



Newsletter

Texas Association for Institutional Research

Volume 2009-2010, Issue 1, December 2009

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Greetings TAIR Colleagues!

Thanks to your efforts, the Texas Association for Institutional Research (TAIR) continues to improve, expand, and branch out in new directions. After experiencing a fantastic conference in Lubbock for our 31st Annual Conference, we will be meeting in Waco for our 32nd TAIR Conference. Kristi Fisher, TAIR Vice President and Program Chair, will share information about our Waco venue in this newsletter. Thanks to your continued and vibrant support, this is the third year in a row where over 40 concurrent sessions are offered. Last year Joe said; "two data points constitutes a trend." Now we can confirm that TAIR has established a point of tradition.

This past year, our TAIR Data Advisory Committee, led by Maryann Ruddock from the University of Texas at Austin, completed work on three major projects with the help of their Committee (listed later in this newsletter). There is a new page, created by Bao, which demonstrates the great work from this committee. If you have not read the white paper on the *race coding* change then you are missing out on great information:

1. Home Page for DAC
<http://www.texas-air.org/member/dac.php>

Please review this page and discuss how you can put these changes to use. I can testify that the Enrollment Management Committee at our university were very pleased to have this new information. Information from this white paper was shared at the TACRO Conference in Lubbock. We owe the entire TAIR Data Advisory Committee a debt of gratitude for beginning a conversation throughout the state on how to address this issue of race and providing documentation about changes in *race coding*. Additionally, this committee will work with the THECB on the revised code of the CBM report(s). I would like to thank Joe Meyer for attending the first meeting to address these new reports.

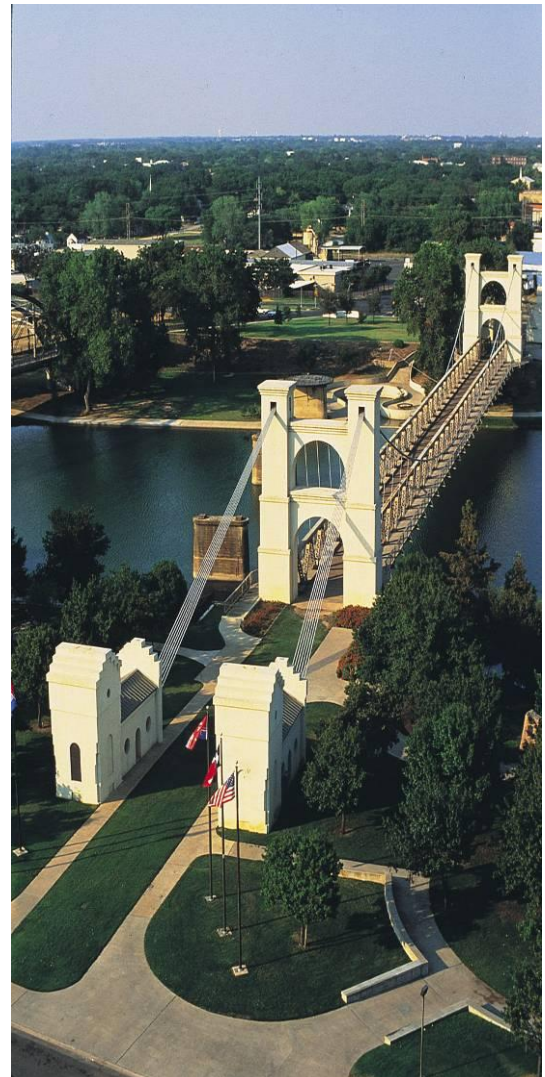
Continued

A Letter from your President



In addition to the efforts of the TAIR Data Advisory Committee, your TAIR Executive Committee spent considerable time discussing changes to the TAIR Constitution and Bylaws in meetings over the past year. Joe continues to address a few additional changes to the document. We will vote on these changes at the next Business Meeting in Waco.

Kristi Fisher and her TAIR Program Committee are hard at work to make the TAIR Conference in Waco a success, and her team has made improvements to the TAIR Officer's Guide for future TAIR Conferences along the way. They are certain that everyone will have a good time in Waco. Sue Herring has gone above and beyond the call of duty to make sure you will enjoy your time in Waco! I look forward to seeing each of you during the Waco conference.



