

2007

Texas Association for Institutional Research

29th Annual Conference

February 28 – March 2, 2007
Sheraton South Padre Island Beach Hotel
South Padre Island, Texas

Institutional Research: A Beacon of Light in a Sea of Information

Welcome to South Padre Island for the 29th Annual Texas Association for Institutional Research conference!

This year's conference promises to be the most widely attended in the history of TAIR. The lure of the beach and the wide variety of presentations, workshops and vendors, not to mention Free Internet throughout the hotel are irresistible beacons. Don't forget the wonderful restaurants both on and off the island catering to each of your discriminating tastes.

This year's conference will kick off with a broad mix of pre-conference workshops designed to address the needs of public, private, 2-year, 4-year, large and small institutions. Highlighting this year's kick-off will be an AIR Institute on Office Management presented by Mary Lelik of the University of Illinois at Chicago. This is the first ever workshop by AIR at a TAIR conference. AIR also will have a table at the resource fair to provide information about the national association.

Our distinguished group of general session speakers will be led by Clifford Adelman formerly of the U.S. Department of Education and Bob Sheppard, Chairman of the Texas Higher Education Coordinating Board. They will be joined by Dr. Marsha Nelson of Creative Journal Expressive Arts and Dr. Mark David Milliron formerly of SAS now with UT-Austin/ NISOD.

In case you didn't know, the city of South Padre Island has an ordinance prohibiting ties! To help everyone relax and have a great time, this year's conference will be business casual. NO TIES will be allowed for TAIR 2007. South Padre Island Mayor Robert Pinkerton Jr. along with a police officer will be present at our opening general session to help enforce the NO TIE rule. So watch out! Please leave your ties behind or keep them packed. Printed aloha shirts and guayaberas are welcome. See you in South Padre!



Ruben B. Garcia

Ruben B. Garcia
Vice-President/President-elect
Program Committee Chair



A handwritten signature in black ink that reads "Gerry Dizainno". The signature is written in a cursive, flowing style.

Gerry Dizainno
President/Past President

Registration Information

The conference registration form (centerfold of this brochure) should be completed and postmarked to Jana Marak, Baylor University, by January 5th. The registration fee of \$105.00 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 January 5th.

Conference Fees:

Individual Members, includes conference registration and membership	\$105.00
Emeritus Member	\$70.00
Graduate Student Member	\$55.00

Pre-Conference Workshops:

IPEDS Workshop for Beginners	\$40.00
IPEDS Workshop for Advanced Users	\$40.00
Intermediate/Advanced MS Access for IR.....	\$40.00
Office Management for IR.....	\$40.00
Using SPSS in Institutional Research	\$40.00
Writing IR for the General Public	\$40.00
Newcomers to Institutional Research and Planning	\$40.00

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, Baylor University. If paying by institutional check that won't be available until after January 5th, please send a copy of the purchase order submitted by your institution for payment of the conference fees before January 5th 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, TAIR Treasurer
Baylor University
Associate Director and Coordinator of Testing
Office of Institutional Research and Testing
One Bear Place #97032
Waco, TX 76798-7032

Cancellation of Registration:

Requests for refunds must be made in writing to the Treasurer on or before January 5, 2007. The registration fee less a \$15.00 processing charge will be returned.

**“TAIR 2007:
Institutional Research: A Beacon of Light in a Sea of
Information”
29th Annual Conference – South Padre Island
February 27 - March 2, 2007**

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↻ Program-at-a-Glance ↻

Monday, February 26 (Pre-Conference)

4:00 p.m. – 6:00 p.m. Executive Committee Meeting
6:30 p.m. Early Bird Dinner

Tuesday, February 27 (Pre-Conference)

8:00 a.m. – 5:00 p.m. Registration
9:00 a.m. – 4:00 p.m. Pre-Conference Workshops (4)

Wednesday, February 28

7:30 a.m. – 5:30 p.m. Registration
8:00 a.m. – 12:00 p.m. Pre-Conference Workshops (3)
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. – 3:30 p.m. Coffee Break
3:30 p.m. – 4:10 p.m. Concurrent Sessions A
4:20 p.m. – 5:00 p.m. Concurrent Sessions B
6:00 p.m. Meet, Munch, & Mingle

Thursday, March 1

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. – 11:10 a.m. Coffee Break
11:10 a.m. – 11:50 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 SIGS
5:15 p.m. – 6:00 p.m. Other SIGS
6:30 p.m. Special Event

Friday, March 2

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. SIGS and Newcomers’
Workshop Recap
11:45 a.m. End of Conference
12:00 p.m. Executive Committee/Wrap Up
Installation of New Officers

**TAIR 2008 CONFERENCE
Moody Gardens Hotel
Galveston, Texas
February 3 - 7, 2008**

* Invited General Session Speakers *

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

"It's Baaack! Assessment Comes Around Again"

Clifford Adelman, Institute for Higher Education Policy in Washington, DC



Dr. Clifford Adelman is the 2005 recipient of the Sydney Suslow Award from the Association for Institutional Research for career contributions to the practice of institutional, system, and national research on postsecondary education. He has taught at Roosevelt University, the City College of the City University of New York, and Yale University, and served five years as Associate Dean and Assistant Academic Vice-President at the William Paterson College of New Jersey before coming to the U.S. Department of Education in 1979. He managed higher education issues for the commission that wrote *A Nation at Risk* (1983) and conducted the research on which its high school curriculum recommendations were based. In addition, he has designed, managed, and served as amanuensis for the higher education follow-up to *A Nation at Risk*, the *Involvement in Learning* report (1984), which has been cited as responsible for kick-starting the assessment movement in higher education. He has authored restricted data files for three (3) national longitudinal studies of the National Center for Education Statistics and

written eight monographs in the course of this effort. Most recently, he produced companion volumes in 2004 and the ninth monograph in the series based in NCES longitudinal studies in 2006. Dr. Adelman left the Department of Education in the fall of 2006 and is now a Senior Associate at the Institute for Higher Education Policy in Washington, DC. Adding measures of college student learning to institutional and system accountability is not a new demand of policy-makers and the media. We saw it in the competency-based education movement in the 1970s, the recommendations of the "Involvement in Learning" report in the mid-1980s and the consequent birth of the AAHE Assessment Forum, and revisions in accreditation standards in the 1990s. The Spellings' Commission Report has put it in front of us again. Is this another case of "what goes around comes around," or do we have the chance to do something constructive without being hijacked by business models? We're going to review some history, some theory, some potential sources of information, and some alternatives to what the latest national commission suggests that we do.

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

"The Texas Legislature, the Coordinating Board, and Higher Education"

Bob Shepard, Chairman Texas Higher Education Coordinating Board



Robert W. Shepard has been Chairman of the Texas Higher Education Coordinating Board since July 2005. Prior to that appointment by Governor Rick Perry, he had served as Vice Chairman of the Board since 2003. He has been a Coordinating Board member since 1996, and chaired the Board's Campus Planning Committee. Mr. Shepard lives in Harlingen and is Chairman of the Board of Shepard Walton King Insurance Group. An active community leader, he is a former member of the Valley Partnership Board of Directors, former member and Chairman of The University of Texas-Brownsville Development Board, former member and Chairman of the Board of Pan American University Board of Regents, former member of the Harlingen Industrial Foundation, former director of the Texas Business Hall of Fame, former Chairman of the Board of the Harlingen Area Chamber of Commerce, and former member and President of the Economic Development Corporation of Harlingen.

His topic is "The Texas Legislature, the Coordinating Board, and Higher Education." He'll share insights about how the Legislature, the Coordinating Board, and the higher education community interact, especially during legislative sessions.

