A LETTER FROM THE PRESIDENT

Greetings TAIR Members!

Can you believe we’re only a couple of months away from the next TAIR Annual Conference! That’s right, TAIR 2020 will be on March 1-4, 2020 in San Antonio.

Registration for TAIR 2020 opened December 3rd and early bird registration will end on January 31st, so now is the time to register by following the “Conference Registration” link on the TAIR website at:

http://texas-air.org/index.php/conferences/2020-tair-conference/

We have an exciting lineup of both workshops and concurrent sessions this year, so you’ll want to be sure and be there. You can learn more about the upcoming conference on the TAIR website.

As we approach the upcoming conference, I want to take a few minutes to talk about the organization we are all apart of. We know what TAIR stands for: Texas Association for Institutional Research. (Okay, some might have that it was “of” instead of “for”, but that’s a common and forgivable mistake.) We also probably know that it is made up of institutional research and effectiveness professionals from across the state (and some from outside the state). But, TAIR is more than that.

TAIR is you! TAIR is what our members make it. As a volunteer run organization, the professional development workshops, the annual conference, all of what TAIR does happens because of you. It was recognized long ago that all members of TAIR have something to contribute, and we are all “equal”.

Without you, TAIR doesn’t exist. TAIR depends on people like you to present something you’ve been working on at the conference. TAIR relies on people like you to teach others how to use some new tool that’s made your job easier. TAIR needs people like you to take on leadership roles to move TAIR forward as the nature of our profession continues to change.

You are TAIR! Each time you post to the listserv, each time you present at the annual conference, each time you just sit in a session and provide support to the presenter, you make TAIR better. Remember that TAIR can’t offer sessions without volunteers like you coming forward to do it. TAIR can’t teach people to use a new piece of software without you stepping forward to lead a workshop and sharing your knowledge. TAIR can’t do it without you, because you are TAIR.

So, as we approach the upcoming annual conference, remember that TAIR depends on people like you attending and stepping forward to make things happen.

I look forward to seeing many of you in San Antonio in March!

~ Marc
A NOTE FROM YOUR VICE-PRESIDENT AND PROGRAM CHAIR

In the not too distant future....... TAIR 2020!

Seriously 2020 is here and this conference is shaping up to be one of the most festive annual conferences in recent years. We were going to go with retinal scanning at check-in to show how futuristic 2020 is, but I was voted down on that, apparently to create that kind of database is pretty expensive.

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! We are keeping the format of last year’s conference to enhance your networking opportunities as this was considered the highlight of last year’s event. The theme for this year’s conference is “Spurring on Innovation Through Research”, and we guarantee everyone will have plenty of time to spur one another on! A special thank you also goes out to Carmen Allen for the design of this year’s cover brochure (2 times in a row)! The Pre-Conference workshops will begin on Sunday (3/1) and continue through Monday (3/2) 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!

The conference itself will begin at 1 PM on Monday, March 2nd, with our opening keynote speaker Paul Smith. With several books and years of experience in storytelling, Paul is a highly sought-after speaker who focuses on transforming how we communicate spreadsheets into useful and understandable presentations. His keynote is going to be one that you don’t want to miss, and will be given to us in two sessions with a break in between. And on Monday 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.

Tuesday 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. On Tuesday 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 Wednesday 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 Sydney Leo Managing Director of BDO’s Industry Specialty Services and a final farewell message from the TAIR Executive Committee. Be sure to check out the TAIR 2020 Conference Page on the TAIR website at http://texas-air.org/index.p

Again, Thanks to all of you that make TAIR the exceptional organization that it is.

Sincerely,

David
As announced previously, the TAIR 2020 Annual Conference will be held at the beautiful Marriott Plaza San Antonio located in downtown San Antonio just blocks from the famous San Antonio Riverwalk. Local arrangements and the rest of the Program Committee have been hard at work getting everything ready for you.

**Important Dates:**

- Early Bird ($275) Registration: Until January 31
- Regular ($325) Registration: February 1 – February 14
- Late ($375) Registration: February 15 – March 1
- Travel Grant Application Deadline: January 20

Learn more at the TAIR 2020 Conference website

A LETTER FROM THE PROFESSIONAL DEVELOPMENT OFFICER

Report on TAIR 2019 Summer Workshops

Let me begin by extending a huge thank you to workshop leaders who volunteered their time and energy at the TAIR 2019 Summer Workshops held this past July. TAIR offered 12 summer workshops with 59 TAIR members participating, an increase of 20% over Summer 2018. Topics included visualizing data, predictive analytics, analysis of variance and assessment as well as Power BI, SAS, Excel, and Qualtrics.

AIR contributed a special IPED’s workshop titled IPED’s Data & Benchmarking: Supporting Decision Making and Institutional Effectiveness and TABLEAU served as the first corporate sponsor for the Summer Workshops series.

Our thanks to both those who attended and our colleagues at TABLEAU, 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.

