more! Entertainment will also be provided by a barbershop quartet that will be wandering through the complex, and additionally, there will be a performance of diverse dance works, everything from classical to tap, by a talented ensemble from UT-Arlington. This is one special event you won't want to miss; it'll be a homerun!

B4 – ACT's Enrollment Information Service: A Planning Tool for More Effective Enrollment Management

Presenter:

Chuck Wharton, ACT

Facilitator:

Linda Hines, Tarrant County Comm. Coll. District

Location: Super Bowl II

The EIS program provides an institution with specific data about its market potential, market penetration, and its yield for ACT-tested students. The various kinds of information which can be provided by this software will be demonstrated so that IR professionals can better understand how this software can be helpful to their institution's planning efforts. Such questions as "Where are the best opportunities to recruit students who will be the "right match" for the institution?" ; "What are the characteristics of college-bound students within specific geographical areas and/or high schools?"; " Where should the resources be placed to achieve its enrollment objective?" can be addressed by this program. It's a cost-effective planning tool that can provide valuable information to various offices throughout the institution.

B5 – The Costs and Benefits of Using a Tiered, Web-based Course Evaluation Tool

Presenters:

Katharine Manson, The TLT Group

Robin Zuniga, The TLT Group

Facilitator:

Amy Bawcom, University of Mary Hardin - Baylor

Location: Triple Crown

While teaching practice has been undergoing a reformation, the way in which institutions assess the quality of teaching has changed little since course evaluations began to be used. With the goal of improving teaching through assessment, we began to use an online tiered survey tool. The faculty, department, and university all have a layer of questions on the student feedback form, but only the owner of the layer gets the results from that layer. It has been an interesting experience to try to gain acceptance from various campus constituencies as well as get the system up and running.



**Texas Association for Institutional Research
2005 Conference Registration Form
Tuesday, February 22 – Friday, February 25, 2005 Arlington, TX**

(Please type or print)

Dr./Mr./Mrs./Ms. _____
First
MI
Last

Badge Name _____ Type of Institution: Public Private 2-year
 (check all that apply)

Institution _____ 4-year Other

Department _____

Full Title _____

Address _____
Mailing Address
City, State
Zip Code

Telephone () _____ FAX () _____

E-Mail _____

Is this your first TAIR Conference? Yes () No ()

**IF YOU NEED SPECIAL ARRANGEMENTS REGARDING DIET OR ACCOMMODATIONS:
 Contact Chris Benton: Phone (281) 756-3663; Fax (281) 756-3869; E-Mail cbenton@alvincollege.edu
 No later than Tuesday, February 1st, please**

<u>Payment or Purchase Order Postmarked:</u>	<u>By Dec. 24</u>	<u>After Dec. 24</u>	<u>Amount</u>
Individual Conference Registration Fees (includes 2005-2006 TAIR Membership)			
Individual Member	\$80	\$100	\$ _____
Emeritus Member (see registration information, page ii)	\$65	\$85	\$ _____
Graduate Student Member (see registration information, page ii)	\$50	\$70	\$ _____
Pre-Conference Workshops			
Tuesday Afternoon (1:00 p.m. – 5:00 p.m. – includes a snack)			
W1 – The ABC's of Survey Research	\$30	\$30	\$ _____
W2 – Assisting Administrative and Support Units to Develop Meaningful Outcomes and Measures of Effectiveness	\$30	\$30	\$ _____
Wednesday Morning (8:00 a.m. – 12:00 noon – cost includes continental breakfast)			
W3 – Newcomers to Institutional Research and Planning	\$35	\$35	\$ _____
W4 – Publishing Your Work in a Professional Journal	\$35	\$35	\$ _____
Conference Special Event: "The Ballpark: Legends of the Game"	\$30	\$30	\$ _____
Bringing a guest to the Special Event? <input type="checkbox"/> Yes <input type="checkbox"/> No			
Guest's Name: _____	\$30	\$30	\$ _____
2005-2006 TAIR Membership Only	\$15	\$15	\$ _____
(for those NOT attending the conference)			

TOTAL: \$ _____

(continued)

MAKE CHECKS PAYABLE TO: TAIR

Mail completed registration form and payment to:

*Jaime Garcia, TAIR Treasurer
Rice University
6100 Main Street. MS-73
Houston, TX 77251*

Phone: 713-348-6254; Fax: 713-348-6252; E-Mail: jgarcia@rice.edu

TAIR Tax ID: 75-1695499

TAIR Vendor ID: 17516954991001

If your institutional check will not be ready by December 24, 2004, please send a copy of the purchase order for the amount of your conference fees by December 24th to avoid paying the late registration fee. Send institutional check as soon as possible thereafter.