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

"Finding Respite in a Stress Filled Environment"

Marsha Nelson, El Rocio Retreat – Mission, TX



Dr. Marsha Nelson and psychologist and author Lucia Capacchione, Ph.D., A.T.R., R.E.A.T. are the co-founders and trainers of the Creative Journal Expressive Arts certification training program headquartered at El Rocio Retreat in Mission, Texas. Marsha and her husband Dan own El Rocio Retreat, www.elrocioretreat.com, where she teaches her methods and offers B&B, workshops and party facilities. Dr. Nelson speaks to audiences worldwide about the benefits of using the right hemisphere of the brain to access creativity, intuition, spirituality, and relaxation to name a few. She has taught all over Canada, Mexico, the U.S., and Europe as well as on international cruise ships. Dr. Nelson participates actively in civic activities such as working in her community with the Veteran Center with Post-Traumatic Stress Disorder and co-founding a Creative Journal program in the Mission, Texas schools. At present, she is working with the Vets returning from active duty in the Middle East. Her topic is *"Finding Respite in a Stress Filled Environment"*. Music allows us to tap into our right brain, allowing us to separate from our chatty left brain. Various forms

of music bring relaxation and even improves our memories. We will be listening to 9 pieces of various types of music and dancing with markers on paper. Each musical piece offers a different sound that will evoke an emotion. By allowing emotions to flow out of us onto the paper, we therefore will be able to feel less stress.

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

"The Power to Know You're Making a Difference: Embracing Insight Initiatives"

Mark David Milliron – UT Austin, Austin, TX



Dr. Mark David Milliron was named the Suanne Davis Roueche Endowed Fellow, Senior Lecturer, and Director of the National Institute for Staff and Organizational Development (NISOD) in the College of Education at the UT-Austin. His Ph.D. is in educational leadership from the University of Texas at Austin, where he was a Kellogg Senior Research Fellow. He has served as vice president for education and medical practice with SAS, the world's largest private software company, president and CEO of the League for Innovation, executive director of Global Learning Initiatives with Oracle Corporation, and vice president for academic and student services at Mayland Community College in North Carolina. In 2005, PBS Adult Learning Service named Mark the recipient of its annual O'Banion Prize for transformational work in support of teaching and learning. Services like Amazon.com, TiVo, and online banking have driven the expectation that technology will be thoughtfully used to better enable teaching and learning, student services, and institutional management. Moreover, they have driven the expectation that institutions will leverage "insight"--enterprise intelligence systems, data mining, and predictive analytics--

to make a difference in how they teach and reach students, better customize services, and drive strategic planning and accountability efforts. During this presentation, we'll track similar movements in the commercial, government, and healthcare industries, and look at the implications and issues surrounding the search for insight in the world of education.

Meet the 2007 Executive Committee Candidates

Nominees for Vice President / President Elect



Allen Clark, University of North Texas. Dr. 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 received his doctorate in Higher Education in August 2000. He has spent the last eight years in institutional research, and currently serves as the Director of Institutional Research at the University of North Texas. Allen has been an active member of Texas Association for Institutional Research & AIR since 1999. He has served as the Resource Fair coordinator for TAIR 2005 & 2006. He served on the Nominating Committee for TAIR 2006, and is serving as Round-Table coordinator for TAIR 2007. Allen has served on the TAIR Professional Development Committee for the past 3 years.



Joe Meyer, Texas State University – San Marcos. Dr. Joe Meyer has been a member of TAIR since 1989 and Director of Institutional Research at Texas State University-San Marcos for the last 10 years. He holds a B.S. in Biology and M.S. in Plant/Soil Science with a minor in statistics. Mr. Meyer is a frequent presenter at summer workshops, pre-conference workshops, conference roundtables and concurrent sessions. Over the years he has also chaired the TAIR Resource Fair, Roundtable, Professional Development & Pre-Conference Workshop committees and is currently a co-chair of the Data Committee. Joe has served on several committees and working groups convened by the Texas Higher Education Coordinating Board, Legislative Budget Board, and Texas State University System for the purpose of standardizing reporting and he hopes to make consistency and efficiency a major focus of his future involvement in TAIR. One outcome of his efforts to standardize reporting at Texas State University-San Marcos is their on-line fact book, which has twice been selected by TAIR as the best electronic fact book. He believes that

together we can make our lives easier by achieving greater consistency in reporting, and that continuous progress in this area is important for further enhancing the respect accorded to institutional research as a profession.

Nominees for Treasurer



Susan Moreno – University of Houston. For two and a half years, Susan has been employed in institutional research at the University of Houston. She first worked as a Research Associate and she is now the Assistant Director for the Office of Institutional Research. Although Susan is fairly new to working in an institutional research office, she has an on-going personal and professional interest in higher education that dates back sixteen years. Susan graduated with a B. S. from Texas A & M University, with a M.Ed. from the University of Houston, and with a Ph.D. from The University of Texas at Austin. Her previous work experiences in higher education include counseling at Houston Community College, research with Houston ISD, and teaching at the college level. She joined TAIR this year and attended the 2006 conference in Austin. Even though she is new to TAIR, it would be an honor and a privilege to serve TAIR as

Treasurer.

Meet the 2007 Executive Committee Candidates

Nominees for Treasurer, continued



Cathy Vale, UT- Pan American – Edinburg. Cathy Vale began working as a Research Analyst in the Office of Institutional Research and Effectiveness at The University of Texas-Pan American in January 2004. She became a member of TAIR and attended her first conference that same year. Before coming to UTPA, she worked as an adjunct instructor at South Texas College teaching various sociology courses both in the traditional classroom as well through distance learning. She has been involved in volunteering in her children's schools over the years serving as secretary, vice president and president of the parent-teacher support organization. She is now the Coordinator of Policy Planning and Analysis with her main emphasis being the management of the university *Handbook of Operating Procedures* and assisting in the implementation of the Outcome Directed Planning (ODP) process. Cathy is a graduate of Baylor University receiving her Bachelor of Arts in Sociology and Master of Arts in Sociology with a Specialization in Gerontology from there. She is also currently the Local Arrangements Chair for the 2007 TAIR Conference.

Nominees for Member-at-Large, Technology



Brian Cordeau, UT- San Antonio. Brian graduated with a Bachelors of Science in Computing Science in December of 2002 and began working for Sam Houston State University as a Research Analyst shortly after. In August 2005 he began working at UTSA as a Research Analyst. He has been a member of TAIR since 2004 and has given two presentations relating to using technology to help communicate and organize an Institutional Research office.



Paul Illich, McLennan Community College. Paul received his Ph.D. in experimental psychology from Texas A&M University in 1993 and he has been involved in a wide range of applied research projects since that time. For the last 10 years he has been the Senior Director of Institutional Effectiveness and Planning at McLennan Community College in Waco. During this time Paul has been an active member of TAIR and has conducted several SPSS workshops and roundtable sessions at the annual conferences. Most recently he conducted a workshop on the publication process and will be conducting a roundtable on program review at the upcoming TAIR conference. Paul believes TAIR provides an excellent opportunity for IR professionals to expand their knowledge and skills and to share their areas of expertise.

2007 Candidates for the Nominating Committee



Rose Austin, Kingwood College. Rose Austin, Ed.D., is Dean for Institutional Effectiveness at Kingwood College where she has served in this position for 10 years. She has been a member of TAIR, SAIR, and AIR since assuming this position. She has served on TAIR committees including

the Conference Brochure, Strategic Planning, and Concurrent Sessions. She has served as a presenter and facilitator. Her print version Fact Book has won first place several times. If elected to the Nominating, she will seek candidates with strong leadership abilities that will not only enhance the organization but also enhance the skills and knowledge of its members.



James Dilling, LBB. James is the manager of Higher Education Performance Review at the Legislative Budget Board. James previously toiled at the THECB, in planning and accountability, P-16 research and assessment of college-readiness, IE of community colleges, collection and analysis of postsecondary student/ faculty/course

data, and servicing of student loan accounts. His educational credentials consist of an A.A.S. from North Lake College, a B.S. in Experimental Psychology from U.T. Arlington, and a M.Ed. in Higher Education Administration from U.T. Austin. As a TAIR member for nine years, James has served on the Registration, Data Advisory, Professional Development, and Nominating committees, chaired the Evaluation committee, and presented at conferences and workshops.



