



Texas Association for Institutional Research  
2015 Pre-Workshop

Date: Tuesday, March 3, 2015  
Location: Crowne Plaza Hotel, Dallas Texas

**IPEDS Title: Best Practices for Reporting and Using IPEDS Data to Improve Office Efficiencies (FREE all day workshop) ALL DAY WORKSHOP Limit 45**

Abstract: The *Best Practices for Reporting and Using IPEDS Data to Improve Office Efficiencies* workshop is intermediate level Keyholder training that is designed for individuals who lead the IPEDS data submission cycle on their campus and have done so for at least one full reporting cycle.

Using IPEDS as a focus, participants will:

- Learn IR best practices and technical efficiencies in data management through Excel (e.g., pivot tables, merging data, custom formulas, and filters);
- Examine multiple options for IPEDS submission (manual entry, .csv file upload, and XML);
- Learn how to use benchmarking data to address key institutional questions and needs.

Participants should have experience using the IPEDS Data Center to retrieve data and a working knowledge of Excel (e.g., how to create basic formulas and sort data). This workshop will not review IPEDS survey component submission instructions nor cover basic benchmarking concepts (though intermediate topics are covered).

*\*This Workshop curriculum is intended for both officially designated IPEDS Keyholders as well as individuals that serve in a secondary (proxy Keyholder) role assisting the official IPEDS Keyholder in the data collection/entry process*

8:30 a.m. -12:00 p.m. & 1:00 p.m. – 4:30 p.m

Presenter: Sonia Schaible-Brandon, Colorado Mesa University

Room: Trinity I,II, III

Presenter: Kimberly Thompson, University of the Rockies

**8:00 a.m. – 1:00 p.m. -- Check-In (Gallery)**

**9:00 a.m. – 12:00 p.m. -- Morning Sessions: Note Time for Newcomers differs**

**W1 Title: Developing an Institutional Effectiveness Approach to Support SACSCOC Reaffirmation Limit 30**

Abstract: Many institutions hit a wall when preparing for SACSCOC reaffirmation. Workshop presenters will discuss the common SACSCOC institutional effectiveness pitfalls and how institutions can overcome them. This participatory workshop will focus on building and sustaining a culture of continuous improvement. The presenters will describe a systematic approach toward planning, communication, and sustaining motivation. The presenters will share their experiences in the field, and facilitate group discussions.

9:00 a.m. – 12:00 p.m.

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

Presenter: Francis Frey, Our Lady of the Lake University

Room: Red Oak

---

**W3 Title: Newcomers to Institutional Research**

---

**ALL DAY WORKSHOP Limit 45**

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

9:00 a.m. -12:00 p.m. & 1:00 p.m. – 4:00 p.m.

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

*Room: Dogwood*

---

**W4 Title: The Use of Compression Planning in Program Review**

---

**Limit 40**

Abstract: Program evaluation can be a data- and time-intensive activity, falling short of desired outcomes for program-level and ultimately institutional-level improvement. Using compression planning techniques, El Centro College combined its program evaluation, institutional effectiveness, budgeting processes into one streamlined activity providing program coordinators with a three-year operational plan including communication activities, objectives, and outcomes, with an annual checkup. Presenters will provide an overview of the compression planning process along with its application in program evaluation. Presenters will lead attendees through a brief compression planning exercise. Attendees will receive an activities flowchart, a sample completed program review, and the link to the Compression Planning website.

*Presenter: Karen Laljani, Cedar Valley College, DCCCD*

*Room: Elm*

*Presenter: Dr. Teresa Isbell, El Centro College*

---

**W5 Title: Elements of CBM Reporting - What is out there?**

---

**Limit 40**

Abstract: All higher education institution, either public or non-public, are required to report to Coordinating Board using Coordinating Board Management System (CBM reports). The data submitted by the institutions is then used for funding (public institutions) and to create different reports. Including Accountability System, Exit Reports, Transfer Reports etc. The workshop will show how the CBM Reports elements are used in different reports and how important the accurate reporting by the institutions influences the perceived performance of the students.