Cancellation Policy:

Refunds, minus a \$15.00 processing fee, for the TAIR Conference registration and workshops will be made if the request is made on or before February 1, 2005. No refunds will be made after this date except in cases which involve the death or serious injury of an immediate family member or which serve the best interest of the Association. Requests should be made in writing to the TAIR Treasurer, who will in turn present the matter to the Executive Committee whose decision shall be final.

Office use only:	Postmark Date: _____	Date Rec'd: _____
P.O. No.:	Amount: _____	Date Rec'd: _____
Check No.:	Amount: _____	Date Rec'd: _____

For updated information, visit our website at www.texas-air.org

TEXAS ASSOCIATION FOR INSTITUTIONAL RESEARCH

February 22-25, 2005

CUT-OFF DATE: January 31, 2005

Single - \$80.00

Double - \$105.00

Reservations received after cut-off date will be accepted at prevailing rack rates on space available basis.

******NOTE: If you choose to call in for your hotel reservation, please be sure to refer to the TAIR Conference room block to obtain the special rate******

Hotel Check-in 4:00 PM – Check-out 11:00 AM

WYNDHAM ARLINGTON

1500 Convention Center Drive

Arlington, Texas 76011

PHONE: 817-261-8200

FAX: 817-548-2873

(Please print or type information below)

Name(s) _____

Company Name _____

Address _____

City/State/Zip _____

Work Phone _____

Home Phone _____

Special Requests:

_____ Wheelchair accessible room

_____ Hearing impaired

_____ Visually impaired

Other (please specify) _____

Accommodations:

# of Rooms	Single	Double

Sharing room with: _____

Room Type (circle) King DBL/DBL

Preference (circle): (Accommodations based on availability)

Smoking Non-Smoking

I will arrive on _____ I will depart on _____

Arrival Time: _____

GUARANTEE

All reservations must be guaranteed as follows:

Guaranteed by Credit Card – Please fill in the following information:

Name on card: _____

Card number: _____

Expiration Date: _____

Month/Year

In the event you are unable to cancel this reservation within 72 hours of the arrival date, a charge equal to one night's room rate will be assessed on the credit card above, or the advance deposit forfeited.

Signature: _____

Print Name: _____

**Texas Association for Institutional Research
27th Annual Conference, February 22 - 25, 2005**

If you are unable to attend the conference, you may vote absentee. Please complete this ballot, and send or fax it to:

Marilyn J. Greer, Ph.D.

Director, Education Research and Assessment
University of Texas – M.D. Anderson Cancer Center
1515 Holcombe Blvd – 148
Houston, TX 77030-4009
FAX: (713) 792-7327

**Candidates for Vice-President/President Elect
(VOTE FOR ONE)**

Gerry Dizinno
(St. Mary's University, San Antonio)

David Preston
(Brazosport College)

**Candidates for Treasurer
(VOTE FOR ONE)**

Margaret Drain
(Houston Community College System)

Bishar Sethna
(Lamar State College)

**Candidates for Nominating Committee
(VOTE FOR FOUR)**

Gabriela Borcoman
(Cedar Valley College)
 Karyn Hall
(Stephen F. Austin State University)
 John Kalb
(Southern Methodist University)
 Lance Pate
(Victoria College)
 Eugene Pond
(Dallas Theological Seminary)

Allen Clark
(University of North Texas)
 Pam Haws
(University of Texas at Arlington)
 Kay Mizer
(TAMU – Health Center)
 Jeff Pitts
(TAMU)

Thursday, February 24

7:30 noon - 5:00 p.m.	🍽️ REGISTRATION 🍽️	Foyer
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7:30 a.m. – 9:30 a.m.	Breakfast and Roundtable Sessions	Champions Ballroom
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Breakfast will be served from 7:30 a.m. to 9:00 a.m. Three back-to-back 30-minute roundtable sessions begin at 8:00 a.m. with each roundtable being presented at all three sessions. Feel free to move from one table to another during each of the 30-minute sessions. For a complete listing of Roundtable presenters and abstracts, go to page 22 of the program brochure.