Danica Frampton, St. Edward's Univ. Danica is the Coordinator of Institutional Research at St. Edward's University, where she has been a research professional since 1989. She has been a member of TAIR since 1990 and a member of AIR since 1997. Danica served TAIR as Secretary in 2004-2006 and has been active as a member of the Nominating

and Program Committees (publicity, local arrangements, resource fair). She is currently serving on the Professional Development Committee, and on the Program Committee as evaluation chair for the 2007 conference. She received her B.B.A. in Management and her M.A. in Human Services Administration from St. Edward's University.



Alma Lynn Bane, Tarleton State Univ. Alma has been a Data Research Administrator in the Office of Planning, Evaluation and Institutional Research for Tarleton State University and a member of TAIR since 2004. The Fall 2004 Fact Book, created by Alma, was Tarleton's first

submission and it won the TAIR 2005 'Best Printed Fact Book'. Prior to joining the OPEIR staff, she was a FT Instructor in the Computer Information Systems department in the College of Business Administration. Before joining the Tarleton State University faculty and staff, Alma was employed by the Texas Farm Bureau in Waco. Alma received her B. S. and M.S. degrees in Computer Science at Texas A&M – Commerce. She was awarded a Certificate in Data Processing by the ICCP and is a Past President of DPMA/AITP. Alma will be a Presenter at a concurrent session as well as a Facilitator at another session.



Kerri L. Ford, Texas Tech Univ. Kerry has been in the Institutional Research and Information Management department since September 2004. Before joining IRIM she worked at the High Tech Computer Store, also located on campus, for 7 years. She attended her first TAIR Conference in February 2006.

She walked away from the conference with two things: a great appreciation for the various Institutional Research departments and a desire to become more involved.

She is looking forward to TAIR 2007, not only because of the beautiful location, but because this will be the first year for several people in her department to be presenters at the conference. This experience will allow them to get our feet wet for TAIR 2009, when their department and university will host the first ever TAIR Conference in Lubbock. Kerri is looking forward to welcoming her fellow TAIR members and being a part of showing off our beautiful city.

2007 Candidates for the Nominating Committee (cont.)



Jacquie Gillispie, South Texas College. Jacquie began her association with TAIR at the 2003 conference where she received such a warm welcome from the presenters at the *Newcomers to Institutional Research and Planning* workshop that she hasn't missed a conference since. Jacquie has been a co-

presenter at several of the concurrent-session workshops focusing on institutional effectiveness and assessment. In addition, she has attended as many of the fall workshops as possible. She is currently South Texas College's Institutional Effectiveness Specialist and recently spearheaded the initiative to migrate the IE data entry process from the intranet to the Web. She previously worked in STC's Resource Development Department as the Compliance Specialist and the Carl Perkins Coordinator. She has a Bachelor of Arts in French from the University of Tulsa and is presently serving the community through membership in the local branch of the American Association of University Women.



Jimmy Roberts, Temple College. Jimmy has been the Director of Institutional Effectiveness, Research, and Planning for Temple College since Fall 2001. He attended his first TAIR conference the following semester as a newcomer. Before coming to the office, Jimmy served at Temple College as the

Director of the Central Texas Tech Prep Consortium and earlier as the Curriculum Coordinator for the consortium. Prior to working on the college campus, he had served as curriculum director and social science teacher in K-12 schools. He has a BA in Curriculum and Instruction for McNeese State University and a M.Ed from Texas A&M in Curriculum and Instruction. He has additional graduate coursework in American Civilization from the University of Texas and Social Sciences from Lamar University. Jimmy has made presentations at several state, regional, and national conference including one at the last TAIR conference.



Susan Griffith, UT-Pan American. Dr. Susan Griffith has been Executive Director for Institutional Research and Effectiveness for UTPA for the last 4 years. Previously she worked at Texas State University for 15 years in institutional research and planning in increasingly responsible positions to Associate Vice President for Planning and Administration. A former president of TAIR, Susan is also an active

member of AIR, SAIR, and South Texas Consortium for IR (including President). She has numerous presentations and publications in the field of institutional research, planning, quality, and higher education in general. Susan has a PhD in Higher Education Administration from UT Austin.

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/.....	Gerry Dizinno
Past President	UT San Antonio
Vice President/.....	Ruben Garcia
President Elect	Texas Workforce Commission
Secretary:.....	Darline Morris
	TSTC - Waco
Treasurer:	Jana Marak
	Baylor University
Member-at-large:.....	Karen Laljani
	El Centro College
Member-at-large:.....	Teresa Isbell
	North Lake College

Tuesday, February 27

8:00 a.m - 5:00 p.m.

🏠 REGISTRATION 🏠

2nd Floor Foyer

9:00 a.m. – 4:00 p.m.

Pre-Conference Workshops

IPEDS Workshop for Beginners

Presenters:

Darline Morris, TSTC - Waco

Paula Cox, Rice University

Workshop Limit: 30 Participants

Location: White Marlin

Time: 9:00a.m. – 12:00p.m.

This workshop will be an introduction to NCES/IPEDS data and the tools developed to access the data through the Peer Analysis System (PAS), the Dataset Cutting Tool (DCT), the Executive Peer Tool (ExPT), and the College Opportunities Online (COOL). The latest changes introduced by NCES/IPEDS will also be covered and participants will have the opportunity to practice hands-on exercises. Thirty internet-ready laptops will be available.

IPEDS Workshop for Advanced Users

Presenters:

Darline Morris, TSTC - Waco

Paula Cox, Rice University

Workshop Limit: 15 Participants

Location: White Marlin

Time: 1:00p.m. – 4:00p.m.

This workshop will provide the audience with an update on the IPEDS data collection system and the new Peer Analysis System (PAS). It is designed to provide the target audience with knowledge of the complexity of IPEDS data and the skills needed to design, analyses and produce customized reports using the advanced capabilities of PAS. Participants will have the opportunity to practice hands-on exercises. In addition, this workshop will provide advanced training on the knowledge and skills needed to produce customized datasets and to download entire IPEDS survey data files using the Dataset Cutting Tool (DCT). After identifying the desired variables, users will select, generate, and download the appropriate datasets and documentation files. Users will then be able to import and analyze these data in the statistical software package of their choice.

Intermediate/Advanced MS Access for Institutional Researchers

Presenter:

Rick Leyva, El Centro College

Sue Kornfeld, El Centro College

Karen Laljiani, El Centro College

Workshop Limit: 15 Participants

Location: Marlin A

Time: 1:00p.m. – 4:00p.m.

This workshop is intended for IR professionals with knowledge in using MS Access who are interested in learning intermediate and advanced MS Access for Institutional Research. The workshop is designed to provide step-by-step instruction with hands-on practice. Participants will leave this workshop with a better understanding of how to create and design tables, queries, and reports using Visual Basic for MS Access as well as MS Access' user interface. Useful Access tips and tricks will also be shared.

Office Management for Institutional Research

Presenters:

Mary Lelik, University of Illinois at Chicago

Workshop Limit: 30 Participants

Location: Marlin B

Time: 1:00p.m. – 4:00p.m.

A key feature of the effective institutional research office is its ability to disseminate useful information in a timely manner. A key challenge for many institutional researchers is the limited—or, in some cases, shrinking—amount of resources (human and otherwise) available to meet the growing demand for quality data and analyses. This module introduces and discusses proven management techniques that will assist IR professionals find the appropriate balance among competing priorities and set measurable, realistic and achievable goals. The aim is to provide participants with a useful set of time-management and organizational tools relevant to any IR office regardless of size or function.

Wednesday, February 28

8:00 a.m. - 5:00 p.m.

