

**Texas Association for Institutional Research  
2009**



**Cowboy Up! Leading the Charge on  
Accountability and Assessment**  
*31<sup>st</sup> Annual Conference*



**March 2-5, 2009  
Lubbock, Texas  
Holiday Inn- Park Plaza**

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## **Cowboy Up! Leading the Charge on Accountability and Assessment**

TAIR Colleagues:

Welcome to Lubbock, Texas for the 31<sup>st</sup> Annual Conference of the Texas Association for Institutional Research (TAIR). After existing for over 31 years it is about time that TAIR visited Lubbock which has over 200,000 residents and is one of the ten largest cities in Texas. It is also home to the campus of Texas Tech University, one of the ten largest public universities in Texas and home to the famous Red Raiders.

You may enjoy visiting the immense Texas Tech campus and the nearby historic district while you are in town. In keeping with the western theme, our special event will feature a delicious chuck wagon dinner and rodeo performance by the Texas Tech Rodeo Team and possibly even some roping demonstrations by Ruben Garcia and Joe Meyer, our past and current TAIR Presidents. I expect there may also be some opportunities for greenhorns and duffers to demonstrate their total lack of cowboy and golfing skills.

Thanks to outstanding participation by you and other TAIR members as well as the dedicated efforts of our TAIR Program Committee and TAIR Professional Development Committee, there will again be a large number of sessions this year: 42 concurrent sessions as well as many roundtables, special interest groups, and pre-conference workshops. You will have plenty of sessions to choose from on a wide range of topics important to institutional researchers.

When you're ready for a break, take a tour of the Buddy Holly Museum or join some of your TAIR colleagues in a musical tribute to the writer of great songs like Peggy Sue, That'll Be the Day, Maybe Baby, and Not Fade Away. We can undoubtedly get some good harmony going with the many musical talents we have in our organization. We're looking forward to seeing all of you in Lubbock!



Joseph M. Meyer  
President



Allen Clark  
Vice-President/Program Chair



## Program Overview

### Sunday, March 1 (Pre-Conference)

7:00 a.m. - 4:00 p.m. Early Bird Events-TBA  
4:00 p.m. - 7:00 p.m. Executive Committee Meeting

### Monday, March 2 (Pre-Conference)

8:00 a.m. - 1:00 p.m. Registration  
9:00 a.m. - 4:00 p.m. Pre-Conference Workshops  
6:00 p.m. - 8:00 p.m. Program Committee Dinner

### Tuesday, March 3

8:00 a.m. - 5:00 p.m. Registration  
8:30 a.m. - 10:00 a.m. Past Presidents' Breakfast  
9:00 a.m. - 12:00 p.m. Pre-Conference Workshops  
12:30 p.m. - 2:30 p.m. Luncheon & General Session I  
2:30 p.m. - 3:00 p.m. Break  
3:00 p.m. - 3:40 p.m. Concurrent Sessions A  
3:50 p.m. - 4:30 p.m. Concurrent Sessions B  
4:40 p.m. - 5:10 p.m. SIGs Session I  
5:15 p.m. - 5:45 p.m. SIGs Session II  
5:50 p.m. - 6:30 p.m. Meet, Munch & Mingle

### Wednesday, March 4

7:30 a.m. - 9:30 a.m. Breakfast Buffet  
8:00 a.m. - 5:00 p.m. Registration  
8:00 a.m. - 8:30 a.m. Round Table Session I  
8:30 a.m. - 9:00 a.m. Round Table Session II  
9:00 a.m. - 9:30 a.m. Round Table Session III  
9:00 a.m. - 4:00 p.m. Resource Fair  
9:30 a.m. - 10:00 a.m. Break  
10:00 a.m. - 10:40 a.m. Concurrent Sessions C  
10:40 a.m. - 11:00 a.m. Break  
11:10 a.m. - 11:50 a.m. Concurrent Sessions D  
12:00 p.m. - 1:45 p.m. Luncheon & General Session II  
2:00 p.m. - 2:40 p.m. Concurrent Sessions E  
2:50 p.m. - 3:20 p.m. Break  
3:30 p.m. - 4:10 p.m. Concurrent Sessions F  
4:20 p.m. - 5:00 p.m. Newcomers Recap  
6:00 p.m. - ? Special Event