Report on the TAIR Certification Program

As I transition out of the role of Professional Development Officer, I have spent the last week finalizing the Professional Development Log. Some interesting facts – since 2007,

383: Number of TAIR members participating in at least 1 workshop
2.89: Average number of workshops completed per member
1078: Number of total enrollments in Summer and Pre-conference Workshops
64: Total number of TAIR Professional Development Certificates awarded

During the TAIR 2020 Conference, the Executive Committee would like to recognize all the Certificate Completers with a group picture. I’ll be getting more information out to our current certificate holders with details in the next few weeks.

Speaking of certificates, we have roughly 20 TAIR members who are just one workshop away from earning a Level 2 Certificate. I will be reaching out to those members to let them know what they need to complete the Level 2.
**TAIR 2020 Pre-Conference Workshops**

Wow, can you believe it is almost 2020? We have a great lineup of workshops for the 2020 TAIR conference. You can spend a morning with the TAIR 2020 Conference General Session speaker, Sydney Leo in her session titled *Presenting the Message: World Class Presentation Skills Needed for Effective Reporting and Data Visualization*. Our colleagues at the THECB will be reprising their Summer 2019 workshop on the THECB Data Tools which was very well received. SAS will be sponsoring a workshop on predicting student retention. A number of technical workshops will be offered including Beginning SAS, Tableau, Power BI and ZogoTech and you can learn about test item analysis as an assessment strategy. AIRT will be presenting IPED’s: Data as the Public Face of an Institution. 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.

Registration is $75/workshop with the exception of the IPED’s Workshop which is free. Lunch and all the coffee you can drink is included in the registration fee for the $75 workshops. There will be a $25 lunch fee for those who want to attend only the IPED’s workshop. For more information on the workshops, please go to [http://texas-air.org/wp-content/uploads/2019/12/2020-Conference-Workshop-Descriptions.pdf](http://texas-air.org/wp-content/uploads/2019/12/2020-Conference-Workshop-Descriptions.pdf).

See you in San Antonio!

*Lea*

**Pre-conference Workshop Overview**

**Sunday Morning: 9 am-noon, March 1, 2020**

<table>
<thead>
<tr>
<th>W1: Beginning SAS</th>
<th>W2: Vault of THECB Data Tools</th>
<th>W3: Test-item Analysis in 2 Case Studies</th>
<th>W4: Structure, Manipulate, and Clean Your Data with Tableau Prep: No SQL Required</th>
<th>W5: Newcomers Workshop</th>
</tr>
</thead>
</table>

**Lunch: Noon – 1 pm**

**Sunday Afternoon: 1-4 pm, March 1, 2020**

<table>
<thead>
<tr>
<th>W6: Introduction to Time Series Forecasting</th>
<th>W7: The 52-Week Workflow</th>
<th>W8: Simplifying SQL</th>
<th>W9: Developing Power BI Dashboard with Predictive Models for Student Persistence and Success</th>
<th>W10: IPEDS-Data as the Public Face of an Institution <em>(1-4:30pm)</em></th>
</tr>
</thead>
</table>

**Monday Morning**

8:30-11:30am, March 2, 2020

<table>
<thead>
<tr>
<th>W11 Presenting the Message: World Class Presentation Skills Needed for Effective Reporting and Data Visualization with Sydney Leo</th>
<th>W12: ZogoTech Analytics for Institutional Researchers</th>
<th>W13 SQL for Rookies</th>
<th>W14: SAS: Spurring Student Success: A Proactive Approach to Predicting Student Retention with Machine Learning and Open Source Integration</th>
</tr>
</thead>
</table>

**TRACKS**

- Plan and Evaluate
- Collect-Analyze-Interpret-&-Report
- Operations & Leadership
- Stewards of Data & Information
- Education Information Producers, Users & Consumers
- Institutional Effectiveness & Assessment
TAIR TREASURER UPDATE

The TAIR Executive Committee is happy to welcome David Malone from Collin College as TAIR Treasurer. As a reminder and for those who might have missed it, Bell Weeden took on an exciting career change over the summer and was no longer eligible to serve as TAIR Treasurer. After a careful search and discussion among the Executive Committee, Past President’s, and general membership the committee voted in late August to appoint David to this position. He has been hard at work over the past several months becoming familiar with the books and state of the TAIR accounts. Be looking for him at the conference in March to welcome him aboard!

TAIR LISTSERV UPDATE

As a reminder, current TAIR members (2019) can post directly to the listserv at tair-l@baylor.edu. Those with lapsed memberships from the two prior years (2017 or 2018) 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://texas-air.org/index.php/member-resources/.

TAIR MEMBERSHIP UPDATE

<table>
<thead>
<tr>
<th>Category</th>
<th>Count of Members</th>
<th>Percent of Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-Year Public</td>
<td>117</td>
<td>41%</td>
</tr>
<tr>
<td>2-Year Public</td>
<td>94</td>
<td>33%</td>
</tr>
<tr>
<td>4-Year Private</td>
<td>39</td>
<td>14%</td>
</tr>
<tr>
<td>2-Year Private</td>
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<td>0%</td>
</tr>
<tr>
<td>Technical</td>
<td>6</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>27</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>284</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Welcome TAIR members, new and old; we look forward to working with you and appreciate your participation and contribution in our organization!

