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BIANNUAL
NEWSLETTER of the
TEXAS ASSOCIATION for
INSTITUTIONAL RESEARCH

Teresa Isbell
President

this issue

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A LETTER FROM THE PRESIDENT

We are just a few months away from the next TAIR conference, and the Program Committee has some great sessions planned for us at Horseshoe Bay! But first, I would like to update you on the activities of your Executive Committee (EC).

I am pleased to announce the TAIR Strategic Planning Task Force completed its work in July and the Task Force Chair presented a draft strategic plan to the TAIR EC in September. The committee approved the draft with minor edits.

The plan includes an updated mission for TAIR and three focused goals. The Task Force also included suggested strategies for achieving these goals and targets to measure the Association's success in achieving the goals. I want to express my most profound appreciation to my fellow Task Force members for their many hours dedicated to completing the plan: Mr. Paul Turcotte, Mr. Ed Evans, Dr. Jenna Cullinane Hege, Dr. Staci Martin, Dr. Thomas Martin, Ms. Soon Merz Flynn, Mr. Jacob Price, Dr. Philip Rhodes, Ms. Tami Rice, Dr. S.J. Sethi, Dr. Kara Larkan-Skinner, Mr. Mark Stout, and Ms. Isabel Weeden.

The TAIR EC is committed to the success of the plan, and in preparation for its implementation, we invite members to attend a planning session on the first day of the conference. We call on members to seek ways to help us achieve our goals by volunteering to work strategies. Members of the Task Force will form a panel during the session to answer member questions and work with members to identify next steps in implementing the plan.

The strategic plan will be distributed to TAIR members for review in December and included for consideration of adoption on the agenda for the TAIR 2019 Business Meeting. We hope you can take a few minutes to review the plan in preparation for the vote.

The Awards Committee, led by Immediate Past President Kara Larkan-Skinner, will be considering nominees for the Best Visual Display of Data. For the award criteria, please go to **page 7**.

I hope you were able to join us in Austin for our summer workshop. Lea Campbell and the Professional Development Committee delivered a great selection of learning opportunities. Please see **page 9** for more information.

We currently have 289 TAIR members which is wonderful! We are continuing to have issues with the listserv, with a few of our members not able to receive emails. We're continuing to work on the issue.

To help us continue to offer professional development opportunities for our members in great venues, our conference registration fees have increased slightly. The 2019 fees will be $250 for early registration (through January 13), $300 for regular registration (January 14 – February 12), and $350 for late registration (beginning February 13). Remember the annual membership fee of $25 is included in the conference registration fee. The cost of the workshops remains the same at $75. Even with the price increase, TAIR is still a bargain for professional development!

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We understand that some of you may be faced with tight budgets, and even though the conference fee increase is slight, it may still be a factor. Please remember that TAIR does offer some assistance in the form of Travel Grants. We increased the amount of the travel grants this year. See **page 3** or go to the website for more information and application instructions.

I hope you are as excited as I am about the 2019 conference in Horseshoe Bay! Vice President/Program Chair Marc Turner and the Program Committee have planned a terrific conference that offers something for everyone. This year we have implemented some changes to fit the hotel and its facilities, and we're trying some new things just to keep things fresh! More details about the conference can be found in Marc's note below and elsewhere in the newsletter.

Lastly, it takes a community to keep TAIR running smoothly. Besides your elected officers and committees, there are many others appointed to accomplish a variety of tasks behind the scenes. Won't you please consider helping TAIR by getting more involved this coming year? If you want to help contribute to TAIR's continuing professional development success, please attend the Strategic Planning panel session at the conference. If you are interested in helping out for next year's conference, reach out to any of your Executive Committee team members. We will be happy to get you involved.

I hope to see you in Horseshoe Bay!