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. One-Person Institutional Research Offices 2. Sharing Data With Your College 3. TAIR Strategic Plan 4. NCCCRP and You 5. THECB 6. Local Employment Dynamics (LED) 7. Response Rates and Online Surveys | <ol style="list-style-type: none"> 8. Surveys and Survey Planning 9. TAIR Institute for Professional Development 10. Texas Public Seventh-Grade Students Followed Through Higher Education 11. Council on Occupational Education: An Alternative Accreditation for Technical Schools 12. SPSS |
|--|--|

9:00 a.m. – 4:00 p.m.	★★ Resource Fair ★★	Foyer
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9:45 a.m. – 10:45 a.m.	GENERAL SESSION II	Champions Ballroom
“The Critical Role of Institutional Research in Supporting the Institutional Mission: A Chancellor's Perspective” Victor Boschini, Chancellor, Texas Christian University		

10:45 a.m. – 11:10 a.m.	Coffee Break	Foyer
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11:10 a.m. – 11:50 a.m.	CONCURRENT SESSIONS C	
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C1 – Using a Sectored Employment Strategy to Increase Student Success Post-Exit

Presenters:

Ruben Garcia, Texas Workforce Commission
Andrew Moellmer, Texas Workforce Comm.
Hiwot Berhane, Texas Workforce Commission

Facilitator:

Brian Cordeau, Sam Houston State University

Location: Wimbledon

Project Quest is an award-winning, minimum-focused, maximum-impact training program in San Antonio that has successfully used a sectored employment strategy to help ensure participant success after exit. Project Quest works with Texas public community and private career colleges to train participants in demand occupations. Program completers have achieved high employment rates, high earnings and dramatic reductions in welfare participation. This presentation will describe the sectored employment strategy used by Project Quest and the post-exit outcomes achieved by former participants.

C2 – Who Are These Concurrent/Dual Students?

Presenters:

David Preston, Brazosport College

Facilitator:

Dick Roach, TAMU - Texarcana

Location: Hall of Fame

Many Texas high school students take advantage of the Concurrent/Dual credit (CDC) programs offered by community colleges. This presentation will discuss the profile of these students as reported in a Gulf Coast Association of Institutional Research project.

Thursday, February 24

11:10 a.m. – 11:50 a.m. CONCURRENT SESSIONS C (continued)

C3 – Using CCSSE as a Measure of Student Engagement in Texas Colleges: Implications for Differences in Student Characteristics Across Rural and Urban Populations

Presenters:

*C. Nathan Marti, CCSSE
Courtney Atkins, CCSSE*

Facilitator:

Lilian Young, Central Texas College

Location: Super Bowl I

Thirty-one Texas community colleges participated in the 2004 administration of the Community College Survey of Student Engagement (CCSSE). Examining student-level characteristics reveals that rural and urban community colleges vary significantly in their underlying populations. For example, 39% of urban/suburban students started college elsewhere in contrast to 27% of rural students; moreover, 63% of urban/suburban students have a need for developmental coursework in contrast to 51% of rural students. Because these student characteristics are related to the five CCSSE benchmarks of effective educational practice - active and collaborative learning, student/faculty interaction, student effort, academic challenge, and support for learners - they have implications for institutional planning.

**REMEMBER
TO VOTE
FOR TAIR
OFFICERS
AND
NOMINATING
COMMITTEE
BY 4:00 P.M.
TODAY!**

C4. Which Students Will Be Successful? A Collaborative Approach To Developing An Admissions Score

Presenters:

*Denise Young, University of Dallas
Connie Tull, University of Dallas*

Facilitator:

Gabriela Borcoman, Cedar Valley College

Location: Super Bowl II

Which students will be successful? The Admissions Office wanted a way to rate the expected success of freshman applicants – after all, the goal is to admit students who will be a good fit and complete their degree. Six years of historical data that combined information from high school transcripts and the university administrative computing system were used to develop an admissions score. Particularly challenging was the development of a database to record information regarding the "intensity" of the high school curriculum. The key role of Institutional Research in this project and their collaborative efforts with Enrollment Management, Registrar, and Faculty will be discussed.

C5. Influence of Organizational Climate and Perceptions on Work Stress among University Staff: Implications for Institutional Policy

Presenters:

*Allen Clark, University of North Texas
Soko Starobin, University of North Texas*

Facilitator:

Cindy Olson, UT – Permian Basin

Location: Triple Crown

Institutions of higher education have faced many challenges pertaining to efficiency and productivity of their workforce as a result of the recent state budget reduction. Using the results from the institutional staff survey conducted in 2002 and 2004, this study examines the influence of organizational climate and perceptions on their work stress. The findings suggest that the increase of their stress level is attributed to the inflexibilities and inconsistency of the institutional policy and practice. Recommendations for institutional policy are also discussed.

12:00 noon – 1:45 p.m.