### Thursday, March 5

7:30 a.m. - 9:00 a.m. Breakfast and Business Meeting  
9:15 a.m. - 10:30 a.m. General Session III  
10:45 a.m. - 11:25 a.m. THECB Update  
12:30 p.m. - 2:00 p.m. Executive Committee Meeting



## Invited General Session Speakers

**General Session I • Tuesday, March 3 • 12:30 p.m. - 2:30 p.m.**

**“Millennial Students”  
Elizabeth With, Ed.D.  
University of North Texas**



Elizabeth With is the Associate Vice President for Student Development at the University of North Texas, a position she has held since September, 2004. Prior to her current position, she was Assistant Vice President for Student Development (1998 – 2004) and Assistant Dean of Students (1996-1998) at UNT. She has also held positions at The University of Texas at Arlington and Texas Tech University. Her current responsibilities include supervising the areas of the Center for Student Rights and Responsibilities (judicial affairs), Student Success Programs (Mentoring, Class Identity, and Parent Programs), Learning Center, Career Center, New Student Programs (includes all orientations), and the Student Legal Advisor.

In addition, Dr. With has other duties co-coordinating the University’s governmental intern program (NTDC), co-chairing Honors Day, chairing Distinguished Lecture Series, coordinating Campus Crime Statistics data, among others. Dr. With received her doctorate in Higher Education Administration with an emphasis on legal issues in higher education from the University of North Texas. She received both her B.A. in English and her M.Ed. in Educational Psychology from Texas Tech University. Dr. With holds current membership in numerous

professional organizations and is currently president-elect for the Texas Association of College and University Student Personnel Administrators (TACUSPA).

**General Session II • Wednesday, March 4 • 12:00 p.m. - 1:45 p.m.**

**Andy Wilkinson**



Andy Wilkinson is a writer and singer of contemporary western folk music. Through his poems and songs, he weaves images of people and places in telling the tales of the American West of yesterday and today. His material comes from true stories of the past and present, real events in the lives and times of the people of the West like his distant uncle Charlie Goodnight, pioneer trail-driver and cattleman, or Comanche chief Quanah Parker, or Billy the Kid. But most of his stories are taken from extraordinary happenings in the lives of ordinary people -- an angel on the running board of a Depression-era rancher's truck, a baby still-born to a young mother alone in a remote dugout on the Plains, the stirring epitaph burned by cowpunchers on a board marking the grave of their young comrade.

More than drawing inspiration from these stories, Andy researches each song or poem, making personal pilgrimages to the sites of the events and spending hours in libraries and museums and interviews. His solo acoustic performances are highlighted by his folksy renditions of the stories behind the songs, leaving his audiences both entertained and educated. He is unique in a world of music.



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**General Session III • Thursday, March 5 • 9:15 a.m. - 10:30 a.m.**

**“State of Affairs Regarding Accreditation, Fifth-Year Interim Report, and Substantive Change”  
Ralph Russell, Ph.D.**

**Southern Association of Colleges and Schools**



Dr. Russell retired as Dean of Libraries, Georgia State University after working 38 years as a library administrator in public two-year colleges and universities. During his career he served on the Board of Trustees of the OCLC Library Corporation, the Council of the American Library Association and in 1996 was named by that association as the Research/Academic Librarian of the Year. He has served at the Commission on Colleges since 2001 in several positions, but primarily working with substantive change proposals and issues.

Dr. Russell received a M.A. in American Literature from NYU, and degrees from FSU including a B.A. in English, a M.S. in Library Science, and a Ph.D. in Academic Library Administration.



## Candidates for Election to TAIR Executive Committee

### Nominees for Vice President/President Elect:



**Kristi Fisher, University of Texas.** Kristi Fisher is Associate Vice Provost and Director of the Office of Information Management and Analysis at the University of Texas at Austin. She has worked for the University of Texas System for 18 years, 15 of which have been with UT Austin. Beyond her traditional role as director of the UT Austin institutional research organization and UT's official reporting responsibilities, Kristi manages a technical staff with academic data stewardship responsibilities for the institution's enterprise-wide data warehouse and business intelligence initiative, Project IQ. Kristi's IT background and facilitation training were instrumental in successfully coordinating the development of IQ's academic data, cubes, and reports using the Cognos suite of business intelligence tools. Her prior work experience includes a broad array of administrative and academic higher education systems analysis and design projects, internal audit, and system-wide compliance supervision. She is a past-presenter at TAIR and has made numerous presentations at the annual Higher

Education Data Warehousing (HEDW) Forums.



