



Letter from President Soon Merz



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The weather is finally feeling a bit fall-like. I had to pull out my sweaters and boots for the cooler mornings. It's something I've looked forward to for a few months. Something else to look forward to is the 2017 TAIR Annual Conference. It's only a few months away and we're very excited about the program that's planned. Thanks to Joe Baumann for bringing together a wonderful Program Committee.

For those of you who don't know, after getting us started so well with planning the next conference, Joe left Blinn College and Texas to pursue other opportunities out on the west coast. You left us, Joe! But we'll forgive you - because you pulled together such a great team, we were able to transition pretty smoothly.

In the event of a vacancy in the Vice President position, the TAIR Bylaws states that the Executive Committee may appoint someone to complete the first year and then have the membership elect a President at the next conference. As a result, the Executive Committee put our heads together and with a little bit of sweet-talking, we were able to convince a brave TAIR member to step in and finish out the Vice President year of Joe's term.

So, please let me introduce to you ****drum roll****, the new Vice President for TAIR, Dr. Kara Larkan-Skinner, Assistant Vice-President for Institutional Research and Accreditation at Our Lady of the Lake University in San Antonio. As Vice President, Kara will work with the Program Committee in putting on a great conference in Houston. Thank you, Kara, for stepping up when called to serve. In February, the membership will be asked to elect a President as well as a Vice President.

This seems to be a year of changes. In addition to appointing a new VP, the Executive Committee decided on a few changes to the TAIR Constitution and Bylaws. Recommended changes will be sent out for review by the membership in December. The changes will be voted upon by at the annual business meeting to be held during the TAIR conference in Houston.

Another change is that we'll be going to an online evaluation for the conference, the concurrent sessions, and the workshops. For those of you who used the Guidebook app last year, we're using the app again this year and the evaluations will be integrated into the app. For those who are not

plugged into the app, we'll have QR codes for you to access the evaluations. The election ballots will also be administered online and information about how to cast your vote will be distributed at the conference.

After careful review of TAIR finances and projected conference costs, 2017 conference registration fees will increase slightly again this year. Please note, the annual membership fee of \$25 is included in the conference registration fee. The 2017 fee structure will be \$225 for early registration (through January 13, 2017), \$275 for regular registration (January 14, 2017 through February 10, 2017), and \$325 for late registration (beginning February 11, 2017). We will cutoff online registration on February 21, 2017!!!

An increase for the pre- and post-conference workshops was also approved. TAIR is still your best bargain for professional development at \$75 per half-day workshop! The Newcomers Workshop will be discounted at \$100 for the full-day workshop.

While the increases are unavoidable, we do understand that some of you may be faced with tight budgets and conference attendance may be difficult. Please remember, TAIR offers some assistance in the form of Travel Grants. Please take advantage of these grants if you're feeling a little squeezed in the wallet. See Page 2 for more information and application instructions.

Once again, TAIR's Professional Development Officer, Marc Turner, and his Professional Development Committee delivered a great summer workshop in late July. If you were not there, you missed a great opportunity to learn a new skill or brush off some rust, plus network with TAIR friends (see Page 10 for details). Marc also has a great slate of workshops scheduled for the conference in February. Again, TAIR is a great way to gain professional development at a low cost.

I hope you will join us in Houston at the Hilton Houston NASA Clear Lake Hotel. We'll be just across the street from the NASA complex and we've got some "space-y" things planned.

Commencing countdown: ten, nine, eight, seven, six, five, four, three, two, one, blast-off!! See you in Houston in February!!

Soon

A message from Vice President Kara Larkan-Skinner

Thank you to all of you who have sent me positive wishes for my new role. I am very excited to serve as your Vice President/Program Chair. Of course, it is with mixed emotions that I will try to fill the void that Joe Baumann leaves behind. Joe is a very close friend of mine and I am thrilled that he has moved on with his career, but I will miss having him as a part of the wonderful organization of institutional researchers in Texas. We wish you all of the best out west, Joe!

As you know, I joined the program committee a little late, but I am completely amazed at the brilliant program that the committee has put together this year. I hope you've got your calendars marked for another fantastic professional development offering through the Texas Association for Institutional Research.