🏠 REGISTRATION 🏠

2nd Floor Foyer

8:30 a.m. – 11:30

Pre-Conference Workshops

Writing IR for the General Public

Presenter:

Cliff Adelman, Inst. for Higher Education Policy

Workshop Limit: 30 Participants

Location: Marlin A

Institutional researchers write reports for accrediting agencies and other academics, but have little practice in writing articles for the general public. In this workshop, participants will write—together—two articles on higher education issues for the newspapers. Background materials will be sent to participants ahead of time, so they will be familiar with the topics. The topics for this workshop will be chosen from the Spellings Commission report. Participants should leave this workshop with examples of how to write research results for the general public.

Using SPSS in Institutional Research

Presenter:

Joe Meyer, Texas State U. – San Marcos

Workshop Limit: 30 Participants

Location: White Marlin

This workshop will demonstrate some of the ways that SPSS Windows can be used to automate descriptive reporting in institutional research offices. We will take a look at SPSS Tables, SPSS Custom Tables, and SPSS Report commands and how to apply them to specific reporting needs. We will examine ways of manipulating and restructuring data through the use of string and number functions. And, we will demonstrate the use of modular programming, macros and Sax basic language to better automate processes and format output. The only background required for the workshop is a basic knowledge of SPSS. The workshop will focus exclusively on improved reporting and will not address the use of inferential statistics. This will not be a hands-on workshop, but the presenter will run live demonstrations of SPSS programs for those in attendance. Participants will be provided with a CD/DVD of SPSS syntax examples they can take home.

Newcomers to Institutional Research and Planning

Presenter:

Marilyn Greer, MD Anderson Cancer Center

Workshop Limit: 30 Participants

Location: Marlin B

The TAIR Newcomer's Workshop has been completely re-vamped since last year because of our Newcomer's evaluations. In the new format, "Maintaining An Effective Institutional Research Office" will be presented by Dr. Marilyn Greer, Director, Institutional Research, The University of Texas M. D. Anderson Cancer Center. 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, and 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, private four year institutions) who will be presenting the 'hot topics' for their areas of expertise.

Past Presidents' Luncheon (By Invitation Only)

Executive Board Room

11:30 – 1:30

All TAIR past presidents are invited to lunch to share camaraderie and discuss strategic direction and new initiatives for the future of TAIR.

Wednesday, February 28

1:30 p.m. – 3:00 p.m.

GENERAL SESSION I

Sand Dunes Room

"It's Baaack! Assessment Comes Around Again"

Cliff Adelman, Institute for Higher Education Policy in Washington, DC

3:00 p.m. – 3:30 p.m.

Coffee Break

2nd Floor Foyer

3:30 p.m. – 4:10 p.m.

CONCURRENT SESSIONS A

A1 – Put Your Office to Work!

Presenters:

Douglas Atkinson, UT-San Antonio

Facilitator:

Jacque Gillispie, South Texas College

Location: White Marlin

Born from the ever-increasing number of data requests, we needed a way to better manage those requests. UTSA's Office of Institutional Research has developed a system for tracking our data requests that relies solely on the currently used version of Microsoft Office programs. We can quickly track previous requests and identify the criteria specified; identify key measures including processing time, number of requests, and types of requests; provide immediate status notification to all requesters; provide summary status notification to directors; and identify who, what, when, where, and HOW for every request.

A3 - Environmental Scanning for Strategic Planning

Presenters:

Debbie Plyler, Grayson County College

Facilitator:

Jimmy Roberts, Temple College

Location: Blue Marlin B

The SACS Spring Proceedings focused on research from the First Small College Initiative. The discussion centered on financial planning and strategies in the reaffirmation process, common financial problems encountered in peer evaluation, and the development of documentation that supports compliance for financial standards. Instead of a focus on accounting or technical issues, the workshop emphasized leadership decisions and their impact on institutions' accreditation. It is important to document a planning process that includes leadership decisions based upon systematic and comprehensive strategic planning. Assessment of the environment is an important aspect of organizational planning to link external perspective to internal forecasting decisions.

A2 – DIY Reports (Almost)

Presenter:

Ron Nail, Texas Tech University

Facilitator:

Kate Amorella, Texas Woman's University

Location: Blue Marlin A

TechReports is a web-based reporting tool that allows the user to request, design and print informative reports at the time the info is needed, rather than having to wait for IR or IT to produce the report. The session would cover the development and use of such a tool with a demonstration of how TechReports works, how new reports are requested and developed, and what the end user sees when running a report. The presentation will be PowerPoint and software demo, and will require internet access.

A4 - Benchmarking Programs against Other Institutions: A Tool to Improve Teaching and Learning

Presenters:

Katharine Mason, Learning Curves Educ. Network

Robin Zuniga, Learning Curves Education Network

Facilitator:

Connie Carey, St. Edward's University

Location: Sailfish

Teaching and learning experiences based on Chickering and Gamson's seven principles of good practice in undergraduate education have been shown to lead to improved learning outcomes. For the last three years, seven universities have participated in a benchmarking project that focuses on the teaching and learning experience. Unlike other benchmarking projects that are typically summative efforts, this project is formative in that it focuses on current students in current courses and facilitates making changes as needed at three intervals during the year.

Wednesday, February 28

3:30 p.m. – 4:10 p.m. CONCURRENT SESSIONS A (continued)

A5 – Predicting Real-time Percent Enrollment Increase

Presenter:

Mark Hamner, Texas Woman's University

Preet Ahluwalia, Texas Woman's University

Facilitator:

Lillian Young, Central Texas College

Location: Sand Dunes A

For many universities enrollment is a key revenue-generating component. As a result any institutions enhance their recruitment efforts and obtain a larger pool of applicants to help increase enrollment. Consequently, accurate enrollment prediction is crucial for growth and planning of a higher education institution. Despite the belief that an increase in total applicant pool will necessarily increase total enrollment by the same proportion, our research shows that this is not essentially true. Instead, a better measure to predict the percent increase in enrollment at a specified moment in time. Model building, validation techniques and results will be discussed.



South Padre Island Sheraton

4:20 p.m. – 5:00 p.m.

CONCURRENT SESSIONS B

B1 – Data Warehousing with Peoplesoft, Oracles, and Cognos

Presenters:

Allen Clark, University of North Texas

Facilitator:

Sandy Turner, Stephen F. Austin State University

Location: White Marlin

After three years of work, the University of North Texas IR Office has launched a drillable data warehouse using Peoplesoft, Oracle, and Cognos. Come hear about the process and what works and what does not work with the combination of these three softwares. There will be a demonstration of the new data warehouse Fact-book, and there will be additional demonstration of reports that have helped with academic administration decision making. Finally, hear where the UNT IR Office will go in the future using these technologies.

B2 – Leaks in the Educational Pipeline

Presenter:

Trish Norman, UT System

Roy Mathew, UT-El Paso

Facilitator:

Cindy Olson, UT – Permian Basin

Location: Blue Marlin A

The Closing the Gaps initiative has promoted ambitious enrollment targets. However, given recent enrollment trends, meeting these goals may be problematic. After significant increases in the early 2000's, universities experienced some of their lowest gains (0.6%) in 2005. A System's academic universities experienced enrollment increases of less than 2% overall, compared to a 7% increase in 2002. These trends raise the questions: Are there leaks in the educational pipeline? If so, how will they impact CTG targets? This presentation will review the educational pipeline and explore an institution's efforts to identify and plug some of the leaks.

Wednesday, February 28

4:20 p.m. – 5:00 p.m. **CONCURRENT SESSIONS B (continued)**

B3 – Perkins IV, National Definitions and State Reporting: the Impact on data Collection in Texas

Presenter:

Gabriela Borcoman, THECB

Facilitator:

Susan Thompson, Texas State University – San Marcos

Location: Blue Marlin B

While Texas has had a long history of data collection, reporting, and analysis, the new Perkins legislation and the development of national definitions will affect what data is to be collected and how that data will be analyzed and reported. Perkins IV will go into effect September 1, 2007 as a transition year but the data reported in fiscal year 2006-2007 will have a direct impact on how funds are distributed in fiscal year 2008-2009. Learn how you can help your college prepare for new data and funding requirements.