**Teresa Isbell, North Lake College.** Teresa Isbell has been involved in institutional research for over twenty years working for community, state and technical colleges in Texas and Arkansas. She is the Dean of Planning, Research and Institutional Effectiveness at North Lake College. She has presented papers and roundtable sessions at TAIR and has presented at SAIR. In 2007 she was a co-presenter of the TAIR 2006 Best Paper at the Association for Institutional Research annual conference. She has served as a member of the TAIR Conference Program Committee from 2003 to 2007. Teresa served as TAIR Member-at-Large for Professional Development from 2005-2007. During her tenure as Member-at-Large, Teresa secured a grant from AIR to improve professional development for TAIR members and enlarged the standard workshop offerings at the annual conference from two to five. Teresa serves as the chair for the TAIR Datatel SIG and is currently serving as the National Community College Council for Research and Planning (NCCCRP) Regional

Director for Texas. Teresa received her bachelor's and master's degrees from Texas A&M University. She is completing her doctorate in higher education at the University of North Texas.



**Sam Stigall, University of Texas at Arlington.** Sam has over 25 years of higher education research experience. He holds a bachelor's and master's degree in Sociology from The University of Texas at Arlington. In addition to working as Associate Director in the Office of Institutional Research, Planning and Effectiveness, Sam teaches courses in computer applications and statistics in the Department of Sociology. *He is an active member in The Association for Institutional Research (AIR) and The Texas Association for Institutional Research (TAIR).* He has served on various TAIR committees and was the local arrangements chair for the 2005 TAIR Conference in Arlington. Sam has made numerous presentations at TAIR and AIR and recently published a chapter, "Recommendations to Improve Space Projection Models and University Space Usage," in the Fall 2007 "New Directions for Institutional Research" titled "Space, the Final Frontier for Institutional Research."



## Nominees for Treasurer



**Sue Herring, Baylor University.** Sue has been at Baylor for 30 years. She spent the first 20 years as Director of Records and then moved to Institutional Research and Testing 10 years ago as a Senior Research Analyst. One of her initial tasks after moving to IRT was to use the data information from Records to help implement a University Data Warehouse. She still considers herself primarily a 'data' person and continues to represent IRT within Banner groups on campus. While in Records, she served on the board of the Banner users groups serving in several leadership roles and being involved in planning several conferences. Sue is a member of AIR, SAIR and TAIR and has presented sessions and/or roundtables at each. She is currently serving on the 2009 program committee and will be a part of the local arrangements for TAIR 2010 in Waco. She holds a BA and MA in Sociology, both earned while she was employed at Baylor.



**Rick Leyva, El Centro College.** Rick is the Coordinator for Institutional Research Reporting Programmer/Analyst at El Centro College. He received his BA from the University of Texas at El Paso in Allied Health Sciences. Rick has worked with the Dallas County Community College District for the past 8 years and has worked for the Institutional Effectiveness and Research department at El Centro for the past 3 years. He has been an active member of TAIR since 2005. As a member, he has served as facilitator for concurrent sessions and has co-presented a concurrent session and two pre-conference workshops. He has also served on the Conference Planning Committee as Evaluations Chair in 2008 and is currently serving as Vendor Resource Fair Chair.

## Nominees for Member-at-Large, Technology



**Bao Huynh, Richland College.** Bao is the Director of Institutional Research at Richland College in Dallas, Texas. He is a member of TAIR and AIR, and has been active in TAIR since 2005 as both presenter and serving on the factbook evaluation committee. He graduated from Texas A&M University with a Bachelor's of Environmental Design, but feels his true qualification for Member-at-large-Technology is being an avid reader of the Fry's Electronics ads.



**Linda Perez, San Jacinto College District.** Linda Perez has been a member of TAIR since 2000. She has been in the Information Technology and Institutional Research fields since 1999 at the University of the Incarnate Word. She was a presenter at both TAIR (2007) and AIR (2008) sharing information on data warehousing. In August 2007, she graduated from the University of the Incarnate Word with a Bachelor of Business Administration. In August 2008, she moved to a new school and position in Pasadena, Texas with San Jacinto College District as Information Management Liaison Business Analyst in the office of Research and Institutional Effectiveness.