The 2017 TAIR Conference will be held February, 26 – March 1, 2017 at the Hilton Houston NASA Clear Lake. The conference is located in the Clear Lake area of Houston, just down the road from NASA.

This year's conference theme is "Turning IR into Mission Control." Thank you to Faron Kincheloe from Baylor University for submitting the winning theme and to Daniel O'Hanlon from Austin Community College for submitting the winning cover art for the brochure.

The TAIR program committee has been working hard to offer you a wide range of professional development opportunities to assist you in developing professional knowledge and skills through concurrent sessions, user community roundtables, and pre/post-conference workshops. Workshops and concurrent sessions are organized around six tracks: 1) Assessment and Effectiveness, 2) Current Issues in Higher Education, 3) Planning and Organizing, 4) Reporting and Decision Support, 5) Research, and 6) Technology and Training.

The pre-conference workshops are offered on Sunday and Monday, February 26th and 27th. TAIR is also offering two post conference workshops on Wednesday, March 1st. Please review the workshop schedule on the TAIR website before completing your registration and making your travel arrangements so that you can take advantage of the great workshops being offered by your TAIR colleagues.

The special event is dinner at NASA's Starship Gallery. This is a unique special event, so make sure to reserve your spot for an out of this world experience. Additional details will be coming soon.

I am very excited to announce our general session speakers for the conference. We have two exceptional speakers lined up. Our opening keynote speaker is Brandon Busteed, a Partner at Gallup and Executive Director of Education and Workforce Development. Our closing keynote speaker is Dr. Belle Wheelan, President of the Southern Association of Colleges and Schools Commission on Colleges. Both of these speakers are experts in the higher education landscape who you don't want to miss.

Registration for the TAIR conference is now open on the TAIR website at <http://www.texas-air.org/conference/2017/>. At the conference website you can find information about the pre/post-conference workshop schedule, the conference program, and lodging and travel information. For hotel reservations, please ask for the TAIR conference rate, if calling (281) 333-9300, or use our group web page at http://www.hilton.com/en/hi/groups/personalized/H/HOUNBHF-TXA-20170225/index.jhtml?WT.mc_id=POG to get the conference rate and to ensure that TAIR receives credit for the room count. The deadline for room reservations at the conference rate is January 25th 2017; however, I encourage you to make your reservations early, as we expect record attendance at this conference.

The TAIR conference greatly benefits from the support of its sponsors. If there is a vendor you would like to see at the conference, please let us know, so we can reach out to them. We are extremely grateful for the support we have had from sponsors in the past; we look forward to continued partnerships with previous sponsors and to new partnerships.

We have a great conference lined up. Two full days of workshops and many concurrent sessions to help you further develop and prepare for the future of our profession. I hope you will look over the conference schedule and register to attend. TAIR is a member organization and needs your active support to provide services that improve and sustain the profession. So come on down to Houston and meet with your colleagues from around the state. Network, learn, and work together in a relaxed and fun setting.

I look forward to seeing you all very soon.

Kind regards, *Kara*

39th Annual TAIR Conference

TAIR 2017 will be held at the **Hilton NASA Clear Lake Hotel**. Located across from the **Space Museum** at the NASA Space Center and within minutes of the **Kemah Boardwalk** and **The Bullet** wooden rollercoaster. Come early or stay after the conference and head to the **USS Texas museum** and step aboard a genuine World War II battleship in La Porte, TX or take a short drive and enjoy sun, sand and sea at nearby **Galveston Beach** and enjoy the new **Pleasure Pier**. Conference Registration: <https://www.regonline.com/TAIR2017>

TAIR has arranged a block of rooms for the conference at the rate of \$132 per night. The room rate includes wireless internet access for the duration of your stay. Reservations can be made by calling Hilton Reservations directly at 1-281-333-9300 and asking for the TAIR conference rate (TXA) or via our group web page located at: http://www.hilton.com/en/hi/groups/personalized/H/HOUNBHF-TXA-20170225/index.jhtml?WT.mc_id=POG