Teresa

A NOTE FROM YOUR VICE-PRESIDENT AND PROGRAM CHAIR

Marc Turner
VP/Program Chair

Get ready for TAIR 2019! This conference is shaping up to be one of the best annual conferences in recent years. The Program Committee has been hard at work organizing the details to make sure this conference is one that you'll be sure to remember! This process includes several changes from past conferences to enhance your networking opportunities in addition to the professional development activities that TAIR is known for providing.

The theme for this year's conference is "*The Hills are Alive with the Sound of Data*", and we guarantee everyone will have a good time! Thank you to Thomas Van Hook (North Central Texas College) and Jason Simon (University of North Texas) who both submitted the same idea! A special thank you also goes out to Carmen Allen for the design of this year's cover brochure!

As part of the changes for this year, we are reorganizing the tracks to better align with those at the national level. This means workshops and concurrent sessions will be focused around (1) *Operations & Leadership*, (2) *Planning & Evaluation,* (3) *Collecting, Analyzing, Interpreting, & Reporting,* (4) *Being Stewards of Data & Information,* (5) *Educating Information Producers, Users, & Consumers,* and (6) *Current Issues & Research in Higher Education*. With this year also being a legislative year, we will also include sessions focused on giving you insight into changes coming from the State.

The Pre-Conference workshops will begin on Monday (2/25) and continue through Tuesday (2/26) morning. Be sure to look over the list and description of upcoming workshops so you don't miss out on these excellent opportunities to enhance your skills at a price lower than you will find at the regional or national level!

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The conference itself will begin at 1 PM on Tuesday, February 26th, with our opening keynote speaker Ann Emery. With several years of experience in data visualization and storytelling, Ann is a highly sought-after speaker who focuses on transforming data from spreadsheets into useful and understandable presentations. Her keynote is going to be one that you don't want to miss! And on Tuesday evening, as we wind down from an afternoon of engaging concurrent sessions, be sure to join us for the Welcome Dinner. This is an excellent opportunity to network with your peers and catch-up with all your TAIR friends.

Wednesday will be another day of exciting and engaging sessions along with time to meet with a variety of vendors who provide the tools that make our lives easier. The Annual Business Meeting will occur in conjunction with lunch so that everyone has an opportunity to attend. One of the focuses of the business meeting this year will be on adopting the new TAIR Strategic Plan, which will guide the course of the organization over the coming years to better meet the needs of members like you! On Wednesday afternoon we will have a special "Thank You" fair to acknowledge our sponsors and a reception for you to meet up with your fellow TAIR members and discuss all that you have learned during the day.

The Legislative Update from the Coordinating Board will be held after breakfast on Thursday morning, so you will want to be sure to stick around until the end so you don't miss out. Following our last round of concurrent sessions, we will end with the closing keynote and a final farewell message from the TAIR Executive Committee.

Be sure to check out the TAIR 2019 Conference Page on the TAIR website at http://texas-air.org/index.php/conferences/2019-tair-conference/ for more details and information.

Marc

Horseshoe Bay Resort

TAIR TRAVEL GRANTS

The annual TAIR conference 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. To that end, a Travel Grant program is available to assist members who need some help funding conference travel.

Travel grants of $400 each are available to help cover travel expenses for TAIR 2019. These grants are available to active members and those who will become new members for 2019.

The deadline to apply for a travel grant is January 5, 2019.

The TAIR Travel Grant Application and directions are available at https://www.regonline.com/TAIRtravelgrants2019 .

MEET THE EXECUTIVE COMMITTEE

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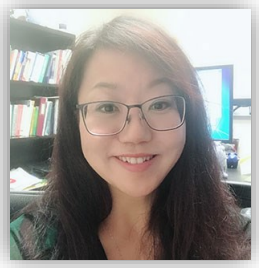

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APPOINTED POSITIONS

Electronic List Manager
Faron Kincheloe
Baylor University

Newsletter Editor
Carmen Allen
University of Houston

Liaison to AIR
Marc Turner
Texas State University

Historian
To Be Appointed

TAIR PAYMENT ADDRESS

This is a great time to ensure that the address you have on file with your institution for TAIR is up-to-date. Please take a moment to check or to ask your administrative assistant to verify the TAIR payment address.