### Candidates for the Nominating Committee



**Mary Barton, University of North Texas.** Mary is the Senior Research Analyst for the Office of Institutional Research and Effectiveness. She has worked at the University of North Texas for 16 years, and the last three years have been in IR. Mary has been associated with TAIR since 2005. She has been a past-presenter and is a current member of the program committee. In addition to her activities in TAIR, Mary is a member of AIR, serves as on the IR Data Committee at THECB, and represents the senior colleges on the IR Committee of the North Texas Community College Consortium. She received a bachelor's and master's degree from West Texas A&M University and earned a doctorate in higher education from the University of North Texas.



**Janet Beinke, Texas Higher Education Coordinating Board.** Janet has been Director of Planning at the Texas Higher Education Coordinating Board (THECB) for four years. Her responsibilities have included overseeing the Accountability process and preparing reports on the higher education plan, *Closing the Gaps by 2015*, enrollment forecasts, regional topics, and the agency's strategic plan. She's a member of the Planning and Accountability Section which works closely with institutions on data and reporting issues. She recently helped revise the Texas Success Initiative (TSI CBM-002) reporting document (but don't hold that against her). Janet has worked at THECB for 13 years. Prior to moving to the Planning position, she was in the Universities and Health-Related Institutions Division and prepared the *Universities' Data and Performance Reports*. Janet was employed from 1976 to 1995 at the Texas Research League. There she got her introduction to higher education topics by preparing an annual *Community College Benchmarks* report and a report on upper-level universities. Janet received her Bachelor's degree from Southwestern University and has a Master's in Planning from The University of Texas at Austin. She notes that TAIR is a valuable organization whose members' efforts are appreciated by THECB. Collaboration with the TAIR Data Group has been a rewarding and beneficial relationship for her.



**Barbara Brumley, Howard College.** BBA, West Texas State University, 1979; MBA, University of Texas - Permian Basin, 1989; 42 Additional Graduate hours in Higher Education, Texas Tech University. Started working at Howard College as a programmer and computer instructor in 1983. Over 13 years at Howard College, I held the following positions: Database Administrator, Assistant Professor for Computer Information Systems, and Division Chair, Computer Information Systems. In 1996 worked with Midland College as Permian Basin Tech-Prep Executive Director for 2 years. Between 1998 and 2003, worked as an Investment/Stock Broker at Edward Jones and Wells Fargo. Joined the City of Big Spring as Convention & Visitor Bureau Director. In the Fall of 2004, returned to Howard College as Institutional Researcher; the following year taking on additional duties as Director of Institutional Effectiveness. 51 years old; two girls, Vera, 20 and Kate 16. Master Gardener, active member of Keep Big Spring Beautiful, and involved in various community organizations. Currently

divorced, but happy with a new fiancé!



**Mary Elkins, Texas Tech.** Mary Elkins has been in Institutional Research ten years at Texas Tech University. In her position as Section Coordinator, she is responsible for course evaluations, surveys, management of the IRIM office and other IR duties. She is a graduate of TTU with an undergraduate degree in finance and is currently pursuing a master's degree in Interdisciplinary Studies focused on Institutional Research. She is a member of the University Women's Club and served as Treasurer and Secretary for the organization. As a member of the Texas Tech University Staff Senate, she served as EEO Representative and is active on several committees.



**Danica Frampton, St. Edward's University.** Danica is the Coordinator of Institutional Research at St. Edward's University, where she has been a research professional since 1989. She has been a member of TAIR since 1990 and a member of AIR since 1997. Danica served TAIR as Secretary in 2004-2006 and has been active as a member of the Nominating, Professional Development and Program Committees (publicity, local arrangements, resource fair, evaluation), and is currently serving as Chair of the Finance Committee. She has also been a facilitator and roundtable presenter for TAIR and a concurrent session and poster session presenter for AIR. She received her B.B.A. in Management and her M.A. in Human Services Administration from St. Edward's University.



**Julie Thomas, Southwest Texas Junior College.** Julie Thomas has been a TAIR member since 1999. She began working in the IR field in 1998, as coordinator of institutional research at Central Texas College. In 2006 she moved to Uvalde to take the position of director of institutional effectiveness at Southwest Texas Junior College. Julie regularly attends TAIR conferences and has served as facilitator and presenter for roundtables and concurrent sessions. Currently she is a member of the TAIR financial review committee. Her education includes a BA in psychology from Hendrix College and an MA and PhD in statistics from Baylor University. Julie is an avid reader of various genres of fiction and her hobbies include stargazing, sewing, and music (flute and vocal). She is currently president of the Uvalde Rotary Club. Her home in Knippa is shared with husband Michael Robinson, three cats, two dogs, a gerbil, and a fish. Julie would be honored to serve TAIR as a member of the nominating committee.

