



Dan Su
President

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A LETTER FROM THE PRESIDENT

Dear TAIR members,

What a year we had in 2020, and what a blast we had in our first virtual TAIR conference in Feb 2021! We are now moving forward on planning our TAIR 2022 conference, which will be held from Feb 28th-March 2nd, 2022 in Denton Texas.

<http://texas-air.org/index.php/conferences/2022-tair-conference/>

At TAIR 2021, we reached a historical high record of membership (300+); although we would like to carry all the members to our TAIR 2022 Denton conference, we have heard that some institutions may encounter budget constraints and there won't be enough funds for folks to travel. On a different note, TAIR 2021 received much positive feedback about the advantage and convenience to attend a virtual conference, although many folks also expressed that you really missed the in-person interaction that our traditional conference always offers. With all these being said, planning for TAIR 2022 is quite a challenge for us right now. We are locked in a contract with Embassy Hotel in Denton for TAIR 2022 with a minimum room capacity reserved under given situations that Texas is open back to normal; however, we may not expect the normal amount of attendance, or we may exceed that normal attendance of the abnormally high membership we obtained from last TAIR. Who knows, but we look forward to finding out!

TAIR Executive Committee met on June 15th. In order for us to get a close estimate of the attendance for TAIR and plan the formality of the conference (we know that we are not able to stream and broadcast all the sessions due to technology limitation, but it is highly possible for us to get some main speech/meeting that happens in a certain meeting room), **we will send out an intent of participate survey in late July-mid August to help us better plan the conference.** Please answer the survey so we know more accurate number of rooms we need to reserve

as well as guiding us to other planning details.

Our TAIR annual membership fee remains at \$50 per person. TAIR EC also passed the motion of moving early registration (\$200 with \$50 membership fee) for TAIR 2022 to a deadline of 10/31/2021; regular registration (\$300 and late registration, \$350 with \$50 membership fee) by 1/21/2022.

Another update from EC meeting is finding our 2024 conference location; Fort Worth has not been a TAIR location since 1983, so we are looking forward to celebrating in the Stockyards in a few years! More details to come.

I am also very pleased to announce that I have these hardworking, delightful professionals/friends to agree to serve for TAIR 2022 and work closely with me:

Morgan Carter (Tarleton State University, former TAIR Communication Officer), Historian;

Paul Turcotte (University of Houston, former TAIR Treasurer, Concurrent Session Chair) Strategic Planning Chair;

David Allen (Texas Christian University), Strategic Planning Co-chair;

Alison Soeder (Texas A&M University-Commerce), Newsletter Editor.

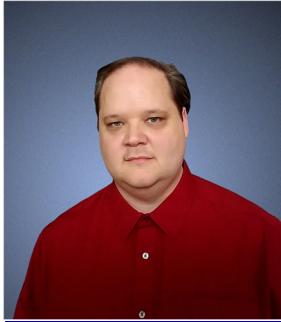
Lastly, I hope you all have a great summer. Please let me know if you have any suggestions for how to make TAIR 2022 a successful professional event for you!

Cordially,

Dan Su



A NOTE FROM YOUR VICE-PRESIDENT



David Malone
Vice-President

Greetings TAIR Colleagues,

I want to thank everyone for joining us at the 2021 Annual Conference. Even though we were unable to meet in person, the conference was a great success. With the help of so many people, we were able to put on a fantastic event, proving we can overcome tremendous challenges. I want to give a huge shout out to the sponsors who really made the conference special. Without their support, we would be unable to offer the vast number of resources and opportunities to the TAIR membership throughout the year.

Now, it is time to look ahead to 2022. The 2022 TAIR Conference will take place in Denton at the [Embassy Suite Denton Convention Center](#) and preparations are well under way for next year. The Program Committee has met on several occasions and is hard at work planning the event. What has made TAIR so successful over 44 years has been the willingness of the membership to share their knowledge and ideas with each other. Keep an eye out for the Call for Proposals. Please feel free to contact myself or the Concurrent Sessions Co-Chairs if you have any questions or concerns about presenting. Presenting at TAIR is an extremely beneficial and rewarding experience.

The theme for the 2022 conference is “**Big Data in Lil’ D**” submitted by Kate Richardson from North Central Texas College. Congratulations!!! Now, for the next exciting part, we need a Brochure Cover Design. Put on those ‘creativity’ hats and send in your designs to [me](#) by **August 1, 2021**.

Later this Summer, we are going to be sending out a survey to the TAIR membership to get a better understanding of how you and your institutions are adapting to the changing face of higher education. Many institutions and departments are facing budget cuts and limitations on professional development opportunities. As we prepare for the 2022 conference, we would like to hear from you directly about what is happening at your institutions. Please keep a lookout for the survey as it will really guide us forward into 2022 and beyond.