Teri

TAIR 2017 Schedule Overview

2/26/17	Sunday	8:00-9:00	Preconference Workshop Breakfast
		9:00-12:00	Preconference Workshops
		12:00-1:00	Lunch for Preconference Workshop
		1:00-4:00	Preconference Workshops
2/27/17	Monday	6:30-7:30	Preconference Workshop Breakfast
		7:30-10:30	Preconference Workshops
		11-12:15	General Session 1
		12:15-1:15	Lunch
		1:30-2:15	Concurrent sessions A
		2:30-3:15	Concurrent Sessions B
		3:30-4:15	Concurrent Sessions C
		4:30-5:15	Concurrent Sessions D
2/28/17	Tuesday	5:30-7:30	Meet, Munch, & Mingle
		8:00-5:00	Vendor Exhibits
		7:30-9:15	User Communities Roundtable/Breakfast
		8:00-9:15	Past Presidents Breakfast
		9:30-10:15	Concurrent Sessions E
		10:30-11:15	Concurrent Sessions F
		11:30-12:30	Lunch
		12:30-1:15	Concurrent Sessions G
		1:30-2:15	Concurrent Sessions H
		2:30-3:30	Vendor Fair
		3:30-4:15	Concurrent Sessions I -Business Meeting
3/1/17	Wednesday	4:30-5:15	Concurrent Sessions J
		6:30-9:30	Special Event
		7:30-9:00	Breakfast
		8:30-9:15	Concurrent Sessions K/Legislative Update
		9:30-10:15	Concurrent Sessions L
		10:30-11:45	General Session 2
		12:00-1:00	Post-Conference Workshop Lunch
1:00-4:00	Post-Conference Workshops		
1:00-4:00	Executive Committee Meeting—By Invitation		

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. A Travel Grant program is available to assist members who need some help funding conference travel.

Travel grants at **\$350 each** are available to help cover travel expenses for TAIR 2017. 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, 2016**.

The TAIR Travel Grant Application and directions are available at <https://www.regonline.com/TAIRtravelgrants>

Meet the Executive Committee:



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



Vice President:
Kara Larkan-Skinner
Our Lady of the Lake University
San Antonio, TX
(210) 431-5549
klarkan-skinner@ollusa.edu



Secretary: Amanda Clark
Blinn College
Brenham, TX
Office: 979-830-4743
amanda.clark@blinn.edu



Treasurer:
Cathy Delgado
The University of Texas System
Austin, Texas
(512) 579-5055
cdelgado@utsystem.edu

Appointments:

TAIR-L Manager:

Faron Kincheloe, Baylor University

Web Administrator:

Todd Moon, Austin Community College

Historian:

Sushil Pallemoni, Del Mar College

Liaison to AIR:

Soon Merz, Austin Community College

Newsletter Editor:

Todd Moon, Austin Community College

Immediate Past President:

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



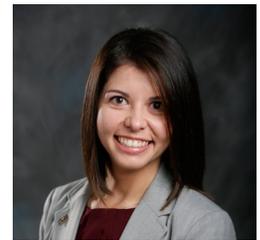
Professional Development Officer:

Marc Turner
Texas State University
San Marcos, Texas
(512) 245-2386
gturner@txstate.edu



Communications Officer:

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 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
Cathy Delgado, 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:

Kara Larkan-Skinner, Our Lady of the Lake University

Concurrent Sessions:

Michael Albert, Our Lady of the Lake University

Evaluations:

Cindy Ullrich, Brazosport College

General Sessions:

Jessica Shedd, University of Texas System

Local Arrangements:

Teri Walker, College of the Mainland

Special Event:

Marilyn Greer, TAIR Emerita

Program Brochure:

Lillian Marshall, Blinn College

Session Facilitators:

Carmen Allen, University of Houston

Special Interest Groups:

Leona Urbish, TAMU Corpus Christi

Sponsors:

Daniel O'Hanlon, Austin Community College

Conference App:

Al Walser, UT Austin

Appointed Committees:

Financial Review Committee

Rick Leyva, Richland College - DCCCD

Jana Marak, Baylor University

Tracy Stegmair, Texas Woman's University

Historian

Sushil Pallemoani, Del Mar College

Professional Development Committee

G. Marc Turner, Texas State University (Chair)

Frances Frey, Our Lady of the Lake University

Tommy Van Hook, North Central Texas College

Katharine Mason, Texas A&M University – Corpus Christi

Laura Wichman, McLennan Community College

Awards Committee

Mary Barton, University of North Texas (Chair)

David Brown, North Central Texas College

Mike Haynes, Tarleton State University

Faron Kincheloe, Baylor University

Kara Larkan-Skinner, Our Lady of the Lake University

Soon Merz, Austin Community College

Tracy Stegmair, Texas Woman's University

Elected Committee:

Nominating Committee

Mary Barton, University of North Texas (Chair)

Gabriela Borcoman, Texas Higher Education Coordinating Board

Lisa Haynes, Texas Woman's University

Susan Thompson, Texas State University

Carol Tucker, University of Houston - Downtown



TAIR Membership Update

Welcome to TAIR members, new and old; we look forward to working with you and appreciate your contribution to our organization. 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; access to summer professional development workshops, which contribute to the TAIR Professional Development Certification; and access to leaders in higher education and high quality vendors at the annual conference. Membership is maintained annually with the TAIR conference marking the start of the membership year. For 2016, TAIR has 333 members representing a range of institutions and agencies from across the state and nationally.

TAIR 2017 Membership by Institutional/Organizational Category

Category	Count of Members	Percent of Members
4 Year Public	124	37%
2 Year Public	154	46%
4 Year Private	36	11%
Association	15	5%
Technical	2	1%
Other	2	1%
Total	333	100%

TAIR 2017 Outstanding Professional Practice Award

Best Visual Display of Information

Each year, TAIR awards the Outstanding Professional Practice Award(s) to recognize excellence in our work. Categories of work to be recognized are determined by the Awards Committee and may vary from year to year. For the 2017 conference, the Awards Committee has chosen to recognize the best visual display of information.

Submissions may include an infographic table, chart, illustration, PowerPoint slide, or some other means of visually representing data or information that helps connect data with decision-making in a visually appealing way. The submission must fit on a single printed page or a single web page in order to be considered; images that are linked in a series – such as a set of tables or charts in a dashboard – may be submitted but will be judged individually as single submissions.



In order to be eligible for consideration, the visual display's creator must be a member of TAIR at the time of submission. If more than one person is credited with creation of the visual display, at least one of the creators must be a TAIR member.

To be considered for the 2017 Outstanding Professional Practice Award, submissions must include the following:

- Name, title, and institution of person submitting item for consideration
- Context for the display:
 - * limit of 250 words
 - * briefly describe for what purpose the display was created
 - * who is the intended audience
 - * how the display was used in decision-making and any other pertinent information
- PDF of visual display or link to display's web page

Submissions should be sent via e-mail to Mary Barton, TAIR Immediate Past President and Chair of the Awards Committee, at mary.barton@unt.edu no later than December 15, 2016. Late submissions will not be accepted. The winner will be announced at the TAIR Annual Conference to be held at the Hilton Houston NASA Clear Lake Hotel in Houston, Texas, February 26 – March 1, 2017.

Submissions will be judged on the following criteria:

- Topic (clarity, relevance)
- Content (level of detail appropriate for audience, timeliness)
- Format (clarity, composition/craftsmanship)
- Detail (accuracy, documentation)
- Attractiveness (visually appealing)
- Ability to tell a story



Letter from the TAIR Professional Development Officer

The TAIR 2016 Summer Workshops were a tremendous success with 8 exciting sessions. I want to extend a huge “Thank You” to all of the workshop leaders and attendees for making the event such a success. Plans are already in the works for the summer workshops next year, so be on the lookout for a “Save the Date” announcement coming soon.