Election ballots will be distributed and collected during the Wednesday Luncheon & General Session II. Look for your ballot there and be sure to vote for the candidates of your choice!

TAIR would like to thank Scantron for processing our election ballots.

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**Monday, March 2**

**8:00 a.m. - 1:00 p.m.**

**• Registration •**

**Atrium Terrace**

**9:00 a.m. - 4:00 p.m.**

**• Pre-Conference Workshops • Texas Tech University**

Transportation to and from the Pre-Conference Workshops at Texas Tech will be provided. Those attending workshops will gather in the Holiday Inn-Park Plaza Hotel lobby to board a bus no later than 8:15 a.m. for the morning workshops and 11:30 a.m. for afternoon workshops. The bus will also provide return transportation to the hotel at the end of the morning and afternoon sessions. There will be no additional charges to TAIR members for transportation to and from Texas Tech for the workshops.

Coffee, tea and pastries will be available to those attending the morning workshops, and lunch will be served to those who are registered for the afternoon workshops at no additional cost.

**(W1) IPEDS Workshop for Beginners**

*Time:* 9:00 a.m. – 12:00 p.m.

*Presenters:* Darline Morris, Texas State Technical College – Waco and  
Paula Cox, Rice University

*Location:* Texas Tech

This workshop will be an introduction to NCES/IPEDS data and the tools developed to access the data through the Peer Analysis System (PAS), the Executive Peer Tool (ExPT), and the College Navigator. The latest changes introduced by NCES/IPEDS including the new race/ethnicity categories will also be covered and participants will have the opportunity to practice hands-on exercises. Thirty internet-ready computers will be available.

**(W2) Developing IR Reports and Presentations with Adobe Suite**

*Time:* 9:00 a.m. – 12:00 p.m.

*Presenters:* Kate Amorella and Tracy Stegmair, Texas Woman's University

*Location:* Texas Tech

Creating professional looking reports and publications can be a time-consuming and costly endeavor for IR offices. Adobe offers many options to easily turn data into aesthetically pleasing reports minus the hassle of graphic designers and print shops. This workshop will step participants through Adobe Creative Suite (focusing on Acrobat, InDesign, Illustrator, and Photoshop) and various methods and shortcuts of these programs that will benefit your IR office.



**Monday, March 2**

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**(W3) IPEDS Workshop for Advanced Users**

*Time:* 1:00 p.m. – 4:00 p.m.

*Presenters:* Darline Morris, Texas State Technical College – Waco and  
Paula Cox, Rice University

*Location:* Texas Tech

This workshop will provide the audience with an update on the IPEDS data collection system and the new Peer Analysis System (PAS). It is designed to provide the target audience with knowledge of the complexity of IPEDS data and the skills needed to design analyses and produce customized reports using the advanced capabilities of PAS. Participants will have the opportunity to practice hands-on exercises. In addition, this workshop will provide advanced training on the knowledge and skills needed to produce customized datasets and to download entire IPEDS survey data files using the Dataset Cutting Tool (DCT). After identifying the desired variables, users will select, generate, and download the appropriate datasets and documentation files. Users will then be able to import and analyze these data in the statistical software package of their choice.

**(W4) Taking a Pivot Table for a Spin**

*Time:* 1:00 p.m. – 4:00 p.m.

*Presenter:* Leroy Philbrook, University of Texas-Pan American

*Location:* Texas Tech

This workshop is a stimulating hands-on training session on using Excel Pivot Tables in the preparation of data for descriptive statistical analysis in IR. We will utilize simulated student enrollment data to create the Enrollment (B1) and Ethnicity (B2) elements for the Common Data Set. If time permits, we will use a simulated faculty roster to create Faculty Information (I1).



**Tuesday, March 3**

**8:00 a.m. - 5:00 p.m.**

**• Registration •**

**Atrium Terrace**

**9:00 a.m. - 12:00 p.m.**

**• Pre-Conference Workshops • 1st Floor Meeting Rooms**

Coffee, tea and pastries will be available to those attending the morning workshops.

**(W5) Office Management for Institutional Research**

*Time:* 9:00 a.m. – 12:00 p.m.