*Presenter: Gabriela Borcoman*

*Room: Maple*

**12:00 noon – 1:00 p.m. -- Lunch (Whispers)**

**1:00 p.m. – 4:00 p.m. -- Afternoon Sessions: Note Time for IPEDS & Newcomers differs**

---

<b>W7</b>	<b>Title: The Benchmark Process: Best Practices for Gathering and Using Data</b>	<b>Limit 40</b>
-----------	--	-----------------

---

Abstract: How can benchmarking enhance your college's ability to make decisions to "move the needle" on graduation and transfer rates? What should you benchmark? Who are the best peers for your college?

This session will start with an introduction to benchmarking, cover the data collection process, and most importantly, will share tips and best practices on how to use benchmark data. This workshop will benefit your overall college, including both your for-credit programs as well as your non-credit workforce training programs.

1:00 p.m. – 4:00 p.m.  
*Room: Maple*

Presenters: Lou Guthrie, Johnson County Community College  
Presenters: Michelle Taylor, Johnson County Community College  
Presenters: Thomas K. Martin, Collin College  
Presenters: Nasreen Ahmad, Collin College

---

<b>W8</b>	<b>Title: Productivity</b>	<b>Limit 40</b>
-----------	----------------------------	-----------------

---

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

*Presenter: Phil Rhodes, McLennan Community College* *Room: Elm*

---

<b>W9</b>	<b>Title: Intro to Access</b>	<b>Limit 30</b>
-----------	-------------------------------	-----------------

---

Abstract: An introductory workshop on starting to transition from Excel into Access. Planning for the migration of data from Excel into Access, setting up initial table structure, and an introduction to MS-SQL for Access are the topics to be demonstrated and discussed. Participants should bring their own laptop, with MS Access 2010 installed. Participants can also bring their data-sets in Excel format for assistance in the migration process to MS Access after the workshop.

Attendees may bring their own data sets to this session in Excel or CSV format; we'll reserve time at the tail end of the workshop for Q&A and more hands-on playtime.

Prerequisites: Participants must bring their own laptop with Access software already installed.

*Presenter: Thomas Van Hook, North Central Texas College* *Room: Red Oak*

**Date: Wednesday, March 4, 2015**  
**Location: Crowne Plaza Hotel, Dallas Texas**

\*\*\*\*\*

**7:30 a.m. – 4:00 p.m. -- Check-In (Gallery)**

**7:30 a.m. – 10:30 a.m. -- Morning Sessions:**

---

<b>W10</b>	<b>Title: SPSS Syntax: Data Any Way You Want It!</b>	<b>Limit 30</b>
------------	--	-----------------

---

**Abstract:** Do you struggle daily to manipulate data for simple reports? Do you receive similar requests that require to pull the same report dozens of different ways? Are you looking for a way to create repeated reports and requests quicker and more efficient? If you are an SPSS Statistics user, this workshop will demonstrate methods that can be used to automate reporting in institutional research offices. We will examine ways of manipulating and restructuring data through the use of string and number functions. The only background required for this course is a basic knowledge of SPSS. Sample data files will be provided to users during the session as we will walk through several SPSS syntax examples which can facilitate the ad-hoc reporting process.

**Prerequisites:** Participants must bring their own laptop with the SPSS software already installed. SPSS can be downloaded for a free 14 day trial from

[http://www14.software.ibm.com/download/data/web/en\\_US/trialprograms/W110742E06714B29.html](http://www14.software.ibm.com/download/data/web/en_US/trialprograms/W110742E06714B29.html)

*Presenter: Marcelo Paredes, University of Texas – Pan America*

*Room: Red Oak + Live Oak*

---

<b>W11</b>	<b>Title: Beginner Tableau</b>	<b>Limit 35</b>
------------	--------------------------------	-----------------

---

**Abstract:** This hands-on Session is targeted towards anyone who works with data – regardless of technical or analytical background. Session will include step-by step instructions on connecting to data, creating views, basic calculations, including string manipulation and logic statements. Build filters, groups, and hierarchies. Create basic visualizations and combine them to interactive dashboards.

