TAIR 2020 Pre-conference Workshops				
Sunday, March 1, 2020 **9am-noon**				
Workshop	**Title**	**Abstract**	**Track**	**Intended Audience & Institutional Type**
W1	Beginning SAS	This workshop will provide hands-on training on basic Base SAS programming. It will start with writing a LIBNAME statement and move into the DATA step process. It will also cover useful SAS procedures like PROC IMPORT, PROC EXPORT, PROC MEANS, and PROC SQL. The third part of the workshop will focus on SAS Enterprise Guide and how you can use it to write more complex SAS procedures like PROC TABULATE and PROC TRANSPOSE. Finally, it will show how to write data to a text file for easy uploads to federal and state reporting websites like IPEDS or CBM reports. Tracy Stegmair. Texas Woman's University Kelsey Zemler, Texas Woman's University	Collect-Analyze-Interpret-&-Report	2-Year 4-Year Public Private
W2	The Vault of the THECB Data Tools	Take a whirlwind tour and peak under the hood of THECB's Texas Higher Education Data (THED) website and related sources. Using 60x30TX as a framework, this workshop is geared to anyone who would like to know more about the data available from The Coordinating Board. Learn how to navigate THECB data resources available to help support and evaluate innovations efforts at your institution. Luis Martinez, THECB Elizabeth Chivers, THECB	Stewards of Data & Information	2-Year 4-Year Public Private
W3	Test-item Analysis in 2 Case Studies	Item analysis is a process for determining the quality of individual multiple-choice test questions and, by extension, the quality of entire multiple-choice tests and exams. Through this introductory-level workshop which is framed in terms of two different context – a large, multi-item exit exam and evaluation of a competency-based assessment program - you will learn to: (1) Define the basic elements of item analysis, including item difficulty, item discrimination, and distractor analysis; (2) Make sense of item-level statistics and (3) Use item analysis principles to improve your question writing, assessment and testing practice this semester.	Collect, Analyze, Interpret & Report	2-Year 4-Year Public Private

		Lea Campbell, University of Houston – Downtown Michelle Hernandez-Perez, University of Houston - Downtown		
W4	Structure, Manipulate, and Clean Your Data with Tableau Prep: No SQL Required	This hands-on workshop will introduce attendees to Tableau Prep Builder, which is included with Tableau Creator licenses but whose benefits often go overlooked. During the workshop, we will look at ways of building data sources for use in Tableau by combining text and Excel files, matching and grouping responses, transposing rows and columns, aggregating the data, and more! Data will come from a variety of sources including enrollment reports, survey responses, and salary reports. We will also look at how to export the resulting data sets for use in both Tableau and other products. The workshop will conclude by demonstrating the creation of basic visualizations of the data in Tableau Desktop. Attendees should bring their own laptop with Tableau Prep Builder 2019.4 and Tableau Desktop 2019.4 installed. G. Marc Turner, Texas State University	Collect, Analyze, Interpret & Report	2-Year 4-Year Public Private
W5	TAIR Newcomers Workshop	The TAIR Newcomer's Workshop is a half-day session focusing on resources that are available to institutional researchers and more specifically members of TAIR. The workshop will explore how IR offices and the roles within them are both similar and different across various types of institutions. This presentation will cover the benefits of TAIR membership including the Listserv, Summer Workshops, TAIR conference, and Certificate Program. Let this be the beginning of your networking experience with other IR professionals. Faron Kincheloe, Baylor University	Operations & Leadership	Individuals new to TAIR 2-Year 4-Year Public Private

		Sunday, May 1, 2020 **1-4pm**		
W6	Introduction to Time Series Forecasting	Using education/IR-related data, this workshop will show participants how to develop predictions using several basic models which are used in times series forecasting. Models presented include moving average, linear trend, and simple exponential smoothing. The time series decomposition model---which builds upon fundamental concepts to separate data into seasonal, trend, and cyclical components---will be introduced as well. Finally, the session will cover multiples methods for evaluating the accuracy of prediction models, an important step in selecting the most appropriate model for a given set of data. This workshop is intended for novices and experienced forecasters desiring a review of basic principles. Proficiency with Excel is required, as attendees will be using their laptops and this software to build models and compute error statistics. Rion McDonald, University of North Texas	Plan and Evaluate	Must be proficient with Excel 2-Year 4-Year Public Private

W7	The 52-Week Workflow	Providing a "52-Week Workflow" is an essential component for successful leadership with Office of Institutional Research (OIR). In a recent study conducted by the Association of Institutional Research (AIR), data show that the 69% of office are from 2-3 and 3-5 full time equivalents. With limited staffing models and the comprehensive tasks assigned to the OIR, workflow management is now the most indispensable tool in the management toolbox. By combining Assessment, Compliance, Survey, and Systemic Reporting we can readily establish a 52-Week Workflow which ensures stability as well as sustainability in the workflow. Team members appreciate and look forward to the organization that a 52-Week Workflow provides while the administrator delivers transparent and efficient management to their institution. The 52-Week Workflow is a fundamental key to success for the OIR. In this workshop we will develop a "52-Week Workflow" for your team with the following areas of responsibility:
		          *Assessment *Survey
		          *Compliance *Systemic Reporting
		Using the 52-Week planning template (which will be provided), we will map out the academic year (September – August) with the above responsibilities to develop a sustainable and transparent workflow. Full Time Equivalence (FTE) for staffing, goal
			Operations & Leadership	2-Year
				4-Year
				Public
				Private