Please send all payments to:

TAIR Treasurer
Paul Turcotte
Texas A&M University-Central Texas
1001 Leadership Place
Killeen, TX 76549

Send questions about TAIR payments and financial concerns to treasurer@texas-air.org .

PROGRAM COMMITTEE

Program Chair
Marc Turner, Texas State University
Concurrent Session Coordinator
TBD
Sponsor Liaison
Marcelo Paredes, University of Texas-Rio Grande Valley
Conference Brochure Editor
Ashley McPherson, Texas Tech University
Community Table Coordinator
Grace Mineta, Southwestern University
Session Facilitator Coordinator
Bonnie Hurford, Tarrant County College
Local Arrangements Chair
Daniel O'Hanlon, Austin Community College
Local Arrangements Subcommittee
Trey Buchanan, Concordia University
Soon Flynn, Austin Community College
Conference App
Morgan Carter, Tarleton State University
Pre-Conference Workshops
Lea Campbell, University of Houston-Downtown
Ex-Officio
Kara Larkan-Skinner, Trinity University
Teresa Isbell, Texas A&M University Health Science Ctr.
Dan Su, Texas A&M University-Commerce
Paul Turcotte, Texas A&M University-Central Texas
Morgan Carter, Tarleton State University

ELECTED COMMITTEE

Nominating Committee

Chair
Kara Larkan-Skinner, Trinity University
Members
Cathy Delgado, University of Texas System
Danica Frampton, St. Edward's University
Sushil Pallemoni, Del Mar College
Phil Rhodes, McLennan Community College

APPOINTED COMMITTEES

Awards Committee

Chair
Kara Larkan-Skinner, Trinity University
Members
Carmen Allen, University of Houston
Mary Barton, University of North Texas
Susan Brown, University of Texas - Rio Grande Valley
Amanda Clark, Blinn College
Guyla Davis, Richland College
Ryan Fitzgerald, South Plains College
Kimberly Sanders, Alamo Colleges
Carol Tucker, University of Houston-Downtown
Laura Wichman, McLennan Community College

Financial Review Committee

Chair
Tracy Stegmair, Texas Woman's University
Members
Kate Proff, Texas State University
Jessica Smith, West Texas A&M University

Professional Development Committee

Chair
Lea Campbell, University of Houston-Downtown
Members
Sharon Bailey, University of Houston - Victoria
Serkan Celtek, South Texas College
Marian Chaney, Lone Star College
Ryan Fitzgerald, South Plains College
Paula Iaeger, UT MD Anderson Cancer Center

TAIR 2019 ANNUAL CONFERENCE

TAIR 2019 will be held February 25-28, 2019 at Horseshoe Bay Resort located just outside of Marble Falls, Texas in the beautiful Texas Hill Country and on the shores of Lake LBJ. The hotel is an upscale resort with multiple dining options and resort amenities available for attendees. This would be a great location to take your family for a get-away either before or after the conference to enjoy the full range of facilities, including a day spa, tennis courts, three award-winning golf courses, bass fishing, marina, a "Birds of the Bay" show, and more!

We want to extend a special "Thank You" to Soon Flynn and Daniel O'Hanlon for their work in locating and securing this wonderful venue for us!

Visit **http://texas-air.org/index.php/conferences/2019-tair-conference/** for more conference information!

Horseshoe Bay Resort
200 Hi Circle North
Horseshoe Bay, TX 78657
https://www.hsbresort.com/

TAIR 2019 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 2019 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 2019 Outstanding Professional Practice Award, submissions must include the following:

- **Name, title, and institution** of the 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 Kara Larkin-Skinner, TAIR Immediate Past President and Chair of the Awards Committee, at past-president@texas-air.org no later than **January 5, 2019**. Late submissions will not be accepted. The winner will be announced at the TAIR Annual Conference to be held February 25-28, 2019 at Horseshoe Bay Resort located just outside of Marble Falls, Texas.