LUNCHEON & GENERAL SESSION III

Champions Ballroom

"Down in the Dumps: Confessions of an Academic Dumpster Diver"

Jeff Ferrell, Associate Professor of Criminal Justice, Texas Christian University

2:00 p.m. – 3:00 p.m.

CONCURRENT SESSIONS D

D1 – A Better Tool to Use for Financial Aid Analysis – The FAR System

Presenter:

Nicolas Valcik, UT - Dallas

Facilitator:

Nasreen Ahmad, Collin County CCD

Location: Wimbledon

The Financial Aid Reporting (FAR) system was developed due to the current student information system being difficult to extract data from accurately or easily. The department developed FAR that would collect the financial aid data longitudinally for each student and allow for easy extraction of data. The FAR system allows for information to be easily updated from any student system, and allows for summary or detailed reports to be generated. This presentation will be a live demonstration of the FAR system's capabilities and will discuss the background behind developing the FAR system, and the pitfalls/positives of developing such a system.

D3 – Hindsight 20/20 – Keys to A Successful SACS Reaffirmation

Presenters:

Denise Young, University of Dallas

James Klassen, University of Dallas

Facilitator:

Kathy Friedrich, Univ. of Houston-Clear Lake

Location: Super Bowl I

This session will provide reflections on the three phases of the new SACS reaffirmation process (compliance report, quality enhancement plan, site visit) by a university that successfully underwent reaffirmation in 2004. In addition to discussing how the university organized and approached the reaffirmation process, the presentation will be augmented by hindsight of what worked well and what should have been done differently. Participants in this session will gain a better understanding of how to prepare for their off-site and on-site SACS reviews.

D2 – Your University and the New SAT

Presenters:

Elizabeth H. Stanley, The College Board

Facilitator:

Susan Griffith, UT – Pan American

Location: Hall of Fame

As the entering class of 2006 approaches, many universities find themselves busily preparing for one of the most significant changes in admission testing since recentering took place in 1994. Since the role of institutional research is to prepare and interpret data, your campus will look to you for a better understanding of the impact of the new SAT on your entering students. Come hear updates on field research, test performance information for subgroups, file formats, data delivery techniques and specifications. Additionally, learn how the Writing section will be used and how the College Board will facilitate the process.

D4 – College Choice Factors that Influence Collegial Expectations of College Students

Presenters:

Soko S. Starobin, University of North Texas

V. Allen Clark, University of North Texas

Facilitator:

Katherine Mason, The TLT Group

Location: Super Bowl II

Despite having recognized racial and gender stereotype as conflicting factors for academic success, African American male students possess high expectations to graduate from college. Using the results from the Entering Student Survey, this study examined collegial expectations of African American males at a four-year public research university. Specifically, students' background characteristics and college choice reasons were examined as the influential factors on determining their collegiate expectations. To better understand the development of students' collegial expectations, Hossler and Gallapher's College Choice Model is applied. Suggestions and recommendations for institutional policy and practice as well as future research are discussed.

Thursday, February 24

2:00 p.m. – 4:10 p.m.

CONCURRENT SESSIONS D (continued)

D5 – Survey Research Using SPSS (Demo by Vendor)

Presenter:

Robin Williams, SPSS

Facilitator:

Sarah Logan, Angelo State University

Location: Triple Crown

Please join SPSS to see the latest market and survey research. This two hour session will feature demonstrations of the latest version of four popular products from our Dimensions product line: mrInterview, mrTable, mrPaper and mrScan. Like many organizations, yours likely conducts a portion of its surveys online. The fast turnaround time and the convenience Web data collection offers make it invaluable to your organization. As a result, you may be planning to conduct increasingly complex surveys on the Web. How can you ensure efficient, timely Web data collection regardless of the type and volume of surveys you create?

BREAK AT THE RESOURCE FAIR

**3:00PM – 3:30 PM
FOYER**

3:30 p.m. – 4:10 p.m.

CONCURRENT SESSIONS E

E1 – Surviving Reaffirmation: Two TSTC Colleges' Approaches to Compliance and the QEP

Presenters:

Blanca T. Bauer, TSTC Harlingen

Kathy Kennedy, TSTC West Texas

Facilitator:

Dawit Adege, Cedar Valley College

Location: Wimbledon

Two two-year technical colleges from the TSTC System (West Texas and Harlingen campuses) underwent reaffirmation for the SACS class of 2005 under the new Principles of Accreditation. Learn how the two took different approaches to developing their Compliance Certification and QEP. SACS Accreditation liaisons from both colleges will discuss the differences in their processes, electronic submission issues, the different resources and approaches to finding a focus for the QEP and an overview of the advice each received from SACS. Results of how each institution fared through the process and access to finished documents for each college will be available.