*Presenter:* Thomas Corll, Central Texas College

*Location:* Mesquite

Limited resources continuously challenge the IR staff when tasked with providing information to both internal and external customers. Despite limited resources, institutional research offices are expected to disseminate useful information in a timely manner. This module discusses proven management techniques that will assist the IR professional in managing projects and finding an appropriate balance among competing priorities. Through the use of time management techniques, task prioritization skills, and GANTT charts the aim will be to provide participants with useful time-management tips and organizational techniques relevant to any IR office regardless of size or function.

**(W6) Newcomers to Institutional Research and Planning**

*Time:* 9:00 a.m. – 12:00 p.m.

*Presenter:* Marilyn Greer, M. D. Anderson Cancer Center

*Location:* Magnolia

The TAIR Newcomer's Workshop will focus on maintaining an effective institutional research office. Topics include the various roles and key responsibilities of institutional research, necessary skills needed for a researcher, primary dogmas of assessment (surveys and focus groups), research resources, academic accreditation, financial analysis and presentation of data. Included in the workshop will be guest panelists representing key areas of institutional research (THECB, public four-year and two-year, private four-year institutions) who will be presenting the "hot topics" for their areas of expertise.

**Past Presidents' Breakfast**  
(By Invitation Only)

Tuesday, 8:30 a.m. - 10:00 a.m.  
Cypress, First Floor

TAIR past presidents are invited to breakfast to share camaraderie and discuss strategic directions and new initiatives for TAIR.



Tuesday, March 3

12:30 p.m. - 2:30 p.m.

• Luncheon & General Session I •

Atrium Terrace

*Sponsored by Inquisite*

### “Millennial Students”

Elizabeth With, Associate Vice President for Student Development,  
University of North Texas

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COURSE EVALUATIONS

KEY PERFORMANCE INDICATORS  
STUDENT SUCCESS PROFILING

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**Tuesday, March 3**

**2:30 p.m. - 3:00 p.m.**

**• Break •**

**Atrium Terrace**

Coffee, tea, soft drinks and water will be available.

**3:00 p.m. - 3:40 p.m.**

**• Concurrent Sessions A •**

**Meeting Rooms**

**(A1) Training Instructional & Non-Instructional Programs to Develop and Assess Outcomes**

*Presenters:* Danita McAnally, Amarillo College

*Facilitator:* Lincoln Holmes, University of Texas at Austin

*Location:* Mahogany

This session will provide the specific approach that Amarillo College has used in training all employees on outcomes. Participants will be able to duplicate the approach that AC has found to be effective. Roles of broad-based representation on outcomes committees will be discussed.

**(A2) Using Data to Improve Developmental Education: Three Case Studies**

*Presenters:* Michael Taft, ZogoTech and Paul Illich, McLennan Community College

*Facilitator:* Ruben Garcia, Texas Workforce Commission

*Location:* Sycamore

As institutions become more data-driven, institutional researchers have become deluged with requests for more data. However, we are often still using basic reporting technology that does not address the problems of constantly changing data / poor data quality and does not support more sophisticated analyses. Business intelligence and data warehousing are often seen as solutions, however cost and risk rule it out for many institutions. This presentation will take a look at how three institutions have changed how they access data to make quicker, better-informed decisions: Southwest Texas Junior College (Datatel Colleague) - this Achieving the Dream school analyzed gaps in developmental education progression, designed cohort-specific interventions, and has dramatically increased gatekeeper course completion. University of the Incarnate Word (Banner) – this private university is linking student intervention data to outcome data to predict at-risk students, intervene, and assess the results. And Metropolitan Community College (PeopleSoft) – this large community college district uses data to analyze student progression via conditional probabilities and time series analysis.

**(A3) Business Intelligence, What's in it for me?**

*Presenter:* Faron Kincheloe, Baylor University

*Facilitator:* Karen Weisbrodt, University of Texas at Austin

*Location:* Mesquite

This presentation gives one example of how Business Intelligence (BI) can be used in an academic environment. Baylor University recently completed a conversion of its existing data warehouse to BI. This will be a demonstration of the various reports and content that is available through BI and a discussion of how it is used by the University.



**(A4) What Institutional Researchers Should Know about the IRB**

*Presenter:* Susan Thompson, Texas State University-San Marcos

*Facilitator:* Maryann Ruddock, University of Texas at Austin

*Location:* Redwood

Federal regulations require Institutional Review Board (IRB) review and approval of research conducted with human subjects at educational, research and medical institutions. IRBs differ in composition, procedure and practice among institutions, but institutional researchers should be familiar with the basic principles that guide IRB reviews. This session will present an overview of federal guidelines and accepted ethical principles the IRB follows in reviewing proposed research projects, and provide information that researchers can use when conducting research to ensure that human subjects are respected, treated fairly, and not exposed to unnecessary risk.