**Prerequisites:** Participants must bring their own laptop with Tableau Desktop software already installed. Tableau can be downloaded for a free 14 day trial from [www.tableausoftware.com/products/trial](http://www.tableausoftware.com/products/trial)

*Presenter: Dennis Ignatenko, University of Texas, Arlington*

*Room Trinity II & III*

**12:00 noon – 1:00 p.m. -- Lunch (Trinity IV & V)**

**1:00 p.m. – 4:00 p.m. -- Afternoon Sessions:**

---

<b>W12</b>	<b>Title: Intermediate Tableau</b>	<b>Limit 35</b>
------------	------------------------------------	-----------------

---

Abstract: Building on the morning session or for those who have recently started using the software, this session will cover more advanced graphs and visualizations, including reference lines/bands; custom aggregations, quick Table Calculations parameters; demo of Geographic Mapping and US Census data; forecasting; building data extracts for off-line use.

Attendees may bring their own data sets to this session in Excel or CSV format; we'll reserve time at the tail end of the workshop for Q&A and more hands-on playtime.

Prerequisites: Participants must bring their own laptop with Tableau Desktop software already installed. Tableau can be downloaded for a free 14 day trial from [www.tableausoftware.com/products/trial](http://www.tableausoftware.com/products/trial)

Presenter: Dennis Ignatenko, *University of Texas, Arlington*

*Room: Trinity I & II*

**Fees:** TAIR Members: \$60 for each half day workshop and all-day Newcomers Workshop  
Non-Members: \$65 for each half day workshop but must register on the workshop link.  
IPEDS Workshop is Free but must register separately than TAIR Workshops

Workshop materials, meals and parking included in registration costs

**Registration Link and Deadline:**

Registration for the conference can be completed online at: [www.regonline.com/joinTAIR](http://www.regonline.com/joinTAIR)  
Registration for the workshops only can be completed online at [www.regonline.com/TAIRPreCon2015](http://www.regonline.com/TAIRPreCon2015)  
Registrations for the conference and workshops will end at 5:00 p.m., Thursday, February 26, 2015.

IPEDS Registration for the conference can be completed online at:  
<https://www.airweb.org/EducationAndEvents/IPEDSTraining/Workshops/Pages/TAIR2015ipedsws.aspx>

Registrations for the IPEDS training will end once we have 45 participants signed up.

*Please address any questions or concerns to David Brown, TAIR Member-at-Large for Professional Development. David may be reached by e-mail at [dbrown@nctc.edu](mailto:dbrown@nctc.edu) by phone at (940) 668-3331.*

**Workshop presenters (listed in alphabetical order):**

**Nasreen Ahmad, Assistant Director, Research & Institutional Effectiveness, Collin College**

Nasreen has MA degrees in sociology and in development studies. She has 15 years of experience in the Institutional Research Office at Collin College in McKinney, Texas. She began her IR career as a Research Analyst and has served as Assistant Director for the past two years. She has presented at state, national, and international conferences. Among many other activities during her time at Collin, she

has spearheaded the collection and submission of data for the National Community College Benchmark project (NCCBP) for the past ten years. In 2007, she presented a session at the NCCBP conference on definitional and instructional ambiguities in the NCCBP within the context of Collin's experience.

**Frances Frey- Frances is the Director of IR at Our Lady of the Lake University.** She has thirteen years of research experience. Frances has a wide range of experience from private industry to higher education. In addition, she has experience with SACSCOC accreditation, statistical analysis, and assessment.

**Lou Guthrie, National Higher Education Benchmarking Institute, Johnson County Community College, Overland Park, KS**

Lou Guthrie is the Director of the National Higher Education Benchmarking Institute. She joined the Institute in December and leads the management and development of the National Community College Benchmark Project (NCCBP), the National Community College Cost and Productivity Project, the Workforce Training Benchmarking Project and the newest addition to NHEBI's portfolio, the Maximizing Resources for Student Success project, a Gates Foundation project.

Previously she was President of Guthrie Research Group, Inc., a benchmarking consulting company that worked with Fortune 500 companies and international financial institutions on general services benchmarking projects. For the past 5 years she also served as a benchmarking consultant to the World Bank's General Services Division. Dr. Guthrie has higher education experience as an Assistant Professor at Oregon State University, and as an Instructor at Virginia Tech and Longview College. Lou received her PhD from Virginia Tech in Blacksburg and her MS from Southern Illinois University.

