



Letter from President Mary Barton



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Now that summer is upon us, it seems like a long time ago that we gathered in snowy, icy Addison. I hope that each one of you who attended the 2015 conference returned to your busy schedules with something of value that you learned in a concurrent session or workshop or by networking with a colleague from another institution.

The conference provided many opportunities as a result of the 2015 Program Committee's hard work and dedication to making it a good experience. Members of the committee were Guyla Davis, Dave Downing, Kara Larkan-Skinner, Soon Merz, Amanda Kay Moske, Phil Rhodes, Tracy Simms and Marc Turner. **I want to thank the committee members for doing an outstanding job planning the conference** especially after we had to change our location and return to Addison at the last minute after the hotel in Amarillo could not accommodate our group.

Thanks also go to the sponsors who participated in our conference. Silver Sponsors were Zogotech which provided two travel grants, Tableau which sponsored a lunch, Concord, and Scantron which sponsored the breakfast buffet on Friday. Bronze Sponsors were SAS and Academic Management Systems; and Basic Sponsors were Campus Labs, Ellucian, QSR International, Academic Analytics, Nuventive, and SmartEvals. Sponsors are an integral part of our conference as they

contributed more than \$10,000 toward expenses which helped TAIR keep costs lower for members.

The next opportunity to meet with your colleagues for professional development will be the Summer Workshop in Round Rock on July 31st. David Brown, our Member-at-Large for Professional Development, has lined up a great set of workshops. (See more on page 7)

We signed the contract for the TAIR 2017 conference. I am pleased to share with you that the venue will be the Hilton Houston NASA Clear Lake hotel. Dates for the conference will be February 25th through March 2nd, 2017.

Preparations are now underway for the 2016 conference to be held in San Antonio. The executive and program committees met at the conference hotel, the Omni San Antonio Hotel at the Colonnade, in early May and were very impressed with the facility. Vice President/Program Chair Soon Merz and her program committee came to the planning meeting with good ideas for making this another wonderful conference.

It is a great time to be involved in TAIR! If you have questions or would like to get involved by serving on a committee, please feel free to contact me or another member of the TAIR Executive Committee. **I look forward to seeing you in San Antonio!**

Mary

TAIR is a wonderful opportunity for learning new skills and improving your existing skills. We want to make sure that funding doesn't get in the way of the opportunity to attend TAIR. So TAIR has a Travel Grant program to assist members who need some help funding conference travel.

Travel grants at **\$350 each** are available to help cover travel expenses for TAIR 2016. These grants are available to active members and those who become new members for 2016. The deadline to apply for a travel grant is **December 15, 2015**.

The TAIR Travel Grant Application and directions are available at http://www.texas-air.org/assets/pdf/Travel_Grants_Application.pdf



A Note from Soon Merz Vice President/Program Chair

Who's ready to fiesta in San Antonio in 2016? Why, TAIR, of course! The **38th Annual TAIR conference will be held on February 28 – March 2, 2016 in San Antonio, TX at the Omni San Antonio Hotel at the Colonnade**. This location is on the northwest side of San Antonio and is a beautiful facility with many restaurants within walking distance. I hope you will make plans to join us in the celebration of our profession.

The **theme for the 2016 conference is "Viva la Data!"** This winning theme was **submitted by Marc Turner, from Texas State University**, who received a \$50 Visa gift card. We received many wonderful suggestions for themes and I thank everyone who participated. Marc also happens to be serving as the Local Arrangements Chair for the 2016 conference and has been in the process of developing options for a Special Event. Marc has done a wonderful job doing local arrangements and I'm sure he'll have some fantastic ideas. While the conference location is not on the Riverwalk, the Special Event may include something on the Riverwalk.

This year, we will be asking the membership to flex their creative muscles and **enter the Cover Design Contest**. If you have a great design and haven't submitted it yet, **you have until July 31, 2015**.

Pre-conference workshops will be held at the hotel. David Brown and his Professional Development Committee will again provide a variety of workshops and there should be something there for everyone.

Travel grants will be available once again for those who need some financial help in attending the conference. See the sidebar on how to apply for the grants.

The Program Committee met in May to begin planning for the conference. We have some hard-working, creative, and fun-loving minds serving on the committee so I think we will have the great conference in store for you. The conference is about sharing new ideas and best practices so please consider submitting a proposal for a concurrent session or a group/panel/working session. The strength of our program depends on your participation.