TAIR Travel Grants

TAIR wants to be sure that funding is not the reason that you or your staff will miss TAIR 2010 and will be awarding eight travel grants at \$250 each to help cover expenses. Travel grants are available to both active members and those becoming new members in 2010.

http://www.texas-air.org/assets/pdf/Travel_Grants_Application.pdf

TAIR 2010 Program Committee Chairs

TAIR Officers and Editors

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Concurrent SessionsGabriela Borcoman, THECB
Evaluation.....Delton Moore, Amarillo College
Financial ReviewJerry Scheerer, Mountain View College
General Sessions.....Mary Barton, Univ. of North Texas
Local ArrangementsSue Herring, Baylor Univ.
Program Brochure.....Johna May, U.T. Austin
Registration/SecretaryTrish Norman, UT System Office
Resource FairMarcelo Paredes, UT Pan Am
RoundtablesCarol Tucker, Univ. of Houston-Downtown
Special Interest GroupsKate Amorella, Texas Woman's Univ.
Workshops/Prof Develop.....Paul Illich, McLennan Comm. Coll.
TechnologyBao Huynh, Richland College

Appointed Committees

TAIR Data Committee:

Maryann Ruddock – UT Austin, Chair

Public 4-Year: Kate Amorella, Texas Woman's Univ.

Cindy Dutschke, Texas A&M

Larry Redlinger-UT Dallas

Public 2-Year: Cathy Friedrich, College of the Mainland

Tom Martin, Collin County Community College District

Darline Morris, Texas State Tech College

Martha Oburn, Houston CC System

Private 4-Year: Leona Urbish, Rice Univ.

Sue Herring, Baylor Univ.

Professional Development Committee:

Paul Illich-McLennan Community College, Chair

Tom Martin, Collin County CCD

Soon Mertz, Austin Community College

Joy Evans, McLennan Community College

Jana Marak, Baylor University

Awards Committee:

Joseph Meyer, Texas State Univ., Chair

Ruben Garcia, Texas Workforce Commission

Marilyn Greer, UT M.D. Anderson

Susan Griffith, Univ. of Texas-Pan American

Tom Martin, Collin County Community College District

Nominating Committee:

Joseph Meyer- Texas State University, Chair

Mary Barton, Univ. of North Texas

Danica Frampton, St. Edwards Univ.

Julie Thomas, Southwest Texas Junior College

Janet Beinke, Texas Higher Ed. Co-Board

A Letter from your Vice President

TAIR Colleagues,

Welcome to Waco, Texas for the 32nd Annual Conference of the Texas Association for Institutional Research (TAIR). Waco has a population of over 113,000 and is home to Baylor University, McLennan County Community College, and Texas State Technical College. And appropriate to this year's conference theme, "Building a Bridge: Data to Decisions," the conference is being held at the Waco Hilton Hotel directly across from the Brazos River and the Waco Suspension Bridge, the longest single-span suspension bridge west of the Mississippi.

Thanks to outstanding participation by you and other TAIR members, as well as the dedicated efforts of our TAIR Program Committee and TAIR Professional Development Committee, there will again be over 40 quality concurrent sessions this year, as well as a variety of roundtables, special interest groups, and pre-conference workshops. You will have plenty of sessions to choose from on a wide range of topics that are important to institutional research offices around the state, from assessment and student tracking to business intelligence and "Closing the Gaps" – and everything in between. We also have three dynamic General Session speakers lined up to motivate, educate, and inspire us.

Our special event, "Discovery on the Brazos: A Mammoth Event," will be held at **Jeanes Discovery Center and Mayborn Museum Complex**, and will include a walkthrough of the three Natural History dioramas (including the Waco Mammoth Experience), a great meal, and time for networking and socializing. While in Waco, you may also enjoy visiting the Baylor campus or a number of other fun destinations, such as the Texas Sports Hall of Fame, the Texas Ranger Museum, the Dr. Pepper Museum, or the Cameron Park Zoo. Special thanks go to Sue Herring and the rest of the local arrangements committee who have been burning the midnight oil to make sure this is a comfortable and entertaining experience for our members. We all look forward to enjoying the fruits of their labor!

The TAIR Annual Conference provides an informal, welcoming, and engaging environment to network with colleagues and share knowledge. It is one of the best, lowest-cost, and most rewarding professional development opportunities for IR professionals in the state. We hope all of you will consider making the trip and look forward to seeing you in Waco on March 1st!