As we gear up for TAIR 2017, the Professional Development committee has been hard at work putting together a series of workshops aimed at meeting the needs of our members. In early September a Professional Development Needs Survey was sent out to 179 senior level IR professionals across the state. Over 50% responded and helped provide us with a clearer direction on where to focus professional development efforts moving forward. We were also able to pick up on some of the varying needs between different institutions. Some areas were clearly rated as top priorities (e.g. Data Visualization) while other areas that have been focused on in the past were seen as lower priorities (e.g. beginning Excel). These findings seem to reflect both the changing nature of Institutional Research and changes in the skills people entering the field tend to possess.

TAIR 2017 Workshop Schedule Overview

Pre-Conference		Post-Conference
Sunday	Monday	Wednesday
Newcomers to IR Data Visualization Advanced Excel Asking the Right Questions R for Everyday Tasks Outcomes Assessment Avoiding Death by PowerPoint	Reports using IPEDS data SAS with Enterprise Guide Google Charts for IR SQL Programming	Beginning Tableau Focus Groups

A complete schedule of workshops with descriptions will be sent out to the listserv and made available on the TAIR website in the coming days. Space will be limited for some of the workshops, so please be sure to sign up early!

The findings of the survey and subsequent discussions have also led to some upcoming revisions to the Professional Development Certificate Program to better reflect the differences between institutions and training needs of our members. The revised curriculum will allow for more flexibility while still focusing on both the breadth and depth of training opportunities. These changes will not impact those who have already completed the Level 1 certificate and all workshops completed since the program started will still count. Be sure to stay tuned to the TAIR website for a full description of the new requirements.

Marc

Congratulations to the TAIR Class of 2016!

Congratulations to the 2016 TAIR Professional Development Completion Certificate – Level 1 recipients! The following list includes members who have completed the current requirements for the first stage of the TAIR Professional Development Certificate of Completion Program. We look forward to adding your name to the list soon!

Spring 2016

Fahmida Dehlvi, University of Houston-Downtown
Mary Elkins, Texas Tech University
Bonnie Hurford, Tarrant County College
Jennifer Jones, University of Mary Hardin-Baylor
Kristina Lopez, San Antonio College
Monica Peters-Clark, Angelina College
Yvonne Pringle, Texas Woman's University
Lucy Ramirez, St. Mary's University
Mansour Salami, El Centro-DCCCD
Tracy Simms, University of Houston Downtown
Cindy Ullrich, Brazosport College
Thomas Van Hook, North Central Texas College
Al Walser, University of Texas at Austin
Newman Wong, Midwestern State University

Summer 2016

Teresita Barlow, Texas Tech University
Amanda Clark, Blinn College
Christina Cortinas, Texas A&M University-San Antonio
Matthew Dabrowski, South Texas College
Savithra Eratne, San Antonio College
Ismael Marquez, South Texas College
Lillian Marshall, Blinn College
Jane Mims, Texas A&M University-San Antonio
Jeanine Reynolds, Texas Tech University



TAIR Special Event



The TAIR Special Event will be out of this world! We are having our event in **NASA's Starship Gallery**, which is home to space-flown artifacts, Apollo 17, Skylab trainer, and the Moon Rock Vault. This will be a perfect setting for our TAIR dinner. We will also have ample time to wander the exhibits, and then dine on our three course "Sunday Dinner". NASA has recently renovated their exhibits to include additional material within their exhibits. More details to follow, but reserve your time and tickets! Make plans now to attend this **very** special event! <http://spacecenter.org/>

TAIR Special Events

Marilyn



Save the Date!



Schedule your calendars!

Future TAIR Annual Conferences TAIR 2017:

February 26 - March 1st at Hilton NASA
Clear Lake, Houston

TAIR 2018: February - March at Omni Corpus
Christi, Corpus Christi

TAIR 2019: February - March at Horseshoe
Bay Resort, Horseshoe Bay

TAIR-L Listserv Update

TAIR-L has moved! Some of you may have noticed that our listserv is now being hosted by Baylor. All the same functionality exists, simply with a baylor.edu address. As a reminder, current TAIR members (2016) can post directly to the listserv at tair-l@baylor.edu. Those with lapsed memberships from the two prior year (2014 or 2015) will receive messages, but must renew their membership in order to post a message or participate in listserv discussions. To renew your membership, please visit <http://www.texas-air.org/member/>