E2 – Where Does It Hurt? Part II – Statewide Trends in Course Completion Rates by Discipline

Presenters:

David M. Bailey, Tyler Junior College

Thomas K. Martin, Collin County CCD

Facilitator:

Pam Youngblood, Wharton County Jun. Coll.

Location: Hall of Fame

Course completion is one of the ten performance measures Texas community colleges report each November to the Legislative Budget Board. The LBB measure is of little value to institutions because there is no way to compare specific instructional areas between institutions to identify real retention problems. To address this issue, baseline averages by instructional area were generated from four years of statewide course completion data. This presentation will show how these data can be used to analyze trends in statewide course completion rates and how to use these data to improve program effectiveness.

Thursday, February 24

3:30 p.m. – 4:10 p.m.

CONCURRENT SESSIONS E (continued)

E3 – MS Excel Pivot Tables and Charts: An Easy Way to Provide Interactive Tables to Clients

Presenter:

Joseph Meyer, Texas State University

Facilitator:

Elbert Bassham, Sul Ross State University

Location: Super Bowl I

Our clients are not always sure exactly what they want from us. The pivot tables feature of MS Excel provides one way to give clients an interactive set of tables and charts that can be sliced-and-diced in as many ways as they choose. This session will demonstrate pivot tables and charts that were built from CBM001 and CBM004 reports we send to the Texas Higher Education Coordinating Board, and will show attendees how to build their own pivot tables in a jiffy!

E4 – The Role of the Institutional Research Office in the QEP Process

Presenter:

Rebecca Richter, Blinn College

Facilitator:

Dewayne Gragg, Navarro College

Location: Super Bowl II

The new SACS Principles require all institutions to develop a Quality Enhancement Plan to “enhance overall institutional quality” with a focus on improving student learning. What does that mean? One community college IR office shares experiences of its role in the QEP process. The session will focus on what data were used to determine the needs and how methods for assessing the effectiveness of student learning outcomes were developed.

4:20 p.m. – 6:00p.m.

SPECIAL INTEREST GROUPS

4:20 p.m. – 5:00 p.m.

Sector Special Interest Groups:

- **Independent Colleges and Universities Sector SIG**
Chair: *Nancy Ward, Independent Colleges and Universities of Texas*
Location: Wimbledon
- **Public Universities Sector SIG**
Chair: *Cindy Dutschke, Texas A&M University*
Location: Hall of Fame
- **Public Community Colleges Sector SIG**
Chair: *Teresa Isbell, North Lake College*
Location: Super Bowl I
- **Datatel Colleague Users**
Chair: *Linda Hines, Tarrant County CC*
Location: Super Bowl II

5:15 p.m.– 6:00 p.m.

Other Special Interest Groups:

- **Texas A&M University System**
Chair: *Glenn Dowling, TAMU System*
Location: Wimbledon
- **University of Texas System**
Chair: *Marsha Kelman, UT System*
Location: Hall of Fame
- **SAS Users**
Chair: *Jana Marak, Baylor University*
Location: Super Bowl I
- **SPSS Users**
Chair: *Robin Williams, SPSS*
Location: Triple Crown
- **Banner Users**
Chair: *Sue Herring, Baylor University*
Location: Super Bowl II

6:30 P.M.

**MEET IN THE
LOBBY FOR
DINNER
CARAVANS**

Friday, February 25

7:30 a.m. – 9:00 a.m. **Breakfast & Business Meeting** Champions Ballroom
7:30 a.m. – 8:00 a.m. *Breakfast*
8:00 a.m. – 9:00 a.m. *TAIR Business Meeting – Presiding: Karen Laljani, President*

9:15 a.m. – 10:30 a.m. **GENERAL SESSION IV** Champions Ballroom
“Accountability in Higher Education: The Implications for Institutional
Researchers”
Kenneth Ashworth, National Commission on Accountability in Higher Education

10:45 a.m. – 11:45 p.m. **SPECIAL INTEREST GROUPS**

SIGs

- **Gulf Coast Association for Institutional Research**
Chair: *Martha Oburn*, NHMCCD – The Woodlands
Location: Wimbledon
- **CCSSE**
Chair: Courtney Adkins, CCSSE Texas Small Colleges Consortium
Location: Super Bowl II

Newcomers' Workshop Recap

- **Newcomers' Wrap-up Session**
Chair: *Leona Urbish*, Rice University
Location: Super Bowl I

Roundtables

Thursday, February 24, 8:00 am – 9:30 am

1. One-Person Institutional Research Offices

Amy Bawcom, Director of Institutional Research, University of Mary Hardin-Baylor

Formed after last year's conference, the group's first activity was to complete a survey in order to determine what issues might be unique to our group. Attend this roundtable to find out results from those surveys. The survey responses revealed many common issues, such as activities calendars, organization, streamlining techniques, time management, the Institutional Effectiveness process, and technology.