Kristi Fisher
Vice-President/Program Chair

TAIR Workshops

TAIR once again hosted a series of summer workshops on August 9, 2009 at McLennan Community College in Waco, Texas. Paul Illich, our TAIR Executive Committee Member-at-Large for Professional Development, worked with other executive committee members to arrange the following four workshops:

Using SPSS to Analyze and Report IR Data (Teresa Isbell and Cathy Hagan)
Data Warehousing (Dennis Ignatenko)
Market Research (Edward Hummingbird)
Making a Difference with IR Data (Paul Illich)

Over 30 individuals attended the all day event and offered very positive feedback on the presentations and the arrangements. The overall theme of the day was related to the application of IR data for both short-term and long-term decision making. If you were unable to attend the summer workshops you will get another chance this spring at the 2010 TAIR Conference in Waco, Texas. The following six pre-conference workshops will be offered:

W1-New Innovations in IR (March 1, 2010) 9 a.m. - Noon

In this workshop three to four seasoned IR professionals will share the latest high impact tools/methodologies they utilize in their offices. The innovations will include visualization reporting software, data warehousing technologies, and online survey technologies. The presentations will focus on how the various innovations can increase the impact IR professionals have on their institutions. The workshop should be useful for both new and experienced IR professionals.

W2-Using SPSS for IR Research (March 1, 2010) 9 a.m. - Noon

This 3-hour hands-on workshop will focus on several practical applications of SPSS. The use of Custom Tables to analyze survey data will be one of several applications discussed. Participants will also have an opportunity to use the SPSS programming language, Syntax, to run a variety of SPSS procedures. The workshop is designed for both new and experienced IR professionals that want to learn how SPSS can be used to automate processes and improve efficiency in a range of IR projects.

W3-Using Pivot Tables to Conduct IR Research (March 1, 2010) 1 p.m. - 4 p.m.

This workshop is a stimulating hands-on training session on using Excel Pivot Tables in the preparation of data for descriptive statistical analysis in IR. We will utilize simulated student enrollment data to create the Enrollment (B1) and Ethnicity (B2) elements for the Common Data Set. If time permits, we will use a simulated faculty roster to create Faculty Information (I1).

W4-Meta-Analysis of Multiple Survey Instruments (March 1, 2010) 1 p.m. - 4 p.m.

In this workshop participants will learn how to conduct a meta-analysis on survey data. The presenter will show how survey results can be combined to improve interpretation and application of key findings. The workshop is designed for both new and experienced IR professionals. The session will cover a range of statistical techniques (e.g., ANOVA, regression) used to identify key aggregate factors. If time permits, additional data mining techniques will be discussed.

W5-Newcomers to Institutional Research and Planning (March 2, 2010) 1 p.m. - 4 p.m.

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

W6-IPEDS Workshop (Monday March 1, 2010) 8:30 a.m. - 5 p.m.

***Participants will need to register for this workshop separately at <http://www.airweb.org/tair2010ipedsws>**

TAIR pre-conference workshops are a very inexpensive and effective way to learn institutional research skills at much greater depth than is possible at concurrent sessions or roundtables. This year's workshops promise to be innovative and interesting for both the newcomer and the experienced IR professional. Get excited and join us in beautiful Waco, Texas! Get on-line at www.texas-air.org and get registered for these pre-conference workshops!

Conference registration must be done on-line at

www.texas-air.org

A Little Waco History

In 1837, during the days of the Texas Republic, the Texas Rangers established Ft Fisher, a temporary outpost to protect early settlers. In 1845, Neil McLennan built his log cabin on the south fork of the Bosque River, just eight miles west of Waco Indian Village, so named after the Huaco Indians who had a 400-acre settlement in the area. The Huacos were a branch of the Wichitas and were closely related to the Tawakonis. The tribe lived in beehive shaped huts, 20- to 25- feet high, made of poles, buffalo hides and rushes.

The town of Waco was incorporated in 1857 by the state legislature. In 1870, the longest single-span bridge west of the Mississippi, Waco's Suspension Bridge, provided the only pedestrian and wagon span across the Brazos River. This allowed for the Chisholm Trail to come straight through the town. A year later, the Waco and Northwestern Railroad arrived. It was followed by the Cotton Belt, and later by the Missouri, Kansas, and Texas Railroads making Waco a hub of commerce for the state of Texas.