B5 – Nuventive Institutional Assessment Solution

Presenter:

Scott Johnson, Nuventive

Facilitator:

Thomas Croll, Central Texas College

Location: Sand Dunes A

The Nuventive Institutional Assessment Solution begins with efficient planning and provides structure, process and documentation to ongoing continuous improvement efforts focused on outcomes. Nuventive offers the leading products and services that are reshaping the institutional assessment market: TracDat Institutional Assessment Software and iWebfolio electronic portfolio system. These tools equip individuals and organizations to better document, understand, improve, communicate and assess educational quality.

B4 – SCT-Banner Reporting or “Where O Where Have my Reports Gone?”

Presenters:

Alma Bane, Tarleton State University

Lauren Morton, Tarleton State University

Facilitator:

Julie Thomas, Southwest Texas Junior College

Location: Sailfish

As many institutions migrate to the SCT Banner product, existing reporting functions will become obsolete, or will need to be replaced, if not improved. There are many viable options available to new Banner users for reporting not only in traditional means; but also, in using state-of-the-art methodology. This session will provide a forum for discussion and discovery of available product research, selection process, installation, training, and tips on how to gain the institution 'buy in' to a new reporting system.

Resource Fair

Thursday

9:00 am–4:00 pm

2nd Floor Foyer

MEET, MUNCH, MINGLE and MARGARITA PARTY!



Please join your colleagues for an evening of **FREE FOOD** courtesy of our friends from



and **FREE MARGARITAS** courtesy of the South Padre Island Visitors Bureau

at the Schlitterbahn restaurant on Wednesday, February 28, 2007, 6-8 pm.



**Texas Association for Institutional Research
2007 Conference Registration Form
Tuesday, February 27 – Friday, March 2, 2007
South Padre Island, 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: (No later than Friday, January 5, please)
 Contact Ruben Garcia: Phone (512) 491-4965; E-Mail ruben.garcia@CDR.STATE.TX.US

Payment or Purchase Order Postmarked:

	By <u>Jan. 5</u>	After <u>Jan. 5</u>	<u>Amount</u>
Individual Conference Registration Fees (includes 2007-2008 TAIR Membership)			
Individual Member	\$105	\$125	\$ _____
Emeritus Member (see registration information, page iii)	\$70	\$90	\$ _____
Graduate Student Member (see registration information, page iii)	\$55	\$75	\$ _____
Pre-Conference Workshops			
Tuesday (9:00 a.m. – 5:00 p.m.)			
W1 – IPEDS Workshop for Beginners (9-12 pm)	\$40	\$40	\$ _____
W2 – IPEDS Workshop for Advanced Users (1-4 pm)	\$40	\$40	\$ _____
W3 – Intermediate/Advanced MS Access for IR (1-4 pm)	\$40	\$40	\$ _____
W4 – Office Management for Institutional Research (1-4 pm)	\$40	\$40	\$ _____
Wednesday Morning (8:00 a.m. – 12:00 noon)			
W5 – Using SPSS in Institutional Research	\$40	\$40	\$ _____
W6 – Writing IR Reports for the General Public	\$40	\$40	\$ _____
W7 – Newcomers to Institutional Research and Planning	\$40	\$40	\$ _____
Conference Special Event: "LUAU"	\$30	\$30	\$ _____
Bringing a guest to the Special Event? <input type="checkbox"/> Yes <input type="checkbox"/> No			
Guest's Name: _____	\$30	\$30	\$ _____
2007-2008 TAIR Membership Only	\$25	\$25	\$ _____
(for those NOT attending the conference)			

(continued)

TOTAL: \$ _____

MAKE CHECKS PAYABLE TO: TAIR

Mail completed registration form and payment to:

*Jana Marak, TAIR Treasurer
Baylor University*

*Associate Director and Coordinator of Testing
Office of Institutional Research and Testing
One Bear Place #97032
Waco, TX 76798-7032*

Phone: 254-710-2061; **Fax:** 254-710-2062; **E-Mail:** jana_marak@baylor.edu

TAIR Tax ID: 75-1695499

TAIR Vendor ID: 17516954991001

If your institutional check will not be ready by January 5, 2007, please send a copy of the purchase order for the amount of your conference fees by January 5, 2007 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 **January 5, 2007**. 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 26 – March 4, 2006

Hotel Reservation Deadline: January 27, 2007

Guestroom Rate - \$79.00

*Please mention the TAIR conference rate when making hotel reservations
Guests may also make reservations online at this link to receive the group rate*

<http://www.starwoodmeeting.com/StarGroupsWeb/res?id=0606165222&key=E621>



**Sheraton
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Name of Guest _____

Address _____

City/State/Zip _____

Telephone _____

Credit Card Number _____ Expiration date _____

Signature _____ Name on Card _____

Accommodations:

NUMBER OF ROOMS	SINGLE	DOUBLE

Smoking _____ Non Smoking _____

Arrival Date _____ Departure Date _____

Arrival Time _____

Special Requests _____

Reservations must be guaranteed with a credit card. Hotel cancellation policy is 72 hours prior to arrival date otherwise credit card will be charged on night's room rate

Texas Association for Institutional Research
TAIR 2007 Absentee Election Ballot

NAME:

INSTITUTION:

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

Candidates for Treasurer
(VOTE FOR ONE)

Allen Clark, University of North Texas

Susan Moreno, University of Houston

Joseph Meyer, Texas State University- San Marcos

Cathy Vale, UT – Pan American

Candidates for Nominating Committee (VOTE FOR FOUR)

Rose Austin (Kingwood College)

Alma Lynn Bane (Tarleton State Univ.)

James Dillings (LBB)

Kerri Ford (Texas Tech University)

Danica Frampton (St. Edward's Univ.)

Jacquelin Gillispie (South Texas CC)

Susan Griffith (UTPA)

Jimmy Roberts (Temple College)

Candidates for Member-At-Large - Technology (VOTE FOR ONE)

Brian Cordeau, UT – San Antonio

Paul Illich, McLennan Community College

Note: Please complete this ballot ONLY if you will NOT be attending the 2007 conference in South Padre Island, Texas. You must be a registered TAIR member in order to cast a vote. Please email this ballot to Dr. Leona Urbish, TAIR Past President at lurbish@rice.edu, fax it to her attention at 713-348-6252, or mail it to her at Office of Institutional Research, Rice University P. O. Box 1892, MS-73 Houston, TX 77251-1892. Please include your name and affiliation in order to verify membership.

Thursday, March 1

7:30 a.m - 5:00 p.m.	🏠 REGISTRATION 🏠	2nd Floor Foyer
7:30 a.m. – 9:30 a.m.	Breakfast and Roundtable Sessions	Sand Dunes

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 23 of the program brochure.

- | | |
|--|--|
| <ul style="list-style-type: none"> • Categorizing Ratio Data to Demonstrate the Impact of Outside Scholarships on Student Retention • Reporting Headaches? Substitute Students and Faculty Matrices for the Aspirin! • Graduation Success • Introduction to Data Mining for Enrollment Management • What Can I Do with a Data Warehouse? • Institutional Effectiveness Reviews: A Comprehensive Model for Academic Programs and Disciplines, Continuing Ed, and Services | <ul style="list-style-type: none"> • That's Good to Know! (IR Stories from the Field) • SCT - Banner Reporting or "Where O Where Have My Reports Gone?" • Everything You Always Wanted to Know About SACS but Were Afraid to Ask • THECB Hot Topics: Enrollment Projections • Creating a Culture of Reflective Practice Using Course Evaluations • An Online Data-driven Approach to Program Review • Why Automate Surveys and Evaluations • Office Management |
|--|--|

9:00 a.m. – 4:00 p.m.	☆☆ Resource Fair ☆☆	2nd Floor Foyer
9:45 a.m. – 10:45 a.m.	GENERAL SESSION II "The Texas Legislature, the Coordinating Board, and Higher Education" Bob Shepard, Chairman THECB	Sand Dunes
10:45 a.m. – 11:10 a.m.	Coffee Break	2nd Floor Foyer
11:10 a.m. – 11:50 a.m.	CONCURRENT SESSIONS C	

C1 – Outcome Directed Planning-A work in Progress
Presenter:
Susan R. Griffith, UT- Pan American
S.J. Seth, UT- Pan American
Catherine Vale, UT- Pan American
Facilitator:
Rose Austin, Kingwood College
Location: White Marlin

The University of Texas-Pan American has been engaged in "outcome directed planning", or ODP, since the Summer of 2005. Outcome directed plans, or "maps", are the result of "outcome directed thinking." This process differs from conventional strategic planning in that it focuses planners on the desired outcome they wish for the future, rather than beginning with problems to be overcome. The focus shifts from obstacles to choices. Leaders in the ODP movement at UTPA will share their experiences with starting a new planning process, and their lessons learned as they continue to evaluate and improve the process. A major challenge was the development of multiple "maps" at all levels of the institution, and how to vertically align them.