2. Sharing Data with Your College

John Asselin, Research Associate, Eastfield College

Presentation and discussion of various reports which our IR office emails to our college employees or places on our webpage for all to see. Hopefully these examples will inspire more innovative ideas in reporting and sharing data.

3. TAIR Strategic Plan

Susan R. Griffith, Exec. Director, OIRE, The University of Texas-Pan American

A task force appointed by Dr. Karen Laljiani, President of TAIR, has developed a draft strategic plan for TAIR. Feedback from the membership is desired. Members of the task force will host two roundtables to solicit comments on the draft plan.

4. NCCCRP and You

Margaret Drain, Research Associate II, Houston Community College System

As Region VIII director for NCCCRP, I thought it might be beneficial for the TAIR membership for me to explain the purpose, structure, cost, and advantages of a NCCCRP membership and the procedures and contacts for publishing in the JARCC.

5. THECB

David Gill, Texas Higher Education Coordinating Board

Coordinating Board Hot Topics

6. Local Employment Dynamics (LED)

Hiwot Berhane, Texas Workforce Commission

The LED Program is a joint project of the U.S. Census Bureau, U.S. Department of Labor and state partners including Texas. It provides new information on the performance of the local and regional economy such as - where jobs are, how much workers can expect to make and employers expect to pay them. The Quarterly Workforce Indicators (QWI) measures the performance of the Local and Regional Economics.

7. Response Rates and Online Surveys

Katharine Mason, Research Coordinator, The TL Group, St. Edwards University

Response rates are always a concern, but they are a special concern for online surveys. We have been working with online surveys for three years now. We started with a horrible dip in response rates, but after three semesters we managed to surpass the paper version response rate. There is no one magic bullet. We found a number of different strategies that boosted the rate. We would be pleased to share our strategies with you.

8. Surveys and Survey Planning

John Kalb, Director of Institutional Research, Southern Methodist University

This roundtable will discuss planning for surveying the various populations associated with institutions of higher education. Specifically, participants should want to talk about their experiences with planning for the administration of surveys to their campus and relevant populations.

9. TAIR Institute for Professional Development

Teresa Isbell, Assistant Dean, North Lake College

Please share your ideas and suggestions about the future of the TAIR Institute for Professional Development. The TAIR summer workshops have been exceptionally well received and helpful. We need your help to identify topics for future workshops.

Each session will be offered at 8:00 a.m.,

10. Texas Public Seventh-Grade Students Followed Through Higher Education

THECB representative (for Dr. Rissa Potter), THECB
 The 1992 Cohort of Texas Public Seventh-Grade Students Followed Through Higher Education. Nearly one-half of Texas public middle school students enroll in Texas public higher education within six years of high school graduation, according to analysis of data by the Texas Higher Education Coordinating Board. Learn about this and other very interesting findings from this study.

12. SPSS

Robin Williams, SPSS
 Newest developments and tools

11. Council on Occupational Education: An Alternative Accreditation for Technical Schools

Gabriela Borcoman, Cedar Valley College
 The Council on Occupational Education (COE) is a national accrediting agency which assures quality in postsecondary technical education. COE accredits institutions that award associate degrees or less for postsecondary instruction in career and workforce development. COE also accredits the "occupational education unit," which is a unit of an educational institution that has its goal the preparation of students for employment. The presentation will cover the history of the agency, accreditation process, and membership.