I hope everyone has a fantastic Summer and I look forward to seeing everyone in Denton in 2022!!

Sincerely,

David



A LETTER FROM THE PROFESSIONAL DEVELOPMENT OFFICER

I hope everyone is having a great summer!

Well, it's that time again... TAIR Summer Workshops will be starting soon, and registration is NOW OPEN! Check out the TAIR Website for session descriptions and registration information. <https://texas-air.org/index.php/professional-development/upcoming-and-past-workshops/>

As many institutions are still not allowing travel, our workshops will remain online. And since budgets are tight, the cost of our 3-hour workshops will remain \$50!

We plan to continue hosting online sessions throughout the year, so proposals are still being accepted for upcoming workshops.

Have you:

- Found an interesting way to make data “tell a story”?
- Implemented new technologies?
- Conducted original research?
- Survived the accreditation process?

What lessons did you learn? Please consider sharing your valuable knowledge with your colleagues. By sharing your experience with the TAIR community, we can all become stronger. These workshops consist of a 3 (or 6) hour, hands-on session by one or more workshop leaders designed to provide attendees with a new skill and/or application of knowledge.

To submit your workshop proposal, visit <http://texas-air.org/index.php/online-workshop-proposals/> And the best part... by attending or presenting a workshop, you can receive credit towards TAIR's Level I, II, and III Professional Development Certificates. More information about these certificates can be found here: <http://texasair.org/index.php/professional-development/certificate-of-completion-program/> . If you don't know your login information, or find any discrepancies, please email me at professional-development@texas-air.org for assistance.

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Certificate Level Requirements:	
Level 1 (12-15 Hours)	Newcomer's Workshop (or waiver*)
	Course from Track 2 (Data Analysis Tools)
	Elective Track 1 (course from Track 1, 3-6)
	1 Additional Workshop from any Track
Level 2 (12 Hours)	Level 1 Certificate +
	Elective Track 2
	3 Additional Workshops from any Track
Level 3 (12 Hours)	Level 2 Certificate +
	Elective Track 3
	3 Additional Workshops from any Track

**Newcomers Waiver:*

Two or more years of experience in Institutional Research field may take place of Newcomers workshop. In order to request this waiver, please complete the [Newcomers Workshop Waiver Form](#).

In addition to attending sessions, you can earn credits at no cost by presenting your own! These workshops consist of a 3 (or 6) hour, hands on session by one or more workshop leaders designed to provide attendees with a new skill and/or application of knowledge. To submit your workshop proposal, visit <http://texas-air.org/index.php/online-workshop-proposals/>.

-Bonnie



To register, visit: <https://texas-air.org/index.php/professional-development/upcoming-and-past-workshops/>

Cost: \$50 for each 3-hour workshop/\$100 for each 6-hour workshop

Thursday, July 29, 2021 1 p.m. – 4 p.m.

That's an Excellent Question! Designing Surveys to Get the Information You Need

Discover techniques for designing surveys that allow you to gather the data needed to answer the questions you and your constituents have about your institutions. Learn to develop research questions, align survey items with research questions, write well-developed survey items, utilize best practices for administering and increasing the response rate for your survey, and strategies for analyzing and conveying survey results. This is a hands-on workshop that is platform agnostic and appropriate for individuals at the beginning as well as intermediate stages in their careers.

Presenter: Lea Campbell – University of Houston- Downtown

Track: Technical Strategies and Skills

Friday, July 30, 2021 9 a.m. – 12 p.m.

Facilitating VALUE Rubric Norming Sessions

Learn how to conduct a norming session to ensure a group of faculty develop a common application of the AAC&U Written Communication VALUE rubric before rating student work. Norming sessions improve inter-rater reliability to ensure the results of these assessment activities provide consistent data. Established rubrics provide a foundation for a universal measurement of student work. Normalizing the application of the rubric ensures faculty use similar interpretations. The workshop will offer attendees an opportunity to experience the faculty member's perspective of rating activities while observing how to facilitate a norming session.

Presenter: Paul Turcotte – Texas A&M Central Texas

Track: Institutional Effectiveness and Assessment



To register, visit: <https://texas-air.org/index.php/professional-development/upcoming-and-past-workshops/>

Cost: \$50 for each 3-hour workshop/\$100 for each 6-hour workshop

Friday, August 6, 2021 9 a.m. - 12 p.m.