**Dennis Ignatenko, Director of Decision Support & Analytics, at The University of Texas at Arlington.** He has participated in TAIR since the 1998 conference in Austin, Texas. During that time he has worked in Institutional Research offices at three Texas institutions: McLennan Community College, Texas A&M University, and The University of Texas at Arlington. Dennis has used Tableau software since 2010 and initiated development of Tableau dashboards and metrics published via the accountability.tamu.edu portal.

**Dr. Teresa Isbell, Dean of Planning Assessment and Research, at El Centro College** has over 25 years of experience in leading strategic planning, institutional effectiveness and institutional research practices at two-year community and technical colleges in Texas and Arkansas. She has served as a Texas Quality Examiner. Her expertise and experience in strategic planning and institutional effectiveness has contributed to five successful regional accreditation visits. Dr. Isbell has served on the TAIR program planning committee and served as TAIR's first member-at-large for professional development. Dr. Isbell has published articles on institutional research and assessment. She has presented at AIR, SAIR, TAIR, ASHE, and CSCC conferences.

**Karen Laljani - Associate Vice President of Planning, Research, and Institutional Effectiveness, Cedar Valley College.** She is responsible for the leadership of the Strategic Planning Process, Institutional Research, Program Review, and Quality Process Improvement. Karen is the Chair of the Strategic Planning Team, and of the Quality Process Improvement Team, and is a member of the Non-Instructional Program Review Team, the Enrollment Management Team, the Learning Outcomes Assessment Team, the Centers of Excellence and New Programs Team, and the Institutional Review Board. She is a member of the Districtwide Institutional Effectiveness and Research Council and the District Core Curriculum Evaluation Committee, and has chaired each of these groups multiple times over the years. On a State and National level, Dr. Laljani has served as the Texas Association for Institutional Research (TAIR) President, Chair of the North Texas Community College Consortium Institutional Research Committee, and has been on conference program planning committees for these groups as well as for the Southern Association for Institutional Research, and the national Association for Institutional Research. She has presented workshops and sessions for these organizations, as well as for the League for Innovation and AACC.

Dr. Laljani is no stranger to the Dallas County Community College District. Prior to joining Cedar Valley College, she served as Dean of Planning, Institutional Effectiveness and Research at North Lake College in Irving, TX, and as the Dean of Planning, Assessment, Institutional Effectiveness and Research at El Centro College in Dallas, TX for fifteen years, where she also served as the SACSCOC liaison. She has worked in higher education for over twenty years, including research, institutional research, assessment and accreditation work that she performed for the University of Texas System (Southwestern Medical Center, University of Texas at Arlington, and University of Texas at Dallas).

Karen earned a Bachelor's degree in Psychology from Boston University, and a Ph.D. in Human Development and Communication Science from The University of Texas at Dallas.

She has received numerous recognitions and awards including Innovator of the Year from El Centro College and Outstanding Lifetime Member from TAIR. She is also a graduate of the Consortium Leadership and Renewal Academy at the North Texas Community College Consortium and of the President's Leadership Institute at Cedar Valley College.

**Kara Larkan-Skinner- Assistant VP of IE and Accreditation at Our Lady of the Lake University.**

Kara has experience leading IE & IR offices at both the community college and the university level. She has worked in assessment, research, and accreditation related roles in higher education for over a decade. Kara has led institutions through challenging circumstances including developing an IE model from scratch and leading an institution through a monitoring status with the COC.

**Thomas K. Martin, Assoc. VP, Research & Institutional Effectiveness, Collin College**

Tom received a Ph.D. in Higher Education Administration in 1986 with emphases in statistics, research methods, and organization studies. He has worked in research since 1980 and as an IR Director since 1985. He has presented at AIR, TAIR, SAIR, SCUP, TACC, and other professional conferences, and he has several publications. He has been a presenter and consultant at institutions and organizations throughout the U.S. He has been employed as Director of IR and Associate VP for Research & Institutional Effectiveness at Collin College, in the north Dallas suburbs, for the past 20 years. He served as 1998-1999 TAIR President, and he received TAIR's Outstanding Service Award in 2003.