 **2005 Program Committee**

Program Chair	Chris Benton	Alvin Com. Coll	Registration/ Secretary	Danica Frampton	St. Edwards Univ.
Concurrent Sessions	David Preston	Brazosport College	Resource Fair	Allen Clark	Univ. of North Texas
Evaluations	Carol Kominsky	UH – Clear Lake	Roundtables	David Andrus	Del Mar College
Finance	Jaime Garcia	Rice University	Special Interest Groups	Carol LaRue	Southwest Texas Jr. Coll
General Sessions	Melissa Canady	Texas Christian Univ	TAIR Webmaster	Sam Stigall	UT-Arlington
Local Arrangements	Sam Stigall	UT-Arlington	Workshops	Teresa Isbell	North Lake College
Newsletter Editor	Jana Marak	Baylor Univ.	Advisor	Karen C. Laljani	El Centro College
Program Brochure	Gabriela Borcoman	Cedar Valley College	Advisor	Marilyn Greer	M.D. Anderson Cancer Center

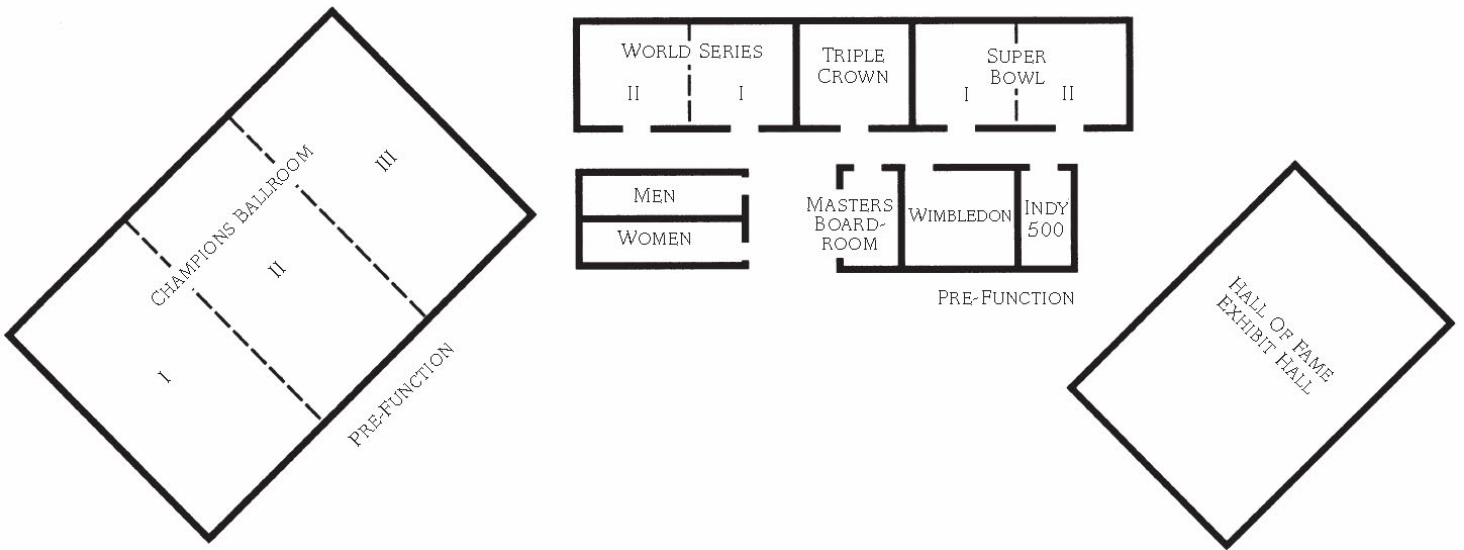
Conference History

Year	Site	President	Vice President	Secretary	Treasurer
1979	Austin	Program Committee	Horace Griffiths, Rude Gaedke Bill Lasher, Joe Szutz		
1980	Austin	Program Committee	Ann Sewell, Larry Luce, Paul Thomas, Henry Zachringer		
1981	Houston	Program Committee Constitution Committee	Don Norris, Doug Wright, Margaret Reap Jean Garwood, Leon Spivey Bill Lasher (chair), Ross Clark, Les Kincaid, Pritchly Smith, Maryann Steele (Ruddock)		
1982	San Antonio	Don Norris	Vicki Mason	Paul Thomas	
1983	Ft. Worth	Vicki Mason	Joe Szutz	Paul Thomas	
1984	El Paso	Joe Szutz	Marsha Ivery	Martha Lee	
1985	Austin	Marsha Ivery	Bill Nylin	Martha Lee	
1986	San Antonio	Bill Nylin	Robert Cullins	Su-Zan Harper	
1987	Austin	Robert Cullins	RoJean Starke	Su-Zan Harper	
1988	Austin	**	Clinton Hurley	Denise Watts	
1989	Austin	Clinton Hurley	Dennis Hengstler	Denise Watts	
1990	San Antonio	Dennis Hengstler	Todd Hutton	Vickie Natale	
1991	Corpus Christi	Todd Hutton	James Hale	Vickie Natale	
1992	Galveston	James Hale	Susan Griffith	Sidney Prewitt	Karlease Clark
1993	College Station	Susan Griffith	Mary Korfhage	Deryl Clark	Karlease Clark
1994	El Paso	Mary Korfhage	Glenn James	Sidney Prewitt	Lizabeth Elkins
1995	San Antonio	Glenn James	Vickie Natale	Patricia Duhon	Lizabeth Elkins
1996	Houston	Vickie Natale	Richard Bailey	Patricia Duhon	James Calarco
1997	South Padre	Richard Bailey	Verna Dewees	Cindy Dutschke	James Calarco
1998	Austin	Verna Dewees	Thomas Martin	Cindy Dutschke	Dennis Brandt
1999	Dallas	Thomas Martin	Leona Urbish	Lillian Young	James Calarco
2000	San Antonio	Leona Urbish	James Calarco	Lillian Young	Karen Laljiani
2001	Clear Lake	James Calarco	Maryann Ruddock	Martha Oburn	Karen Laljiani
2002	Corpus Christi	Maryann Ruddock	Michael Green	Martha Oburn	Jana Marak
2003	El Paso	Michael Green	Marilyn Greer	Rebecca Richter	Jana Marak
2004	College Station	Marilyn Greer	Karen Laljiani	Rebecca Richter	Jaime Garcia
2005	Arlington	Karen Laljiani	Christopher Benton	Danica Frampton	Jaime Garcia