I could be a little biased, but we're going to have the best conference, ever! What happens in San Antonio will not stay in San Antonio - it will spur new ideas and add vitality to the profession! **Viva la Data!**

Soon

<http://www.texas-air.org/conference/2016>

Meet the Executive Committee:



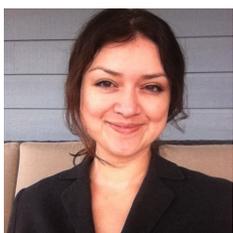
President:
Mary Barton
University of North Texas
Denton, Texas
(940) 565-2085
mary.barton@unt.edu



Vice President:
Soon Merz
Austin Community College
Austin, Texas
(512) 223-7035
smerz@austincc.edu



Secretary:
Lisa Haynes
Texas Woman's University
Denton, Texas
(940) 898-3027
LHaynes@mail.twu.edu



Treasurer:
Cathy Delgado
The University of Texas System
Austin, Texas
(512) 579-5055



Appointments:

TAIR-L Manager:

Faron Kincheloe, Baylor University

Web Developer:

Todd Moon, Austin Community College

Historian:

Maryann Ruddock Brown, TAIR Emerita/Past President

Liaison to AIR:

Mary Barton, University of North Texas

Newsletter Editor:

Cassie Clough, University of North Texas

Immediate Past President:

Lincoln Holmes
The University of Texas at Austin
Austin, Texas
(512) 471-3833
j.l.holmes@austin.utexas.edu



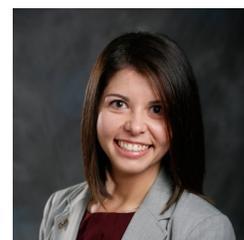
Member-at-Large, Professional Development:

David Brown
North Central Texas College
Gainesville, Texas
(940) 668-3331
dbrown@nctc.edu



Member-at-Large, Technology:

Kate Proff
Texas State University
San Marcos, Texas
(512) 245-2386
kproff@txstate.edu



TAIR Payment Address

Those of us who work at institutions with accounting information systems may have an outdated TAIR address on file, and when payments are mailed to that outdated address it creates extra work for the Treasurer. In some cases, this may result in a payment that gets lost during the forwarding process.

Cathy Delgado is our new Treasurer. This is a good time to ensure that the address you have on file for TAIR is up-to-date. Please take a moment to check or to ask your administrative assistant to verify the TAIR payment address on file with your institution. The current payment address is:

TAIR
Attn: Cathy Delgado
UT System Office of Strategic Initiatives
210 W. 6th St Suite B140E
Austin Texas 78701

If you have any questions about TAIR payments or other financial concerns, please contact Cathy Delgado at cdelgado@utsystem.edu

TAIR 2016 Program Committee:

Program Chair:

Soon Merz, Austin Community College

Concurrent and Discussion Sessions:

Joe Baumann, Blinn College

Evaluations:

Velda Villarreal, Alamo Colleges

General Sessions:

Jessica Shedd, University of Texas System

Local Arrangements:

Marc Turner, Texas State University

Program Brochure:

Daniel O'Hanlon, Austin Community College

Session Coordinators:

Chantel Perry, Texas A&M University-
Corpus Christi

Special Interest Groups:

Patricia Rehak, Victoria College

Sponsors:

Amanda Kay Moske, University of North Texas

Elected Committee:

Nominating Committee

Lincoln Holmes, The University of Texas at Austin

Amanda Clark, Blinn College

Faron Kincheloe, Baylor University

Marcelo Parades, University of Texas-
Pan American

Tracy Stegmair, Texas Woman's University

Appointed Committees:

Data Advisory Committee

Dennis Ignatenko, The University of Texas at Arlington (Chair)

Carol LaRue, Southwest Texas Junior College

Lisa McCarty, Abilene Christian University

Colby Stoeber, University of Texas Health Sciences Center

George Gonzalez, San Jacinto College

Rachelle Barron, Texas State Technical College-Waco

Morgan Carter, Tarleton State University

Dean Williamson, Prairie View A&M University

Karen Laljiani, Cedar Valley College (DCCCD)

Financial Review Committee

Jim O'Donnell, Eastfield College (Chair)

Historian

Maryann Ruddock Brown, TAIR Emerita/Past President

Professional Development Committee

David Brown, North Central Texas College (Chair)