Using Measure Names and Measure Values in Tableau

Measure Names and Measure Values are a great tool for creating an enrollment funnel in Tableau. An enrollment funnel should count all students who apply, the subset that is admitted, and the sub subset that enrolls. To show the right numbers, every student who enrolls will also have to be counted in the admitted and the applied columns. That isn't easy to do in Tableau. In this workshop, we will work with a mock dataset based on the CBM00B Admissions Report to learn about the many ways to get measure names and measure values to work for you.

To get the most out of this workshop, you should have more-than-beginner, less-than-intermediate comfort-level with Tableau. You should already know how to connect to a data source in Tableau and create a simple calculated field. Please have Tableau loaded on your computer and two screens, so that you can create visualizations as we go along. The pace will be slow, and you will have your own visualizations done at the end of the workshop.

Presenter: Sharon Bailey – University of Houston - Victoria

Track: Data Analysis Tools and Methods

Friday, August 20, 2021 1 p.m. - 4 p.m.

Power BI for Analytics and System Reporting

System analytics and reporting are tools for making data-driven decisions that can contribute positively to student success and institutional effectiveness. The main purpose of the workshop is to share the practical experience and insight knowledge of system analytics and report for higher education institutions. Professionals will have the opportunity to develop their skills in designing data visualization using business intelligence tools for decision-making purposes. Professionals will learn the use of Power BI from beginner to advance level. They will learn how to use Power BI for real data analysis situations as well as complex business intelligence scenarios for institutional research. The outcome of the workshop will ensure the basic use of Power BI for professionals for institutional decision-making purposes.

Presenter: Ali Tanveer Khan – Dallas College, North Lake

Track: Data Analysis Tools and Methods

TAIR 2022: BIG DATA IN LIL' D

FEBRUARY 28-MARCH 2, 2022

LOCATION: DENTON, TX

The TAIR 2022 Annual Conference will be held in Denton, TX at the Embassy Suites Denton Convention Center. The Program Committee have been hard at work getting everything ready for you and we are excited to see everyone in Denton! Check the [conference website](#) for more information on [accommodations](#) and to learn more about the conference as it becomes available.



Be sure to register early and keep an eye out for the Call for Participation later this fall!

Registration Type	Registration Fee (includes membership fee)	Registration Date
Early Bird	\$250	Until October 31, 2021
Regular	\$350	Until January 7, 2022
Late	\$400	Until January 21, 2022

Important Information:

- ◇ The [Travel Grant application](#) is now open.
- ◇ The \$50 membership portion of the registration fee is non-refundable. Read more about the cancellation policy [here](#).



TAIR MEMBERSHIP UPDATE



Lillian Marshall
Secretary

Happy Summer Everyone! We hope this newsletter finds you and families in good health and getting back to some sense of normalcy. We had an amazing time at TAIR 2021 and look forward to seeing many of you in person at TAIR 2022 in Denton.

Category	Count of Members	Percentage of Members
2-Year Public	120	34%
4-Year Private	37	11%
4-Year Public	148	42%
Other	46	13%
Grand Total	351	100%

Our membership continues to grow, and we continue to be thankful to so many who support this wonderful organization. We encourage you to invite other colleagues at your institution or someone who may be a member of another institution to take advantage of the wonderful benefits that TAIR has to offer. 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.

Lillian

COMMUNICATIONS OFFICER UPDATE

Hi Everyone! I want to begin by thanking each of you for allowing me to serve in the role of Communications Officer for TAIR. It's a great privilege to serve in this role, and I'm looking forward to working with the Executive Committee over the next two years.

I would like to remind everyone to be on the lookout for our professional development opportunities through the [TAIR Online Workshops](#) that will take place this summer. More details can be found within this newsletter.



Emily Marshall
Communications Officer

Also, you may have noticed that our website has a fresh, new look! We've made a great effort to ensure all information is readily available and easy to access. However, if you have any issues finding information online, please don't hesitate to contact me at communications@texasair.org.

I hope you and your loved ones are staying safe and healthy!

After having a year of virtual workshops and a conference, we are so excited to see you in Denton next spring for the TAIR 2022 conference!

Emily

TAIR TREASURER UPDATE



Kate Richardson
Treasurer

Greetings TAIR!

First, I would like to say “thank you” to the membership for allowing me to serve you in the role of Treasurer. I am looking forward to this opportunity.

Our 2021 Virtual Conference was a great success. We had many fantastic sessions to choose from and our keynote speakers were outstanding. As usual, our sponsors were amazing. Our conference sponsors are a wonderful resource that help us to continue to offer educational and informative resources to the TAIR membership throughout the year.

TAIR is financially strong, and the Executive Committee is diligent in ensuring that we manage the funds wisely. The bank account balance is \$70,375.59. TAIR has 2 CD's in the amount of \$10,432.13 that will mature in 2022.