*The Secretary / Treasurer position was divided into two positions in 1992.

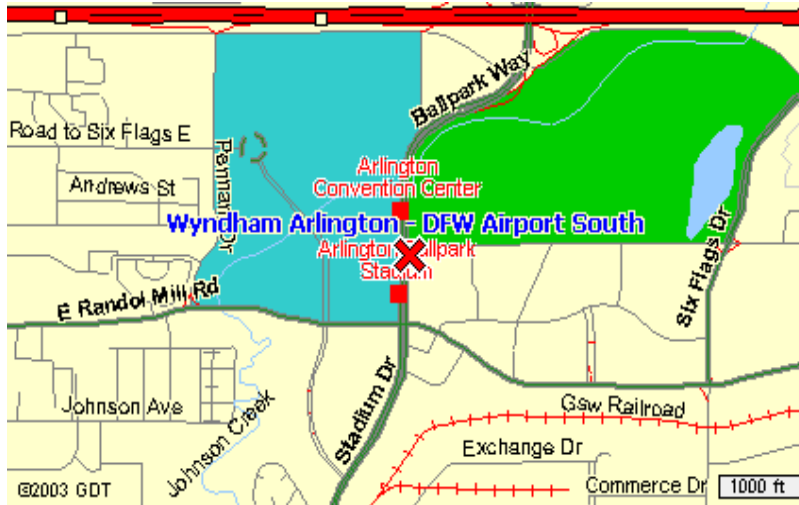
** The President moved out of state; Vice President served as Acting President.

Hotel Layout & Room Map



The guest rooms feature amenities such as pillowtop mattresses and high-speed Internet access. Enjoy your favorite selections from Terrace Bistro Restaurant, Pizza Hut®, or Starbucks® coffee, all located in the hotel lobby. Or work up a sweat in the exercise facility. When your thoughts turn to leisure, the hotel is a stone's throw away from Amerquest Field in Arlington, Lone Star Park (home of the Breeder's Cup), Arlington Memorial Hospital, University of Texas at Arlington, Bear Creek, Nokia Live at Grand Prairie, the roller coasters of Six Flags over Texas® and Six Flags Hurricane Harbor® water park. A short drive will take you to downtown Dallas or Fort Worth, where you'll find exceptional and distinctive dining, shopping and entertainment. When it's time to depart, the complimentary shuttle will get you to DFW airport.

DRIVING DIRECTIONS FROM THE AIRPORT
(Refer to area map to get your bearings!!!!)



Directions from DFW Airport:

Exit airport south to Hwy. 360 South. Continue to Lamar exit. Go West on Lamar to Ballpark Way. Go South on Ballpark Way, cross over Hwy.30, take first rt. turn to property parking lot. **Distance: 9 miles**

Directions from Dallas Lovefield Airport:

Exit right on Mockingbird, following it to 183W. Exit 360 South and continue until Lamar Blvd. Turn right on Lamar to Ballpark Way. Turn left on Ballpark Way and then take a right on Convention Center Dr. **Distance: 22 miles**

Cedar Valley College



Texas Association for Institutional Research
Office of Research and Evaluation
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