**(A5) Studying Withdrawal Behavior Based on Psychometric Mapping**

*Presenters:* Edward Hummingbird, Kathleen Fenton, and Nasreen Ahmad, Collin County Community College District

*Facilitator:* Troy Courville, University of Texas System

*Location:* Aspen

The focus of this study is to use psychometric mapping techniques to segment students who withdraw from courses into clusters that reflect patterns of situational issues (that lead them to withdraw). This modeling framework is designed to identify patterns of heterogeneity among students who withdraw, giving us a more complete understanding of student motivations. It recognizes that the decision to withdraw is often an outcome of multiple issues that jointly affect students in comparable manners. Understanding these patterns/segments allows administrators to develop appropriate programs to address the needs of respective withdrawal segments.

**(A6) Using Excel to Generate Key Performance Reports**

*Presenter:* Bao Huynh, Richland College

*Facilitator:* Vince Gonzales, University of Texas at Austin

*Location:* Magnolia

In an age of increased calls for accountability, colleges are being asked to document their results and this effort usually falls to the institutional research offices, which often work with less than adequate staffing. This session will provide a step-by-step tutorial of how one college has utilized MS Excel to quickly and easily generate monthly key performance reports.



**Tuesday, March 3**

**(A7) Documenting Evidence of Student Learning on Core Curriculum Outcomes in Co-curricular Environments**

*Presenter:* Valerie Paton, Texas Tech University

*Facilitator:* Roy Philbrook, University of Texas-Pan American

*Location:* Maple

The contributions of co-curricular programs, services and environments to student learning have been the subject of several meta-analyses. This study addressed the research question of whether evidence of student learning related to Core Curriculum outcomes could be identified in selected co-curricular environments. With the recent focus on assessment of college-level general education student learning outcomes, this investigation utilized curriculum mapping of student affairs activities in light of Texas Core Curriculum student learning outcomes. In addition, focused assessment of student learning within selected student affairs was initiated in the spring 2009 term and initial findings will be discussed.

**3:50 p.m. - 4:30 p.m. • Concurrent Sessions B • Meeting Rooms**

**(B1) Looking Backwards for Profiles of Success**

*Presenters:* Xiaohong Li and Rita Caso, Sam Houston State University

*Facilitator:* Lincoln Holmes, University of Texas at Austin

*Location:* Mahogany

What are the profiles of the students who typically succeed in your institution? This is a question of perennial interest to Admissions, Enrollment Management, and to degree programs whose effectiveness may be measured by the number of successful graduates they produce. If success were defined as graduation, would there be more than one set of conditions under which students consistently succeeded? Would there be patterns of demographic characteristics and experiences consistently associated with different conditions? Furthermore, would students who graduate with different levels of success be identified with different sets of conditions, characteristics and experiences? This presentation will discuss and illustrate three different approaches to the profiling question. Data Mining, regression analysis, and Bayesian analysis will be used to identify and understand predominating sets of characteristics, conditions and experiences that were most frequently and closely associated with students who had timelier graduations with higher cumulative GPAs. Levels of timely graduation will be appropriately adjusted for students who entered as transfers.

**(B2) Accountability 101**

*Presenter:* Tom Corll, Central Texas College

*Facilitator:* Dave Downing, University of North Texas

*Location:* Sycamore

Each year this college prepared four assessment documents. Reports were submitted at the beginning and end of the fiscal year, at the beginning of the fall semester, and end of the calendar year for QEP and accountability. These reports have been combined into one. Based on Nichols' five-column model, a better understanding of the relationship between strategic planning, budgeting, and IE has been incorporated. Through the use of Excel tables the IE office can prepare an annual report using data tables (numbers and percentages). The aim of this process is to create a healthy dialogue between respective planning units and the IE office.



**Tuesday, March 3**

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**(B3) Apples to... Oranges? Challenges and Successes in Delivering Strategic Management Information**

*Presenter:* Kristi Fisher, University of Texas at Austin  
*Facilitator:* Cindy Dutschke, Texas A&M University  
*Location:* Mesquite

Four years ago, UT Austin was data-rich and information starved. We had highly-efficient operational systems, but very weak and inflexible reporting. With the implementation of, Project IQ, our business intelligence (BI) initiative, we were able to build cubes and reports that provided incredible insight into college performance. But while building cubes with financial information was fairly straightforward, academic management information posed unique challenges. We'll demo Project IQ and present our methods for engaging the academic community in our BI initiative, including problems encountered and successes in delivering meaningful strategic information to a large, decentralized, public research university.