The benefits of a TAIR membership include a subscription to TAIR-L; access to summer professional development workshops; and access to leaders in higher education and high quality vendors at the annual conference. Membership is maintained annually with April 1st marking the start of the membership year. For 2019 to-date, TAIR has 284 members representing a range of institutions and agencies from across the state and nationally. With the addition of the TAIR professional development certificate and the upcoming conference in San Antonio, we hope to see more members in the coming year!

Dan
COMMUNICATIONS OFFICER UPDATE

We had successful rollout of our new registration system, Cvent, for the 2019 Summer Workshops! In addition to being a registration system, the platform also functions as a membership management system so that, moving forward, we can better track membership renewals and new memberships. Our ultimate goal is to integrate Cvent with the TAIR website so that we can provide member-only content online.

Speaking of our website, please let me know if there is any information that is not currently on the website that you would like to see. It’s our goal to improve the membership experience in any way that we can.

Also, don’t forget to make use of our TAIR listserv - this is a valuable member benefit! Below are a few technical tips intended to improve the use and function of the listserv:

To post a message, send the message to tair-l@texas-air.org. Avoid listing other recipients in the to: or cc: fields of your message as this may prevent your message from being posted.

Compose your message in plain text format. Even if you include special formatting and/or images in your messages, the listserv will convert your message to plain text anyway, so the formatting and images will be lost.

When you register for the TAIR conference or renew your membership, try to use the email address that your email system reports as your “sender” address. For example, if you use an email alias like tm01@tairu.edu but your messages are sent as tair.member@mail.tairu.edu, then register for TAIR using the longer email address. This is important because the listserv is populated using your TAIR membership address. If the listserv sees your post as coming from the longer email address, it does not recognize you as a listserv member and your message will not be posted until it is manually released by the listserv administrator.

Sometimes, TAIR-L messages are blocked by SPAM filters. If you feel you are missing messages, ask your IT department if they can add tair-l-bounces@texas-air.org to their list of approved addresses. You might also try adding this to your email address book.

Finally, this is the call for conference projectors. If you can volunteer to bring a projector or two, that would help the organization tremendously! Doing this helps cut costs, and in return, creates savings on conference registration. Please email me at communications@texasair.org if you are able to assist.

See you all in San Antonio!

Carmen
TAIR EXECUTIVE COMMITTEE

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ELECTED COMMITTEES
Nominating Committee
Chair
Teresa Isbell, Texas A&M Health Science Center

Members
Jinny Case, University of Texas-San Antonio
Cadi Lusk, Texas A&M University-Kingsville
Michael Tumeo, Southern Methodist University
Renee Zimmerman, Southwest Texas Junior College

APPOINTED POSITIONS
Electronic List Manager
Faron Kincheloe
Baylor University

Newsletter Editor
G. Marc Turner
Texas State University

Liaison to AIR & SAIR
G. Marc Turner
Texas State University

Historian
To Be Appointed
APPOINTED COMMITTEES

Program Committee

Program Chair
David Brown, North Texas Central College

Concurrent Sessions Committee
Marcelo Paredes, University of Texas-Rio Grande Valley
Bonnie Hurford, Tarrant County College
Sam Shi, University of North Texas-Dallas

Sponsor Liaison
Amanda Moske, University of North Dakota

Conference Brochure Editors
Kate Richardson, North Central Texas College
Angela Hearell, North Central Texas College

Community Table Coordinator
Tracy Stegmair, Texas Woman’s University

Local Arrangements Committee
Kara Larkan-Skinner, Trinity University
Jinny Case, University of Texas-San Antonio
Jane Mims, Texas A&M University-San Antonio

Conference App
To Be Determined

Pre-Conference Workshops
Lea Campbell, University of Houston-Downtown

Ex-Officio
Teresa Isbell, El Centro College-DCCCD
G. Marc Turner, Texas State University
Dan Su, Texas A&M University-Commerce
Bell Weeden, Texas State Technical College
Carmen Allen, Galveston College

Awards Committee

Chair
Teresa Isbell, Texas A&M Health Science Center

Members
Guyla Blaylock, Richland College
Edward Evans, Texas A&M University-Central Texas
Ashley Mcpherson, Texas Tech University
Vicky Morris-Dueer, University of Dallas
Amanda Moske, University of North Dakota
Lindsay Patterson, Schreiner University
Richard Plott, Texas Southern University
Paul Turcotte, Texas A&M University-Central Texas

Financial Review Committee

Chair
Tracy Stegmair, Texas Woman’s University

Members
Kate Proff, Texas State University
Jessica Smith, West Texas A&M University

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Members
Sharon Bailey, University of Houston - Victoria
Serkan Celtek, South Texas College
Marian Chaney, Lone Star College
Ryan Fitzgerald, South Plains College