**Michael Nguyen, Vice President of Services, at ZogoTech** has been working with colleges to improve student success using data for over 10 years. He is passionate about helping others improve their lives through education. In college, he began mentoring and tutoring students as a volunteer at schools in Austin and Dallas and through that experience discovered his deep interest in helping people learn. Michael holds a degree in Computer Science from the University of Texas at Austin. Outside of work, he loves to travel to small towns around the world and enjoys spending time with his wife and twin toddlers.

**Marcelo Paredes, University of Texas-Pan American.** Marcelo Paredes began working as a Research Analyst at the Office of Institutional Research and Effectiveness (OIRE) at University of Texas-Pan American in December 2004. Marcelo now serves as Assistant Director at OIRE since September 2011. He has served as Chief Reporting Official for UTPA since 2006 and is responsible for coordinating the certification of several CBM reports. He has also served as the TAIR Resource Fair Chair from 2009 until 2013 and the TAIR Nominating Committee in 2012. Marcelo has been a proficient user in SPSS since 1997. He uses SPSS Statistics on a daily basis and frequently writes and runs SPSS Syntax to load state reports from fixed ASCII form to SPSS, compute variables for state reports based on data in Student Information System, compute additional variables based on state certified variables, create variable value labels, and write custom reports.

**Sonia Schaible-Brandon, Director of Institutional Research and Assessment for Colorado Mesa University (Grand Junction, CO).** In addition to serving as CMU's IPEDS Keyholder, Sonia is a member of CMU's reaccreditation steering committee and is a member of the faculty in criminal justice. Prior to assuming her current position in institutional research, Sonia was the research analyst for the Colorado Department of Higher Education where she programmed the state's first two statewide IPEDS uploads

using SQL. Sonia has been an IPEDS Trainer since 2003 and regularly uses IPEDS data and tools to inform decisions at her institution.

**Michelle Taylor, National Higher Education Benchmarking Institute, Johnson County Community College, Overland Park, KS**

Michelle Taylor is Senior Research Analyst at the Benchmarking Institute. She conducts the data collection, analytics and reporting functions for a variety of national community college projects including the NCCBP, the Cost & Productivity Project and the Workforce Training Benchmark Project. Before joining the institute, she worked as a senior marketing research manager at H&R Block as well as led marketing research efforts for several other companies including American Express and American Century Investments. Additionally, she was a research analyst at the Center for Economic Development and Business Research at Wichita State University. Michelle received her MBA from The Pennsylvania State University's Smeal College of Business and a bachelor's degree in business from Washburn University.

**Kimberly Thompson, Director of Institutional Research at University of the Rockies.** Kimberly's experience includes positions at the state coordinating board level, system level, and at the college level working at a community college and several universities in both the public and private sector. Kimberly has been an IPEDS Trainer for 11 years and has provided face-to-face training, developed training content on both the data collection system and the data tools, and has participated in training evaluation/assessment activities. She has an extensive background in the use of IPEDS tools to inform institutional decision-making. She has also served on numerous IPEDS Technical Review Panels.

**Dr. Phil Rhodes currently serves as the Vice President of Research, Effectiveness, and Information Technology at McLennan Community College.** He holds degrees in Mathematics and Statistics from Baylor University, and has worked in the field of Institutional Research for the last seventeen years. He became interested in the field of personal productivity out of necessity, while managing the Office of Institutional Research at Houston Baptist University. In addition to all federal and state reporting, surveys, and faculty evaluations, he was involved in six simultaneous accreditation processes. He had to "get organized" or die.

**Thomas Van Hook, Assessment Analyst for North Central Texas College.** He has worked as a Data Systems Administrator, Disaster Recovery Specialist in the business environment, and also as an instructor for NCTC.

### **Professional Development Committee**

David Brown, M.B.A., Director, Assessment & Strategic Planning, North Central Texas College  
Member-at-Large for Professional Development

Marcelo Paredes, Assistant Director, Institutional Research and Effectiveness (OIRE), The University of Texas – Pan American

Phil Rhodes, Ph.D., Vice President, Research, Effectiveness & Information Technology, McLennan College

Jimmy Roberts, Ed.D., Associate Vice President, Strategic Initiatives & Compliance, Temple College