Jimmy Roberts, Temple Community College

Marcelo Paredes, University of Texas—Pan American

Phil Rhodes, McLennan Community College

Awards Committee

Lincoln Holmes, The University of Texas at Austin (Chair)
Full Committee TBD



TAIR Membership Update

Welcome to our TAIR members, new and old; we are strengthened as an organization by your participation. Benefits of a TAIR membership include a subscription to TAIR-L, TAIR's discussion list, where members can share information and solicit advice on projects; discounted fees for TAIR's summer professional development workshops; and personal time at the annual conference with leading vendors and expert presenters in higher education. Your decision to spend \$25 on the TAIR annual membership gives you a remarkable value.

Membership in TAIR is maintained on an annual basis, with the annual TAIR conference marking the start of the membership year. Currently, TAIR has 335 members representing institutions and agencies statewide. This represents a slight decline of 15 members from 2014.

TAIR 2015 Membership by Institutional/Organizational Category

Category	Count of Members	Percent of Members
4 Year Public	123	37%
2 Year Public	137	41%
4 Year Private	50	15%
2 Year Private	0	0%
Association	21	6%
2 Year Private	0	0%
Technical	4	1%
Total	335	100%



Awards Update

Congratulations go to the following award winners from the 2015 TAIR conference in Addison:

Call for TAIR Outstanding Service Award Nominations

The award is given to a member who has made a significant contribution to TAIR over an extended period of time.

A nominee must have been a TAIR member for at least five years and not a member of, nor a candidate for, the Executive Committee during the year nominated.

In addition, the nominee must meet at least three of the following four general criteria:

1. Has been a member of the TAIR Executive Committee, served on Program Committees, or presidential appointed committee;
2. Presented contributed sessions at TAIR conferences;
3. Organized, offered, or acted as a primary presenter in workshops or panels at the TAIR conferences;
4. Contributed in some other specific and significant ways that have advanced the purposes of TAIR.

This award is not given every year, but is a great honor when it is given. If there is someone who meets these criteria and should be recognized, please nominate the individual by sending the person's name and any supporting information to:

Lincoln Holmes, Immediate Past President, j.l.holmes@austin.utexas.edu

All nominations will close September 30, 2015.

For a list of previous honorees, please see the TAIR website at <http://www.texas-air.org/recognition/honorees.php>.

Best Presentation

After the conference, the Awards Committee selected **“Using Predictive Models to Improve Student Success”** as best presentation for the 2015 conference. This presentation was made by **Kara Larkan-Skinner** and **Frances Frey** from **Our Lady of the Lake University**. Congratulations go to Kara and Frances. They will receive a reserved place as the TAIR Best Presentation in the program at the 2016 Association for Institutional Research (AIR) Forum to be held in New Orleans.

Outstanding Service Award

At the conclusion of the conference, **Ruben Garcia** was awarded the Outstanding Service Award for his extensive service to TAIR. Ruben has been a member of TAIR since 1992 and has served in many capacities. He served as Vice President/Program Chair in 2008 and President in 2008. Ruben has served on several committees assisting in committee planning and on the awards committee. He has made several presentations during concurrent sessions and during summer workshops. Ruben is also active with the Past Presidents. Thank you to Ruben for his many years of service!!



Ruben Garcia with Texas State University's Susan Thompson, TAIR Immediate Past President

Outstanding Professional Practice Award

University of North Texas was recognized for having the Best Visual Display of Information during the closing General Session on Friday morning. Congratulations to **Alan Helton** and **Ah Ra Cho** and the Office of Institutional Research and Effectiveness at the **University of North Texas** for developing an award-winning visual display!

Awards Committee

The 2015 Awards Committee was chaired by Susan Thompson, Immediate Past President 2014-2015. Members of the committee were Ruben Garcia, Marilyn Greer, Shari Koukl, Rick Leyva, Rebecca Richter, Jason Simon and Lincoln Holmes. Thanks go to the committee for their work before, during and after the conference to identify our award winners. The selection of the outstanding service award was made by the Executive Committee this year.

The 2016 Awards Committee will be chaired by Lincoln Holmes, Immediate Past President 2015-2016. Information regarding the Outstanding Professional Practice Award criteria for TAIR 2016 and a call for submissions will be distributed later this year via the listserv and in the fall newsletter.