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

TAIR 2019 CONFERENCE SCHEDULE OVERVIEW

The Program Committee has been hard at work coming up with new and innovative ideas to make this the best TAIR conference ever! This includes changes to the typical TAIR schedule and format compared to the past few years. Below you'll find an overview of the new and improved schedule.

In addition to the scheduling the conference for Monday – Thursday, we've built in a later start time on Tuesday to give people additional time to arrive. And since we will not be including lunch on the first day this year due to the later start, we will have a Welcome Dinner for all attendees! This will provide a great opportunity for you to meet new TAIR members and network with your colleagues from past conferences as you share your experiences from concurrent sessions earlier in the day. We're also including the business meeting with the Awards Luncheon on Wednesday in an effort to have greater participation in the Annual Business Meeting.

We hope that these changes will enhance your experience at the conference and that you're as excited about them as we are!

Monday, February 25th	
9:00 - 12:00	Pre-Conference Workshops
12:00 - 1:00	Pre-Conference Luncheon *(open to Monday workshop attendees)*
1:00 - 4:00	Pre-Conference Workshops
Tuesday, February 26th	
8:30 - 11:30	Pre-Conference Workshops
11:30 - 12:30	Pre-Conference Luncheon *(open to Tuesday workshop attendees)*
1:00 - 2:15	Opening Ceremony and General Session I
2:30 - 5:15	Concurrent Sessions
6:30 - 8:00	Welcome Dinner
Wednesday, February 27th	
7:30 - 9:00	Community Breakfast
9:00 - 12:00	Concurrent Sessions
12:00 - 1:30	Awards and Business Meeting Luncheon
2:00 - 5:00	Concurrent Sessions
3:00 - 3:45	Vendor Fair
5:30 - 7:00	Reception
Thursday, February 28th	
7:30 - 9:00	Breakfast
9:00 - 9:45	Legislative Update from THECB
9:00 - 11:00	Concurrent Sessions
11:00 - 12:00	General Session II and Closing Ceremony
12:00 - 4:00	Executive Committee Luncheon and Transfer Meeting *(for incoming and outgoing Executive Committee Members)*

PROFESSIONAL DEVELOPMENT UPDATE

Lea Campbell
Professional Development Officer

Report on TAIR 2018 Summer Workshops

Let me begin by extending a huge "thank you" to workshop leaders who volunteered their time and energy at the TAIR 2018 Summer Workshops held this past July. TAIR offered 11 summer workshops with 49 TAIR members participating. Topics included visualizing data, predictive analytics, analysis of variance, and assessment, as well as Power BI, SAS, Excel, and Qualtrics. Our thanks to both those who attended as well as everyone who has volunteered their expertise to make these workshops available. TAIR's model of professional development and the Professional Development Certificate of Completion Program are gaining recognition from other organizations. None of this would be possible without the wonderful members who volunteer their time to mentor up and coming professionals in the field. Thank you again for your efforts!

TAIR 2019 Pre-Conference Workshops

We have a great lineup of workshops for the 2019 TAIR conference including a session on Power BI taught in partnership with a representative from Microsoft, an innovative session on assessment in which a cooking lesson is used to illustrate how to create effective learning outcomes, and a session on how IR/IE staff can avoid burn out. **W-7: Demystifying Predictive Analytics** was one of the most popular sessions offered during the TAIR Summer Workshops so if you missed it in July, you have a second opportunity to take it in 2019. And if you are new to TAIR, consider attending the TAIR Newcomers Workshop to learn how you can take advantage of all the opportunities that TAIR offers.