In 1885, another 'first' occurred that moved Waco to prominence among the 'soda-fountain' visitors....Waco pharmacist Charles Curtis Alderton first combined the flavors for Dr. Pepper while working at Waco's 'Old Corner Drug Store'. The Dr Pepper Museum celebrates that event and it's affect on Waco and beyond.

In 1890, Waco passed laws creating the first legal, licensed 'red light district' in the state of Texas. The red light district laws required all immoral activities to be restricted to one area of town so that the rest of the city could remain 'sinless'. The area, called 'The Reservation', operated for 27 years until 1917 when it was shut down by the U.S. Army.

The deadliest tornado in U.S. history struck downtown Waco on May 11, 1957, leaving 114 dead, 1,097 injured, 850 homes damaged, and 96 buildings demolished. Property damage at that time totaled \$51 million. The Suspension Bridge showed its sturdy engineering when it held fast during the storm.

A few more interesting facts about Waco:

M&M Mars – which became MasterFoods, INC. – makes the world's most popular candy bar, Snicker, in Waco.

The Branch Davidian Compound is NOT in Waco.

Waco has the largest know concentration of prehistoric mammoths perishing in the same event. Approximately 68,000 years ago, a mud slide caused the destruction of the huge animals.

Taken from the Waco Meeting, Convention & Tour Planner's Guide



TAIR 2010 Special Event Information

Get ready for information, great food and entertainment, and a lot of fun as we visit the **Jeanes Discovery Center and Mayborn Museum Complex** for our special event. We will have full run of the complex that was opened in May, 2004. We can walk through the three Natural History dioramas and visit the many exploration stations. The natural history galleries focus on *Waco at the Crossroads of Texas* from the Cretaceous period to the early 1900s including a log house, a Waco Indian grass house and a Comanche tipi. Join us as we enjoy each other in this enjoyable environment!



Meet the Candidates

Candidates for Vice President/President Elect



Paul Illich, McLennan Community College. Paul Illich is Vice President of Research, Planning, and Technology at McLennan Community College. He oversees planning, institutional research/IE, technology, and the Library. He has been involved in institutional research for over 13 years and has been active in TAIR for the past 10 years. He has conducted numerous workshops and roundtables for TAIR on statistics, using research for decision making, publishing research data, and data warehousing. Paul has also served on the TAIR nominating committee and is currently the Member at Large, Professional Development. Paul has served as an institutional research/effectiveness reviewer on more than 10 SACS review teams. Paul received his Ph.D. from Texas A&M University in Experimental Psychology and has conducted research in a range of fields including psychology, physiology, and neuroscience. He has utilized his experience in research and statistics to develop research-based approaches to enrollment forecasting, facilities planning, course scheduling and other key institutional processes.



Darline Morris, Texas State Technical College Waco. Darline Morris has 37 years in higher education administration and research at Texas public 2-year community and technical colleges, 4-year private university and the Texas Higher Education Coordinating Board. She has held the position of Director of Institutional Effectiveness, Research and Planning for the past 18 years at Texas State Technical College Waco. As an active member of TAIR she has presented papers, roundtable sessions and workshops. She has served as the TAIR Secretary, on the TAIR Data Advisory Committee, Conference Program Committee (twice), Local Arrangements Committee, and Nominating Committee. In addition to her activities in TAIR, she is an active member of AIR, SAIR, the National Community College Council for Research and Planning (NCCCRP), the Southern Association of Community College Research (SACCR), and is a certified NCES IPEDS Trainer. Darline holds a doctorate in Higher Education Administration and Applied Vocational Technical Education from the University of North Texas.

Meet the Candidates

Candidates for Professional Development



Danielle Texera, Rice University. Danielle has served as the Research Project Analyst for the Office of Institutional Research at Rice University since 2006. She has been a member of TAIR since that time and has attended every TAIR conference since joining. She has been an active participant in the Workshops, Roundtables, Special Interest Groups and networking and is currently serving as the 2010 TAIR Conference Facilitator. Her broad involvement and interest in all of the TAIR offerings have been instrumental in her recognizing the need for professional development for all TAIR members by honing their IR knowledge and skills. Danielle received a Bachelor's Degree in Psychology in 1997 from the University of California, Riverside, and a Master's degree in Cross Cultural Education from National University in San Diego, California, in 2002.