We are excited to welcome the TAIR membership to Denton next year for the TAIR 2022 Conference “Big Data in Lil d.” The conference will be held at the Embassy Suites Denton Convention Center from February 28 through March 2, 2022. Mark your calendar! Once registration opens, make sure you register early to save money during early registration!

If you have any questions, please feel free to email me at treasurer@texas-air.org. I hope you all have a wonderful summer and stay well!

Kate

TAIR LISTSERV UPDATE

As a reminder, current TAIR members (2021) can post directly to the listserv at tair-l@baylor.edu. Those with lapsed memberships from the two prior years (2019 or 2020) 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/>.

HOWDY FROM YOUR PAST PRESIDENT



David Brown
Past-President

Here we are enjoying a nice day in the Texas Heat of June (68 degrees). The results of the Best Presentation winner from the TAIR 2021 Annual Conference Is Closing the Gap: Using Data Analytics to Support Closing the Equity Gap on College and University Campuses by Morris Thompson and Vicky Dueer from the University of Dallas. Congrats to Morris and Vicky on a job well done!

The winner of the Best Presentation award receives a spot to present at the 2021 AIR Forum. We would like to thank Marc Turner for chairing the 2020 Awards Committee this past year, along with the rest of his committee for their participation on the Awards Committee. The 2021 Awards Committee will be chaired by the TAIR

Immediate Past President, David Brown (North Central Texas College). Be on the lookout for more awards related announcements in the coming months.

Also TAIR 2021 saw the return of its most prestigious award the Outstanding Service Award. This year's recipient was no stranger to any of us. Congrat's to Baylor's own **Faron Kincheloe**! The hours that Faron has given our organization over the last decade can't be counted, and that's impressive for an organization known for counting things. Way to go!

If you have someone in mind to receive this award at TAIR 2022 please send your nominations to David Brown at dbrown@nctc.edu

Below are the requirements to be considered so please make sure to follow this template when nominating someone. If you have someone in mind we would love to hear from you!

From the Constitution Bylaws: Section 7. Awards.

TAIR Outstanding Service Award. The TAIR Outstanding Service Award shall be presented to members who have made a significant contribution to TAIR over an extended period of time. A nominee for the Outstanding Service Award 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 four following criteria. The candidate has:

- (1) been a member of the TAIR Executive Committee, served on Program Committees, been appointed by the President to serve on committees or in positions of responsibility consistent with those in Section 6 of the Bylaws;
- (2) presented contributed sessions at TAIR conferences;
- (3) organized, offered, or acted as a primary presenter in workshops or panels at TAIR conferences;
- (4) contributed in some other specific and significant ways that have advanced the purposes of TAIR.

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Also if you're looking for a way to get to TAIR 2022 and you might not have the funds please check out this next section covering our travel grants.

Application Materials and Considerations: To be considered for the award, application materials must be submitted to David Brown dbrown@nctc.edu. The deadline is December 1, 2021. The following items must be submitted:

- a. applicant's name and institution/organization of employment;
- b. a brief resume/curriculum vita;
- c. a statement of how receiving the grant will contribute to professional development, particularly with regard to future activity in TAIR;
- d. a statement describing financial need and the financial support available from his/her institution and other possible sources.

Criteria for Awarding of Grants: Recommendations by the Immediate Past President will be based on information submitted in the application materials. Applications from individuals who have not received a travel grant from TAIR within the past three years will receive priority. Only one travel grant will be awarded to an institution in a single year. Notification: Those selected to receive the travel grant will be contacted by the Immediate Past President prior to the Conference to let them know they are a recipient of the grant.

TAIR Officer's Guide 2021 Page 1 Procedure for recipients: Travel Grant Recipients must register for the conference using the online registration process. The Travel Grant recipient must pay all conference charges up front, and will turn in receipts to the TAIR Treasurer to be reimbursed up to the amount of the travel grant (\$350) for hotel, airfare, and/or mileage calculated at the state rate. The Travel Grant can NOT be used to cover the registration or membership fee.

Speaking of traveling, the Gavel has had quite a year in Denton! Here it is on the hood of the Discover Denton NASCAR, and with NASCAR Driver Tommy Joe Martins "Dropping the Hammer", like Cole Trickle in Days of Thunder.

-David





TAIR 2021 BEST PRESENTATION

The winners of **Best Presentation for TAIR 2021** is **Morris Thompson** and **Vicky Dueer** (University of Dallas) , for their presentation “[Closing the Gap: Using Data Analytics to Support Closing the Equity Gap on College and University Campuses](#)” Our thanks go to Teresa Isbell and the awards committee from last year.