2015 THECB/Legislative Update



General Session I with
Dr. Randy Swing,
Executive Director of
the Association for
Institutional Research

TAIR 2015 Conference Evaluation

Links to the 2015 conference evaluation were emailed to conference attendees shortly after the conference ended; 88 responses were received by the deadline for a 31.8% response rate. Thanks to all who took the time to provide their opinion.

Of the attendees responding to the evaluation, 26.4% of them were first-time attendees. Just over 55% of the respondents were from 4-year universities and 30% of the respondents had been working in IR for less than 2 years.

Overall evaluation of the conference was positive, with a score of 4.3 on a 5-point scale where 5=Excellent and 1= Very Poor. The changes to the conference format (networking time and separating the speakers from the meals) had a mean rating of 4.1. Individual components of the conference were rated using the same scale:

Program Activity/Component	Mean Rating
Concurrent Sessions	4.1
Events and Accommodations	4.2
SIGS	3.7
General Sessions	4.2
Sponsor Fair	4.1

The evaluation instrument included several items pertaining to each of the general areas listed in the above table and all items were rated at or above a 3.7. The results for each of the specific items as well as the comments that were received in response to open-ended prompts are being reviewed carefully by the 2016 Program Committee in order to make improvements, where possible.

We would like to thank Scantron Corporation for sponsoring the evaluation process again this year. Scantron not only supplied the concurrent session and overall conference surveys, but scanned the surveys and provided the results report at the end of the conference.



BRRR....Our chilly conditions for TAIR 2015



Letter from the TAIR Member at Large for Professional Development

All My Data by Morning in Big D was a fantastic conference that had plenty to offer the members of TAIR in the area of professional development. This was especially true for the pre-conference workshops that were well attended. As the Member-at-Large for Professional Development I would like to thank all of the folks that made the Pre-Conference Workshops a reality. I would also like to extend thanks to our workshop presenters. A bunch of work went into those workshops and I want to thank you all for making the 37th Annual Conference one of the best!

At the business meeting I was most proud of our group as we voted on the TAIR Professional Development Certificate of Completion Level One. Thomas Van Hook and I have been busy building a database to keep up with the folks that have taken workshops that count toward the Level One Certificate. Remember you don't get credit for a workshop unless you were there so we will be taking attendance at all future workshops. I am looking forward to seeing our first class of Level One Completers at TAIR 2016 in San Antonio. To complete it there you may want to take advantage of the required course being offered this summer Excel for Beginners.

Annual TAIR Professional Development Summer Workshop

Scheduled for Friday July 31, 2015

This summer's workshop will provide opportunities for learning in several subject areas. We are once again due to popular demand able to provide workshops on wide range of topics.

- Excel for Beginners*
- Intermediate Excel
- Organizational Skills
- SAS for Beginners/Stats for Rookies
- Presentations
- Section 508 accessibility for electronic publications
- Tableau

*Required for Level One TAIR Professional Development Certificate of Completion.

If you have been in IR for over two years and want credit for the Newcomers workshop get the workshop waiver at <http://www.texas-air.org/development/certificate.php>

The summer workshop will be a one-day drive into the Round Rock area with several sessions occurring in the morning and several sessions presented in the afternoon. The cost of the workshop(s) includes a continental style breakfast and a box lunch. The cost will be \$60 per workshop. For more details go to <http://www.texas-air.org/development/> and to register, go to www.regonline.com/tairsummer

Please feel free to contact me if you need further information. My office phone number is 940.668.3331, or you can send me an email inquiry at dbrown@nctc.edu

I look forward to seeing many of you in Round Rock this summer!

David

Call for Nominations

The TAIR Nominating Committee is calling for nominations for the following elected positions:

TAIR Vice President/President-Elect – this is a three year term:

- 2016-2017 Vice President/Program Chair for the 2017 TAIR Conference at the Hilton Houston NASA in Clear Lake
- 2017-2018 TAIR President
- 2018-2019 TAIR Immediate Past President

TAIR Secretary 2016 – 2018

TAIR Member at Large for Professional 2015 – 2017

TAIR Nominating Committee Member 2015 – 2016 (4 members will be elected)

Please take a few minutes to submit your recommendations to the TAIR Nominating Committee by clicking on the following link: <http://www.regonline.com/TAIRcallfornominations>

The **Vice President/President Elect, Secretary**, and **Member at Large for Professional Development** serve on the TAIR Executive Committee. These elected positions are involved in decision-making for upcoming conferences and are responsible for the smooth operations of the organization. There is work involved with each position, but these opportunities for service are very rewarding! One benefit is getting to know IR professionals from around the state as you help guide the future of TAIR.