Susan Thompson, Texas State University. Susan is a senior research analyst in the Institutional Research Office at Texas State University-San Marcos, where she has worked in institutional research and student affairs research for the past 16 years. Susan has been an active member of TAIR (1993-1997 and 2005-present), presenting roundtables, concurrent sessions and pre-conference workshops, as well as serving on the program committees for the 2008 and 2009 conferences. Susan earned a B.A. in anthropology and an M.A.I.S. with a concentration in applied sociology from Texas State.

Meet the Candidates

Candidates for Secretary



Kate Amorella, Texas Woman's University. Kate received her bachelor's degrees in Math and Computer Science from Texas Woman's University. In 2006, she returned to her alma mater as a staff member and is currently the Senior Institutional Research Analyst. An active member of TAIR for three years, Kate has facilitated and presented concurrent sessions and she is currently serving on the data advisory and program committees. Her daily work in trudging through university databases has given her the know-how to maintain an accurate, up-to-date list of TAIR members. She can type 67 WPM with 98% accuracy, and frequent games of Scrabble keep her spelling skills sharp.



Kerri L Ford, Texas Tech University. Kerri has been a part of the Institutional Research and Information Management department since September 2004. Her role in IRIM involves being the coordinator for the Student Evaluation of Course and Instructor process and conducting training workshops for the departmental evaluation contacts. Kerri also works to complete outside surveys of the University as well as gather data for the annual Graduate Program Review. She is currently pursuing a Bachelor of University Studies degree with emphasis in business, psychology, and human development and family studies. Kerri attended her first TAIR conference in 2006 and has since been a presenter, facilitator, and has served on the Local Arrangements Committee for the 2009 conference.

Meet the Candidates

Candidates for Nominating Committee (4)



Tom Corll, Midland College. Tom has worked in post-secondary education for seven years; he has been a member of TAIR and AIR for four years. Tom served as the Coordinator of Institutional Research at Central Texas College, and is now working as the Director of Institutional Effectiveness and Planning at Midland College. He has facilitated numerous TAIR workshops, concurrent sessions, and served as a roundtable presenter. In 2009 he served as a member of the TAIR Awards Committee. Tom has been actively working on issues of accountability with the Coordinating Board. In 2008 he chaired the Large Community College group, and in 2009 served as the Chairperson for the joint community colleges group submitting a consensus of recommendations to the Coordinating Board. Tom received his Bachelor of Science degree in Business Administration from Wayland Baptist University; Master of Science in Human Resources from Tarleton State University, Central Texas; and is currently an Educational PhD candidate at Capella University, with a specialization in Training and Performance Improvement interventions.



Salma Ferdous, University of Texas at San Antonio. Salma has been working in institutional research for the last 5 years. She started her career at the University of Houston-Downtown, and currently is a Senior Research Analyst for the Office of Institutional Research at The University of Texas at San Antonio. Salma has worked a wide variety of projects in the UTSA OIR, including CB reporting, federal and state reports, surveys, ad-hoc requests and many more. She has been an active member of TAIR since 2006 and has made presentations in concurrent sessions, round tables and has served as a session facilitator. In addition to her experience at TAIR, Salma has co-presented at SAIR in 2008. Salma holds BS and MS in Physics and MS in Electrical Engineering. She will be honored to serve TAIR as a member of the nominating committee.

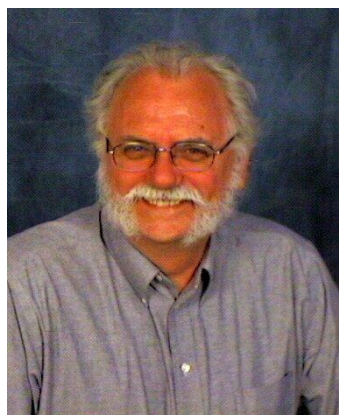


Karen Laljani, El Centro College. For the past twelve years, Dr. Karen Laljani has coordinated the planning, assessment, and evaluation processes for El Centro College. In this role, she supervises three researchers, provides data analysis and research for administrators and faculty, and produces survey, academic, and demographic data for use in planning, institutional effectiveness, enrollment management, and resource development. She works with an assessment committee to lead the learning outcomes and curriculum mapping processes for the college. Prior to joining the Dallas County Community College District, Karen was a Research Associate at the University of Texas at Arlington, where she also taught Psychology. She received a B.A. in Psychology from Boston University and a Ph.D. in Human Development & Communication Sciences from the University of Texas at Dallas. Karen has been an active member of TAIR for the past 15 years. She has held every position on the Board except for Secretary. While she has not been elected to the nominating committee, she did lead the committee one year in her role as immediate past president. Karen is active in AIR and SAIR, and was most recently on the local arrangements committee for SAIR in Dallas in October 2009. Karen's long term knowledge of the goals and processes of TAIR make her a perfect candidate for membership on the nominating committee.