C2 – Unlock the Treasure of Geographic Data with Colorful Maps
Presenter:
Kate Amorella, Texas Woman's University
Tracy Stegmair, Texas Woman's University
Facilitator:
Sue Herring, Baylor University
Location: Blue Marlin A

Geographical maps enable users to instantly visualize patterns of student enrollment, retention, or graduation, but the cost of producing such visual aides are normally beyond the scope of the IR budget. SPSS provides an affordable way to automate your map making process. This presentation will step participants through the process of making a map of enrollment data in SPSS as well as the best practices in choosing colors and layout.

Thursday, March 1

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

C3 - An Introduction to Data Mining: Application for Institutional Research

Presenter:

Leslie Odom, University of North Texas

Facilitator:

Alma Bane, Tarleton State University

Location: Blue Marlin B

The amount of data stored within college and university computer systems provides for a potential gold mine of information. Aptly named, Data Mining (DM) techniques can be used to tap into these raw data. This session will offer a brief introduction to DM and will provide a basic example of DM analysis using SAS Enterprise Miner 4.3. Additional examples will be provided using a university student's demographic file to show how DM applications can be used in the field of institutional research. These examples will illustrate DM techniques as they apply to the creation of student-level retention and graduation predictions.

C4 - Using Inquisite to do Online Surveys

Presenters:

Kerri Ford, Texas Tech University

Facilitator:

Trish Norman, University of Houston System

Location: Sailfish

The benefits of using Inquisite are many: Inquisite can authenticate a survey – no more keeping track manually of who did/didn't respond. If authenticated, the software will send reminders to only those who have not completed the survey. Inquisite can schedule reminders and a come down time. Once data is collected, it can be exported into an Access, SPSS or CSV format for analysis. With Inquisite, one can run default reports or create personal reporting from the survey's administration page.

C5 - New Tiered Matrix Software for Doing Online Course Evaluation

Presenters:

Katharine Mason, Learning Curves Educ. Network

Robin Zuniga, Learning Curves Education Network

Facilitator:

Amy Bawcom, University of May Hardin-Baylor

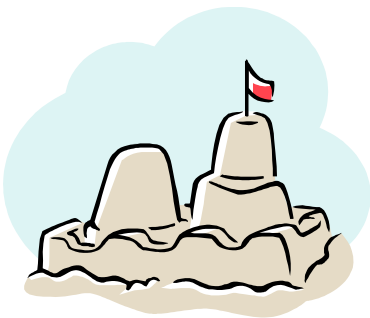
Location: Sand Dunes A

As part of a FIPSE grant we helped develop new software ideally suited for an institution's student end of course evaluations. This tool can deliver reports to whichever constituency you choose. It is possible for only the instructor to receive the data for the instructor layer of questions. The matrix option allows students to receive an individualized course survey. For example, institutional questions are only asked once. This design also allows questions for initiatives like writing across the curriculum or service learning courses to be delivered only to the students involved. Please join us as we show it off.



Thursday, March 1

Research Questions: What makes sand stand? How do sand sculptors make those wonderful creations? I wonder if I can do it?



The answers to these questions will be revealed on Thursday, March 1, 2007, 6:30-7:30 pm at the Sheraton Hotel patio.

Please come and join your colleagues in the sand for an evening of discovery and artistic creation.

Remember to Vote
for TAIR Officers and
Nominating Committee
by 4:00 p.m Today!

Thursday, March 1

noon – 1:45 pm **LUNCHEON & GENERAL SESSION III** **Sand Dunes**
"Finding Respite in a Stress Filled Environment"
Marsha Nelson, El Rocio Retreat – Mission, TX

2:00 p.m. – 3:00 p.m.

CONCURRENT SESSIONS D

D1 - Making the Transition from SPSS Tables to SPSS Custom Tables

Presenter:

Joseph Meyer, Texas State University – San Marcos

Facilitator:

Dale Christophersen, Sul Ross State University

Location: Blue Marlin A

This session will demonstrate how to generate SPSS Custom Tables in a MS Windows operating system by using the drag-and-drop menu system and by writing SPSS CTables syntax. The session will also cover how to use scripts to convert old SPSS Tables syntax to CTables syntax, how to control other aspects of your output in automated ways by using scripts, how to create and use custom looks to match school colors and fonts, how to export output to HTML, and how to automate production in other ways to ease your navigation through a sea of information.

D3 - Using Assessment Results

Presenter:

Barbara Bromley, Howard College

Facilitator:

Tessa Mathews, Wharton County Junior Coll.

Location: Sailfish

This presentation will provide one approach to using assessment results in a small community college. It will provide an overall institutional connection between Strategic Planning, Action Plans, Assessment, and IE Plans. Information concerning SACS requirements will be discussed and examples will be provided. Other topics will include: * Design selection * Getting staff, faculty, and administrators involved in assessment * SACS requirements overview * Producing useful results & "Closing the Loop".

D2 - The Missing Link—Bridging the Gap Between Programs/Courses and Work Activities

Presenters:

James Loiselle, Texas Workforce Commission

Hiwot Berhane, Texas Workforce Commission

Facilitator:

Robin Huskey, Northeast Texas Comm. College

Location: Blue Marlin B

Most program and course descriptions are broad in scope and express learning outcomes in general terms. Specific tasks students can accomplish upon course completion are seldom listed. Employers reading those descriptions are often unable to determine links between stated learning outcomes and detailed work activities. Employers in search of worker training will be better served if providers can communicate those outcomes in business terms rather than educational language. This presentation will describe a project linking program/course descriptions and learning outcomes to occupationally specific work activities to help bridge the gap between employers and training providers.

D4 - Surveying Alumni

Presenter:

Kerri Ford, Texas Tech University

Facilitator:

Michael Tumeo, Southern Methodist Univ.

Location: White Marlin

Surveying 1, 3 and 7 year alumni is good to obtain current opinions as well as changes in opinions as time passes from the graduation year. Mailing lists are obtained from our Development Office, and surveys are mailed to alumni three times a year. Surveys are received back and tallied, and results are compared to past responses (if applicable). Analysis is run on results which are then forwarded to the appropriate departments/divisions for program and other changes as needed.

Thursday, March 1

2:00 p.m. – 3:00 p.m.

CONCURRENT SESSIONS D (continued)

Refreshment Break at the Resource Fair

3:00 PM – 3:30 PM

Foyer

**Sponsored by National Student
Clearinghouse**

D5 - Using CCSSE Results for Improvement

Presenter:

Courtney Adkins, UT-Austin

Alicia Betsinger, UT-Austin

Facilitator:

Verna Dewees, Texas A&M University

Location: Sand Dunes B

This session focuses on Texas community college's use of the Community College Survey of Student Engagement to improve student retention and student learning. After a brief introduction to CCSSE, the session will become interactive as Texas community college leaders describe how they have introduced CCSSE within their institutions, how their survey results have been communicated internally, and how the colleges have used their CCSSE results to target areas that are worthy of celebration or in need of improvement.