<table>
<tr><th colspan="4">Monday, February 25, 2019</th></tr>
<tr><td>Monday
9:00—4:00</td><td colspan="3">Monday Morning
9:00—12:00</td></tr>
<tr><td rowspan="3">W1: Exploring Power BI by Microsoft: Intuitive Data Sharing and Drilling
NOTE: This is a full-day workshop.</td><td>W2: TAIR Newcomers Workshop</td><td>W3: Ready, Set, Cook! Cooking Our Way Through the Assessment Process</td><td>W4: The Memo They Will Read: Writing for the OIE/IR Professional</td></tr>
<tr><td colspan="3">Monday Afternoon
1:00—4:00</td></tr>
<tr><td>W5: Tools, Tips & Technology to Help Avoid Burnout Among IR/IE Professionals</td><td>W6: You CAN Manage Your Projects!</td><td>W7: Demystifying Predictive Analysis</td></tr>
<tr><td colspan="4">Tuesday, February 26, 2019
8:30—11:30</td></tr>
<tr><td>W8: Modern Analytics in Education: Developing a Strong Tableau Foundation by Tableau</td><td>W9: I've Got the Power: Using Power BI in Higher Education</td><td>W10: Excel for Beginners</td><td>W11: How to use SPSS to Build a Predictive Model</td></tr>
</table>

Tracks: Plan & Evaluate | Collect, Analyze, Interpret & Report | Operations & Leadership | Educate Information Producers, Users,& Consumers

Registration is $75/workshop with the exceptions of the Newcomers which is $50 and the all-day workshop on Power BI which is $150 and includes lunch and all the coffee you can drink. For more information on the workshops, please go to: https://texas-air.org/index.php/professional-development/Upcoming-and-Past-Workshops/.

Lea

COMMUNICATIONS OFFICER UPDATE

Morgan Carter
Communications Officer

Boy does time fly! It just seems like yesterday I was nominated to serve as Communications Officer and now this will be my last newsletter and conference in that capacity. It has been a pleasure serving the organization in this role and have learned so much about how great this organization has been and continues to be. I look forward to working with the incoming Communications Officer on the transition and helping them continue to work towards the organization's strategic goals.

The need for a more robust membership directory and registration system was identified as a goal in the strategic plan and a small ad-hoc committee was formed to review potential solutions. Paul Turcotte (Texas A&M - Central Texas), Ed Evans (Texas A&M - Corpus Christi), and Simon Smith (Tarleton State University) are helping with this goal by identifying solutions to recommend to the Executive Committee in February. We continue to seek input until a potential solution is identified.

I am still on the lookout for a web administrator since Todd Moon's departure. If anyone would like to serve the organization in this role, please email me and I can go over the details. Extensive web administrator experience is not required.

Finally, this is the call for conference projectors. One way we continue to keep conference costs reasonable is the use of projectors supplied by you, our members. Please email me at communications@texas-air.org if you are able to assist.

See you all in February!

Morgan

TAIR LISTSERV UPDATE

In June, the mail server that hosts TAIR-L came under "attack" by phishers/ spammers trying to subscribe to lists. The large number of responses from the server to these requests was perceived by Microsoft to be SPAM so they started blocking the IP address on June 19th. Microsoft removed the block a short time later, but many institutions continued to treat the address as blacklisted which prevented TAIR-L messages from reaching many of our members. **Please contact your IT department and ask them to whitelist the IP address of the TAIR-L server.** Contact Faron_Kincheloe@baylor.edu to get the specific address.

If you change email addresses, please let Faron know so that he can make sure you continue to receive communications from the listserv.

FUTURE TAIR CONFERENCES

TAIR 2019
February 25-28, 2019
Horseshoe Bay Resort
Horseshoe Bay, TX

TAIR 2020
March 1-4, 2020
Marriott Plaza San Antonio
San Antonio, TX

TAIR 2021
February 28 – March 3, 2021
Embassy Suites by Hilton,
Denton Convention Center
Denton, TX