		setting and attainment, and projects management practices will be addressed during the workshop. At the end of the session, you will have a 52-Week plan to share with your team and supervisor for the year's workflow. Richard Plott, Texas Southern University		
W8	Simplifying SQL	This workshop is intended for novice to intermediate SQL coders and will warm up with some basics of SQL coding and progress up to the demonstration and practice of using WITH clauses and sub-queries to help simplify the methods of developing query syntax. A useful demonstration of using a WITH clause and a sub-query will be provided as applicable to returning the minimum or maximum enrollment record based on year and term value for each distinct ID in a query result. CASE or other basic statements or clauses may also be covered as time allows, depending on the speed of our group. We will be using free online development platforms such as w3schools.com and sqlfiddle.com since we will be concentrating on the coding concepts, rather than a particular software proficiency. No prior knowledge of these online development tools is necessary. Lindsay Patterson, Schreiner University	Collect, Analyze, Interpret & Report	Novices to intermediate SQL Coders 2-Year 4-Year Public Private
W9	Developing Power BI Dashboard with Predictive Models for Student Persistence and Success	This workshop will include - Introducing the methodology how to develop predictive models for Student persistence and success using institutional data and non-cognitive readiness assessments (called Smarter Measure) - Providing some tips how to develop Power BI report for implementing different initiative and providing different support service based on the predictive model and student profiling - Providing the instruction to add basic inferential statistical analysis (e.g., regression) into Power BI report using R-script - Providing some consultant to develop their own power BI dashboard. Jae Hak Jung, Lone Star College Kwanghee Jung, Texas Tech University Jaehoon Lee, Texas Tech University	Collect-Analyze-Interpret-&-Report	2-Year 4-Year Public Private

W10	IPEDS-Data as the Public Face of an Institution	This workshop stresses the importance of accuracy and consistency in data reported to IPEDS. Examples of real IPEDS data used in the public domain are incorporated, enabling participants to understand the role of governmental and non-governmental entities in IPEDS reporting. The workshop includes presentations, discussions, exercises, and demonstrations using IPEDS data tools and resources. Sponsored by AIR	Collect-Analyze-Interpret-&-Report	2-Year 4-Year Public Private
Monday, May 2, 2019 **8:30-11:30am**				
W11	Presenting the Message: World Class Presentation Skills Needed for Effective Reporting and Data Visualization	Attendees will be able to convert analysis insights into visuals that will effectively convey the message. Attendees will be able to select the appropriate subset of visual representations based on the audience and presentation modality. Attendees will be able to demonstrate effective oral presentation techniques to deliver different types of messages. Attendees will be given hands-on experience utilizing mini-exercises leading to a case study. Sydney Leo, Managing Director BDO, LLP	Education Information Producers, Users & Consumers	2-Year 4-Year Public Private
W12	ZogoTech Analytics for Institutional Researchers	This workshop will focus on ways to utilize ZogoTech Analytics to solve specific IR challenges. Participants will need a laptop with Excel 2016 and PowerBI Desktop. During the session, participants will learn how to pull, prepare, and analyze data using both Excel and PowerBI. Topics will include analysis of cohort outcomes, course scheduling analysis, and daily enrollment analytics. Note: This workshop will be ONLY useful for colleges that have ZogoTech Analytics. Sponsored by ZogoTech	Collect-Analyze-Interpret-&-Report	Only useful for colleges that have ZogoTech Analytics
W13	SQL for Rookies	The Structured Query Language (SQL) is a universal tool incorporated into many software packages and systems for the purpose of reporting and manipulating data. Participants in this workshop can expect to learn how to write basic SQL query code for use with a variety of databases and SQL clients. Participants will practice selecting/querying data, joining tables, filtering data, and many other SQL query basics. This workshop is best suited for those with little to no experience working	Collect-Analyze-Interpret-&-Report	2-Year 4-Year Public Private

		with SQL. The workshop will utilize the SQL implementation within SAS software but no prior SAS experience is required. A laptop with Base SAS or SAS University Edition pre-loaded prior to the workshop is required. SAS University Edition is available as a free download for all participants. Faron Kincheloe, Baylor University		
W14	Spurring Student Success: A Proactive Approach to Predicting Student Retention with Machine Learning and Open Source Integration	Students dropping out is a real snake in our boots! Saddle on up with us as we ride the bucking bronco of predicting student retention. Using real student data, we'll be your huckleberry as we mosey through the entire analytical process for analyzing student trends, developing predictive models using SAS and Open Source algorithms, and visualizing results for actionable insights. At the end, attendees will have the opportunity for open-ended exploration and analysis to see what they can come up with! Laptops and necessary software will be provided. Sponsored by SAS	Collect-Analyze-Interpret-&-Report	2-Year 4-Year Public Private