3:30 p.m. – 4:10 p.m.

CONCURRENT SESSIONS E

E1 - Using the Baldrige Criteria to Build a Comprehensive Institutional Measurement System

Presenter:

Fonda Vera, Richland College

Gloria Washington, Richland College

Facilitator:

Marianne Miller, Our Lady of the Lake University

Location: White Marlin

Richland College's Office of Planning and Research for Effectiveness will discuss the single decision that began their journey toward building a comprehensive, systematic institutional measurement system. They will discuss methodology, challenges, opportunities for improvement, successes, and the road ahead. The Richland IR office staff will discuss how the college leadership uses Baldrige criteria to design systematic strategic and operational approaches to improve performance. These approaches mirror the college vision, mission, values and goals and reflect the Approach-Deploy-Learn-Integrate cycle. IR staff will discuss the significant outcomes and products resulting from the journey as well as milestone accomplishments.

E2 - Student Evaluation Process

Presenter:

Kerri Ford, Texas Tech University

Facilitator:

Tad Pfeifer, College of the Mainland

Location: Blue Marlin A

This session will cover the evaluation process from survey distribution to publication of results. Instruction will be given on distribution, proctoring, and assessment. Providing user-friendly online information will also be emphasized. This process is a team effort including the departmental contact, MailTech, the Computer Center and Institutional Research and Information Management offices.

E3 - Balanced Scorecards for Colleges and Universities: Development and Deployment

Presenters:

Jan Lyddon, San Jacinto College

Facilitator:

Dewayne Berry, Weatherford College

Location: Sailfish

Increasing needs for accountability and ease of use require institutions to measure the right things in the real world, tied to the institution's plans. Furthermore institutional leaders are asking for clarity of data and presentation. Balanced scorecards, a concept borrowed from business and industry, have proven useful in several institutions of higher education as a means of improving organizational alignment and performance. This presentation will provide an overview of how one institution identified its key performance indicators (KPIs) and deployed the balanced scorecard.

Thursday, March 1

3:30 p.m. – 4:10 p.m.

CONCURRENT SESSIONS E (continued)

E4 – Surveys Made Easy Using Inquisite Web Survey Software

Presenters:

Mary Barton, University of North Texas
Leslie R. Odom, University of North Texas

Facilitator:

Susan Moreno, University of Houston

Location: Sand Dunes A

Online surveys provide a fast and easy way to get feedback from students, faculty and staff. Many survey packages are available and selecting the correct product to accomplish your needs can be a difficult task. This session recounts one university's experiences selecting a survey tool for use in the Institutional Research Office. Our presentation examines Q-survey, a free product and Inquisite Web Survey System, a purchased package. There will be a brief demonstration creating and publishing a web survey using the Inquisite software.

E5 – SPSS Maximize Survey Research Value with Open Text Responses

Presenter:

Robin Williams, SPSS

Facilitator:

Hiwot Berhane, Texas Workforce Commission

Location: Blue Marlin B

Because categorizing open-ended survey responses is tedious, time-consuming, and costly many text responses go unanalyzed. SPSS Text Analysis for Surveys helps you gain full value from text responses without the drudgery and expense associated with manual coding. Import data from SPSS, Microsoft® Excel®, ODBC-compliant databases or the SPSS Dimensions family of survey research products then easily export results for further analysis and graphing in SPSS, mrTables, or Microsoft® Excel®. Learn from a former IR professional how you can categorize open-ended survey responses in the fraction of time it would take to do so manually using SPSS Text Analysis for Surveys.

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: *Elizabeth Puthoff*, ICUT of Texas
Location: White Marlin
- **Public Universities Sector SIG**
Chair: *Cindy Dutschke*, Texas A&M University
Location: Marlin A
- **Public Community Colleges Sector SIG**
Chair: *Soon Mertz*, Austin Community College
Location: Blue Marlin

5:15 p.m. – 6:00 p.m.

Other Special Interest Groups:

- **Texas A&M University System**
Chair: *Glenn Dowling*, TAMU System
Location: Marlin B
- **University of Texas System**
Chair: *Marsha Kelman*, UT System
Location: Sailfish
- **SAS Users**
Chair: *Jana Marak*, Baylor University
Location: Sand Dunes
- **CCSSE Consortium**
Chair: *Margaret Drain*, Houston Comm. Coll. System
Location: Marlin A
- **OPIRO (One Person IR Offices):**
Chair: *Amy Bawcom*, Mary Hardin-Baylor
Location: White Marlin



SPSS LUAU Special Event

Our visit to South Padre Island would not be complete without having a Luau close to the beach! Our friends from SPSS are sponsoring this special event featuring a one-hour show with Hawaiian, Tahitian, and Maori music and dances, along with a sumptuous dinner. This exciting, fast-paced show will surely make this conference unforgettable!

Join us on Thursday at 6:30 on the Sheraton Hotel patio!

Friday, March 2

7:30 a.m. – 9:00 a.m.	Breakfast & Business Meeting	Sand Dunes
7:30 a.m. – 8:00 a.m.	Breakfast	
8:00 a.m. – 9:00 a.m.	TAIR Business Meeting – Presiding: Gerry Dizinno, President	
9:15 a.m. – 10:30 a.m.	GENERAL SESSION IV	Sand Dunes
	“The Power to Know You're Making a Difference: Embracing Insight Initiatives” Mark David Milliron – UT Austin, Austin, TX	

10:45 a.m. – 11:45 p.m.

SPECIAL INTEREST GROUPS

Sector Special Interest Groups:

- **Datatel Colleague Users:**
Chair: *Teresa Isbell*, North Lake College
Location: White Marlin
- **SPSS Users**
Chair: *David Preston*, Brazosport College
Location: Marlin A
- **Texas Small Colleges Consortium**
Chair: *Courtney Adkins*, CCSSE Texas Small Colleges Consortium
Location: Sand Dunes
- **PeopleSoft/Oracle:**
Chair: *Linda Gibbs*, Houston Comm. Coll. System
Location: Sailfish

Newcomers' Workshop Recap

- **Newcomers' Wrap-up Session**

Chair: *Marilyn Greer*, M.D. Anderson Cancer Center
Location: Marlin B

An overview of resources for institutional research newcomers will be presented as well as current trends in institutional research. A focus group will be conducted with participants to assess the learning outcomes of the Newcomer's Workshop.

Executive Committee Meeting/ Wrap Up
Installation of New Officers
(By Invitation Only)
Executive Board Room
Lunch Provided

Roundtables

Thursday, March 1, 8:00 am – 9:30 am

1. Institutional Effectiveness Reviews: A Comprehensive Model for Academic Programs and Disciplines, Continuing Ed, and Services

Karen Laljiani, El Centro College

Rick Leyva, El Centro College

Sue Kornfeld, El Centro College

From assessment to self-evaluation, action planning, reporting, committee review, implementation and end of year follow up, we will share a process that is working well in the fourth year of its five year cycle. All programs, disciplines, continuing and workforce education areas and service areas of the college will participate in this process. Learn from our experience and growing pains as we changed our philosophy about program review from a top-down to a grass roots experience, and figured out how to conduct service area reviews using the same basic processes as instructional area reviews.

2. Categorizing Ratio Data to Demonstrate the Impact of Outside Scholarships on Student Retention

Ric Anzaldua, Our Lady of the Lake University

Continuing students who received outside scholarships are compared to similar students who did not receive outside scholarships. The primary outcome of interest is retention which examined across several demographic, academic performance, and financial aid variables. Statistical analyses found little differences. Then, variables which are ratio data were grouped into ranges, categories based on logical breaks and sample sizes. This allowed for generating a mean retention for each category. Finally, the groups and outcomes means were graphically represented. In this manner, practical differences were demonstrated which support that • Outside scholarships positively impact retention and performance • Too large loan amounts negatively impact retention in a manner that non-research, non-data types can easily understand.