The **Nominating Committee members** serve a one-year term and help to ensure that we have a full and qualified slate of candidates for the following year's election.

More information about the responsibilities of TAIR officers is available in the TAIR Officer's Guide, posted on the TAIR website at <http://www.texas-air.org/officers/>

Feel free to nominate yourself if you are interested in serving for one of these positions.

There are other opportunities during the year to get involved with TAIR, so please consider volunteering to serve on a committee or as a session facilitator!

**All nominations will close
September 30, 2015.**

Lincoln Holmes, Immediate Past President and **Tracy Stegmair**, Outgoing Treasurer



Lincoln Holmes and **Susan Thompson**, Outgoing Past President

TAIR 2016 Call for Participation

Dear Colleagues,

It's time again to reflect on the exciting things you have accomplished and to share your knowledge, growth, expertise, and tips and tricks with others in the field. On behalf of the TAIR Program Committee, you are invited to contribute to the advancement of Institutional Research and Effectiveness by submitting one or more proposals for the 2016 TAIR Conference which will be held March 2-5, 2016 in San Antonio, TX. This year's conference theme is "**Viva la Data!**".

Building on the success of prior years, we have options for Concurrent Sessions (a 45-minute presentation by a single presenter or a small team) and Discussion Group/Panel/Working Sessions (a 45-minute facilitated discussion intended to include an interactive exchange of information with attendees). We are actively looking for presenters in the following tracks:

- Planning & Organizing
- Reporting & Decision Support
- Technology & Training
- Assessment & Effectiveness
- Research
- Current Issues in Higher Education

Proposals are welcome from IR professionals at all levels of their career. If you are on the fence about presenting or unsure what format works best for your topic, please visit the Call for Participation located at <http://www.texas-air.org/conference/2016/participate/> to help you decide or contact Joe Baumann for more information.

The deadline for submitting a proposal is October 1, 2015.

We're looking forward to seeing you in San Antonio!

Joe Baumann
(979) 830-4075
joe.baumann@blinn.edu



Lincoln Holmes, Immediate Past President and **Faron Kincheloe**, Outgoing Member-at-Large for Technology

TAIR-L Listserv

Current TAIR members (2015) can post directly to the listserv at TAIR-L@texasair.org Those with lapsed memberships from the two prior years (2013 or 2014) will receive messages but must renew their membership in order to post a message or participate in listserv discussions.

At any time, members may manage their listserv subscription or access archived messages by visiting the listserv's webpage at http://texas-air.org/mailman/listinfo/tair-l_texas-air.org.

Questions about the listserv should be addressed to Faron Kincheloe at Faron_Kincheloe@baylor.edu

TAIR Annual Financial Report

April 1, 2014 - March 31, 2015

Starting Balance (4/1/2014)			\$ 30,944.78
Expenditures			
TAIR 2014 Conference	\$	8.35	
Summer Workshops 2014	\$	2,544.31	
TAIR 2015 Conference*	\$	68,355.00	
Web Page Development	\$	-	
Travel Grants**	\$	1,393.18	
Event Service (RegOnline) Fees	\$	3,937.80	
TAIR Dac Meeting Fees	\$	100.00	
Miscellaneous Expenses	\$	71.82	
TOTAL EXPENDITURES			\$ 76,410

Have a GREAT summer!



Revenues			
Interest Earned on Deposits	\$	3.86	
TAIR 2014 Conference	\$	440.00	
AIR Grant	\$	1,000.00	
Memberships 2014	\$	1,225.00	
Summer Workshops 2014	\$	3,670.00	
2015 Vendor Sponsorships***	\$	10,765.00	
TAIR 2015 Conference***	\$	62,835.00	
Miscellaneous Income	\$	34.04	
TOTAL REVENUES			\$ 79,972.90
Ending Balance in Checking Account as of 3/31/2015			\$ 34,507.22

Submitted by: Tracy Stegmaier, Treasurer

*Includes planning meetings.

**Does not include all 2015 travel grants. Not all grant checks were cashed before 3/31/2015.

***Includes most but not all 2015 vendor and conference revenue.