OUTSTANDING SERVICE AWARD RECIPIENT

The **TAIR Outstanding Service Award** shall be presented to members who have made a significant contribution to TAIR over an extended period of time. A nominee for the Outstanding Service Award 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. CONGRATULATIONS to **Faron Kincheloe**, Baylor University! Thank you for your years of service and numerous contributions! TAIR would not be what it is without you!



PROFESSIONAL PRACTICE AWARD 2021

We want to recognize **Natalie Bryant**, **Stacy Martin** and **Karen Scibona**, of Kilgore College, for their 2021 **Best Visual Display of Information Professional Practice Award** session titled “*Connection: Interest to Application*”. Thank you for your contributions to the professional development and education of TAIR members and IR participants!

TAIR 2022 OUTSTANDING PROFESSIONAL PRACTICE AWARD

Best Visual Display of Information

TAIR awards the Outstanding Professional Practice Award(s) to recognize excellence in our work.

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 2022 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 300 words)

What is the purpose of the display?

Who is the intended audience?

How the display was used in decision-making?

PDF of visual display or link to display's web page

Submissions should be sent via e-mail to David Brown, TAIR Immediate Past President and Chair of the Awards Committee, at past-president@texas-air.org no later than January 14, 2022. Late submissions will not be accepted. The winner will be announced during the 2022 TAIR Annual Conference.

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 EXECUTIVE COMMITTEE



PRESIDENT

Dan Su

Executive Director of Institutional Effectiveness and Research
Texas A&M University – Commerce

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PAST-PRESIDENT

David Brown

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past-president@texas-air.org



VICE PRESIDENT/PROGRAM CHAIR

David Malone

Director of BIS Data Warehouse
Collin Higher Ed Center

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vice-president@texas-air.org



COMMUNICATIONS OFFICER

Emily Marshall

Senior Data Analyst
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SECRETARY

Lillian Marshall

Data Analyst
Blinn College

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secretary@texas-air.org



PROFESSIONAL DEVELOPMENT OFFICER

Bonnie Hurford

Lead Programmer Analyst
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TREASURER

Kate Richardson

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APPOINTED POSITIONS

Electronic List Manager

Faron Kincheloe
Baylor University

Newsletter Editor

Alison Soeder
Texas A&M University-
Commerce

Liaison to AIR & SAIR

G. Marc Turner
Texas State University

Historian

Morgan Carter
Tarleton State University

ELECTED COMMITTEES

Nominating Committee

Chair

David Brown, North Central Texas College

Members

Erin Mulligan-Nguyen, Texas A&M University-Corpus Christi

Julie Penley, El Paso Community College

Kristin Beltran, Sam Houston State University

Meghan Kajihara, North Central Texas College

APPOINTED COMMITTEES

Program Committee

Program Chair:

David Malone, Collin College

Local Arrangements Subcommittee:

Tracy Stegmair, Texas Woman's University (Chair)

Meghan Kajihara, North Central Texas College (Co-Chair)

Concurrent Session Subcommittee:

Daniel J. Chupe-O'Hanlon, Austin Community College (Co-Chair)

Carmen Allen, Galveston College – Commerce (Co-Chair)

Sponsor Liaison:

Amanda Moske, University of North Dakota

Conference Brochure Editor:

Daniel J. Chupe-O'Hanlon, Austin Community College

Pre-Conference Workshops:

Bonnie Hurford, Tarrant County College

Ex-Officio

Dan Su, Texas A&M University – Commerce

Lillian Marshall, Blinn College

Emily Marshall, Trinity University

Kate Richardson, North Central Texas College

Professional Development Committee

Chair

Bonnie Hurford, Tarrant County College District

Members

To be Determined

Financial Review Committee

Chair

Tracy Stegmair, Texas Woman's University

Member

Kate Proff, Texas State University

Awards Committee

Chair

David Brown, North Central Texas College

Members

G. Marc Turner, Texas State University

Kara Larkan-Skinner, Trinity University

Jinny Case, University of Texas – San Antonio

Matthew Dabrowski, South Texas College

Cadi Lusk, Texas A&M University – Kingsville

Julie Penley, El Paso Community College

Erin Mulligan-Nguyen, Texas A&M University-Corpus Christi

Mansour Salami, Dallas College

Petra Uzuoro, Lamar State College – Port Arthur

Elizabeth Vogt, University of North Texas

Laura Wichman, McLennan Community College

Cassie West, University of North Texas

Strategic Planning Committee

Chair

Paul Turcotte, University of Houston

Co-Chair

David Allen, Texas Christian University

Members

To be Determined