3. That's Good to Know! (IR Stories from the Field)

Danica Frampton, St. Edward's University

Primers, strategies, guidelines...there are many resources published to educate us on the dos and don'ts of institutional research. Predictably, there are always those details or situations not covered in our reading, and we soon find that some of the best education comes through trial and error. This roundtable is an opportunity to discuss what TAIR members have learned through their experiences, good and bad. Though this may be especially beneficial to newcomers, all members are encouraged to bring their own questions and share their stories.

4. Introduction to Data Mining for Enrollment Management

Tom Bohannon, Baylor University

Jerry Oglesby, SAS Institute

Data mining can be defined as advanced methods for exploring and modeling relationships in large amounts of data. One of the most frequent applications of data mining techniques in higher education has been in the area of enrollment management. This roundtable will give an overview of this application and of the data mining process. In particular, the discussion will emphasize the employment of predictive models build by SAS Enterprise Miner. A demo and discussion of how scores from a predictive model can be used in the enrollment process will be presented.

5. Reporting Headaches? Substitute Students and Faculty Matrices for the Aspirin!

Leona Urbish, Rice University

Reporting Headaches? Substitute Student and Faculty Matrices for the Aspirin We all report student and faculty numbers to different entities, both internal and external to our institutions, some of which have same, similar, or dissimilar definitions. Then, there are the questions from others on and off campus regarding why numbers differ. At Rice, we have created matrices for each group, beginning with the most basic definitions, and subsequently adding categories, step-by-step, until we arrive at a grand total for any group. These matrices can be broken apart at any level to answer almost any question that might arise.

6. Graduation Success

Vicki West, Texas Tech University

Texas Tech recently initiated the GOT (Graduate on Time) contract as way to increase awareness among incoming students and their parents of the cost involved in taking more than four years to obtain a bachelor's degree. We are now looking at ways of increasing retention rates in the second and third years. Groups across campus are examining ways of keeping the students that we bring in each fall.

7. THECB Hot Topics: Enrollment Projections

Janet Beinke, THECB

Gabriela Borcoman, THECB

Closing the Gaps plan calls for 630,000 more students enrolled at Texas higher education institutions. To help colleges and universities with their targets in participation, THECB provides every year enrollment forecasts for the state. The presenters will explain the methodology used to calculate the projections so that institutions can use the same methodology.

8. What Can I Do with a Data Warehouse?

Sue Herring, Baylor University

The concept and usage for a Data Warehouse are changing as more and more colleges and universities are involved in implementation. Institutions are developing specific tools that meet the needs of their constituents. Bring information from your school and join us as we discuss the many ways a data warehouse can be used at an institution.

9. SCT - Banner Reporting or "Where O Where Have My Reports Gone?"

Alma Bane, Tarleton State University

Lauren Morton, Tarleton State University

As many institutions migrate to the SCT Banner product, existing reporting functions will become obsolete, or will need to be replaced, if not improved. There are many viable options available to new Banner users for reporting not only in traditional means; but also, in using state-of-the-art methodology. A round-table or panel discussion will provide a forum for discussion and discovery for all participants. This concurrent session, roundtable, or panel discussion will facilitate sharing of available product research, selection process, installation, training, and tips on how to gain the all important institution 'buy in' to a new reporting system.

10. Everything You Always Wanted to Know About SACS but Were Afraid to Ask

Sandra Hurley, UT - El Paso

Cathe Lester, UT - El Paso

Is your institution preparing for reaffirmation of SACS accreditation? The University of Texas at El Paso team learned a great deal about the new process during our 2004-06 preparation and review process. At this interactive roundtable discussion we will share ideas, processes, and tools that were helpful in drafting the Compliance Certificate, documenting student learning, writing the Focused Report, developing the Quality Enhancement Plan, carrying out the site visit, and submitting the final report and Quality Enhancement Plan to the Commission on Colleges, Southern Association of Colleges and Schools.

11. Creating a Culture of Reflective Practice Using Course Evaluations

Katharine Mason, Learning Curves

Robin Zuniga, Learning Curves

In this roundtable we will discuss moving from punitive course evaluation questions to questions that reflect the teaching and learning that occurred in the class. We will talk about a method for faculty to create by consensus good questions that reflect good teaching and learning techniques.

12. An Online Data-driven Approach to Program Review

Paul Illich, McLennan Community College

Thom Edwards, McLennan Community College

Donnie Hagan, McLennan Community College

This roundtable discussion will focus on the development and implementation of an Internet-based program review system that provides online access to three-year trend data related to enrollment, student performance, faculty, and profit/loss. Division directors and program coordinators will utilize the online system to conduct an annual program review process as a part of the college's annual planning/budgeting process. The system is based on a relational SQL database that incorporates data from Datatel's Colleague system. PHP 4 and AJAX were the primary development technologies for the Internet-based system. The specifics of the system will be demonstrated and discussed. In addition, participants are encouraged to share their experiences with program review processes.

13. Why Automate Surveys and Evaluations

P. Craig Russell, Scantron- A Harland Company

See how easy it is to automate the time-consuming process related to Surveys and Evaluations. Scantron's solutions are designed to minimize your efforts. In this roundtable discussion, we will review how to: save manpower, time and money; have efficient reporting; get immediate feedback; capture handwritten comments; distribute results via email. Come see how others are managing the process.

14. Office Management

Mary Lelik, University of Illinois Chicago

A key feature of the effective institutional research office is its ability to disseminate useful information in a timely manner. A key challenge for many institutional researchers is the limited—or, in some cases, shrinking—amount of resources (human and otherwise) available to meet the growing demand for quality data and analyses. This discussion introduces and discusses proven management techniques that will assist IR professionals find the appropriate balance among competing priorities and set measurable, realistic and achievable goals. The aim is to provide participants with a useful set of time-management and organizational tools relevant to any IR office regardless of size or function.

**Each session will be offered at
8:00 a.m., 8:30 a.m. and 9:00 a.m.**

2007 Program Committee

Program Chair	Ruben Garcia	TWC	Program Brochure	Gabriela Borcoman	THECB
Advisor	Gerry Dizinno	UT San Antonio	Registration/Secretary	Darline Morris	TSTC-Waco
Concurrent Sessions Evaluations	Rose Austin	Kingwood College	Resource Fair	Shari Koukl	UT Tyler
Finance	Danica Frampton	St. Edwards Univ.	Roundtables	Allen Clark	Univ. of North Texas
General Sessions	Jana Marak	Baylor University	Special Interest Groups Workshops	David Andrus	Del Mar College
Local Arrangements	Mrinal Mugdh	UT Brownsville		Teresa Isbell	North Lake College
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	Karen Laljiani	El Centro College	Member-at-large	Teresa Isbell	North Lake College

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- Attendees must state conference name to get discount
- RATES ARE PER PARTY, WHEN TRAVELING TOGETHER AND PAID AS ONE GROUP
- Reservations are required no later than 12:00p.m; the day prior to travel with pre-payment
- Attendees without reservations – walkup rates will apply
- Cancellation Policy: 9am the day prior to arrival date.
- Upon arrival at the Harlingen Airport, meet the driver in the baggage claim area. When arriving to the Brownsville Airport meet the driver curbside outside the baggage claim area.
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- **Reservations office is open Monday through Friday 8:00AM to 4:00PM**

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1	\$31	\$44
2+	\$19 Per Person	\$35 Per Person

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From South

Take Highway 48 northeast to Junction Highway 100. Travel east to the end of Queen Isabella Causeway and proceed south 1 block on Padre Boulevard.

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
2006	Austin	**	Gerry Dizinno	Danica Frampton	Margaret Drain
2007	South Padre	Gerry Dizinno	Ruben Garcia	Darline Morris	Jana Marak

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

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

Texas Higher Education Coordinating Board



**Texas Association for Institutional Research
Division of Planning and Accountability
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