Meet the Candidates



Linda Perez, San Jacinto College District. Linda is the Information Management Liaison in the office of Research and Institutional Effectiveness at San Jacinto College in Pasadena, Texas. She has been a member of TAIR since 2000 and a presenter at TAIR and AIR sharing information on data warehousing and reporting. In addition, she is currently the TAIR newsletter editor. She has been in the Information Technology and Institutional Research fields since 1999. She graduated from the University of the Incarnate Word with a Bachelor of Business Administration



Leroy Philbrook, UTPA. Leroy came to UTPA in November 2006 as Research Analyst. He is responsible for conducting and analyzing institutional-level surveys. Roy comes from Schreiner University where he served for 5 years with primary responsibility for the university's institutional research. He first joined TAIR is 2002. Prior to working in institutional research, Roy served as Assistant Director for the Louisiana Leadership Institution developing leadership and educational programs for urban youth. For more than 20 years, Mr. Philbrook has worked with the Institute of Cultural Affairs as a facilitator of participatory strategic planning activities with private corporations, government agencies, and non-governmental organizations in Canada, South Korea, Hong Kong, Philippines, Taiwan, and the USA. Mr. Philbrook's education includes undergraduate studies at the University of the Pacific: Raymond College and the University of Texas at Arlington.



Tracy Stegmair, Texas Woman's University. Tracy Stegmair has worked in IR since 2002 as a Senior Research Analyst at Texas Woman's University, and has been a member of TAIR since 2003. Tracy has co-presented two concurrent sessions and a workshop at past TAIR conferences plus a workshop at the recent SAIR conference. When asked by her son what she does at work all day, she was at first stumped on what to tell him. She finally settled on the explanation that she is a data translator who takes large amounts of information and converts it into numbers that people can understand. Tracy enjoys translating all sort of data into maps, charts, graphs, tables, and reports. She earned two Bachelor's degrees from Texas Woman's University in History and Computer Science.



TAIR 2010 Absentee Election Ballot

Your Name: _____

Your Institution: _____

Candidates for Vice President/President Elect (VOTE FOR ONE)	
<input type="checkbox"/> Paul Illich, McLennan Community College	<input type="checkbox"/> Darline Morris, Texas State Technical College Waco

Candidates for Professional Development (VOTE FOR ONE)	
<input type="checkbox"/> Danielle Texera, Rice University	<input type="checkbox"/> Susan Thompson, Texas State University

Candidates for Secretary, (VOTE FOR ONE)	
<input type="checkbox"/> Kate Amorella, Texas Woman's University	<input type="checkbox"/> Kerri L Ford, Texas Tech University

Candidates for Nominating Committee (VOTE FOR FOUR)	
<input type="checkbox"/> Tom Corll, Midland College	<input type="checkbox"/> Linda Perez, San Jacinto College
<input type="checkbox"/> Salma Ferdous, University of Texas at San Antonio	<input type="checkbox"/> Leroy Philbrook, University of Texas, Pan American
<input type="checkbox"/> Karen Laljiani, El Centro College	<input type="checkbox"/> Tracy Stegmair, Texas Woman's University

Note: Please complete this ballot ONLY if you will NOT be attending the 2010 conference in Waco, Texas. You must be a registered TAIR member in order to cast a vote. Please email this ballot to Trish Norman, TAIR Secretary at tnorman@utsystem.edu or mail it to her attention at

Trish Norman
Office of Institutional Policy and Analysis
University of Texas System
702 Colorado St., CLB 6.620
Austin, TX 78701-2982

Please include your name and affiliation in order to verify membership.



MEMBERSHIP APPLICATION INFORMATION

January 2010 to December 2010

Persons interested in joining the Texas Association for Institutional Research should go to the following website for the membership application:

<https://secure.airweb3.org/tair/>

Some benefits of TAIR membership can be found at
<http://www.texas-air.org/member/membership.php>

If you attend the 2010 conference in Waco, then you are automatically a member for 2010-2011.