**(B4) Coordinating Multiple Data Reports: Tips and Tricks**

*Presenter:* Katherine Friedrich, College of the Mainland  
*Facilitator:* Sue Herring, Baylor University  
*Location:* Redwood

As requests for data and research studies on student success have increased, we have struggled with how to coordinate all of this information in a manner that is easily accessible for the end-user. This was particularly challenging as some of the reports are text documents, where as others are tables and graphs. Expanding upon the basic concept of a "Report Card" with drill down capability, we have created a Data Repository as a single access point for multiple documents. This session will discuss how the repository was developed and share some tips and tricks for creating such a document.

**(B5) The Student of Tomorrow: A Look at the Texas Challenge**

*Presenter:* Eliza Hernandez, University of Texas at San Antonio  
*Facilitator:* Maryann Ruddock, University of Texas at Austin  
*Location:* Aspen

The college population of the United States will grow more slowly and unevenly geographically, and it will be older on average, increasingly more diverse, and likely less affluent. This session will look at Texas population trends, student characteristics and implications for all institutions 2020 and beyond.



**Tuesday, March 3**

**(B6) A Study of the Relationship between ENGL1301 and Student Performance in Intensive Writing Courses**

*Presenter:* Thomas Martin, Collin County Community College District  
*Facilitator:* Vince Gonzales, University of Texas at Austin  
*Location:* Magnolia

This study examined the effect that taking ENGL1301 has on student performance in intensive writing courses (operationally defined as GOVT2301, GOVT2302, HIST1301, HIST1302, HUMA1301, and SOCI1301) at a large community college district. Data were extracted for students who completed intensive writing courses from fall 2002 through spring 2008. The data were analyzed in SPSS using multinomial logistic regression. There were three primary findings of the study. One, in particular, complicated the study's interpretation. The presentation will provide an overview of the methodology, but will focus on the interpretation of the data and how the findings can be applied to improve student performance in intensive writing courses.

**(B7) Master Course Syllabi Project: A Cost-Free, Faculty-Driven Database**

*Presenter:* Shelly Peacock, Blinn College  
*Facilitator:* Trish Norman, University of Texas System  
*Location:* Maple

With the latest developments with our accreditation agency (SACS) concerning student learning outcomes and assessment, it was imperative that Blinn College develop a system for development and maintenance of Master Course Syllabi. This session will describe our journey from educating faculty on student learning outcomes and assessment to developing a cost free database for information collection as well as reporting. Discussion will include best practices and basic set-up of the program.

<b>4:40 p.m. - 5:10 p.m.</b>	<b>• Special Interest Groups I •</b>	<b>Meeting Rooms</b>
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- (SIG1) **SAS Users**  
Convener: **Faron Kincheloe, Baylor University**  
Location: Sycamore
- (SIG2) **SPSS Users**  
Convener: **David Preston, Brazosport College**  
Location: Mahogany
- (SIG3) **Datatel Colleague Users**  
Convener: **Teresa Isbell, North Lake College**  
Location: Redwood
- (SIG4) **OPIRO (One-Person IR Offices)**  
Convener: **Amy Bawcom, University of Mary Hardin Baylor**  
Location: Aspen
- (SIG5) **CCSSE**  
Conveners: **Margaret Drain, Houston Community College and Sam Echevarria-Cruz, CCSSE**  
Location: Mesquite



**Tuesday, March 3**

**5:15 p.m. - 5:45 p.m. • Special Interest Groups II • 2<sup>nd</sup> Floor Meeting Rooms**

(SIG6) **Public Universities Sector**

Convener: **Cindy Dutschke, Texas A&M University**

Location: Sycamore

(SIG7) **Public Community and Technical Colleges**

Convener: **Martha O'Burn, Houston Community College**

Location: Mahogany

(SIG8) **Nuventive**

Convener: **Scott Johnson, Nuventive**

Location: Redwood

(SIG9) **Independent Colleges and Universities (ICUT)**

Convener: **Amy Bawcom, University of Mary Hardin Baylor**

Location: Aspen

**\*\*\*\*\* Meet, Munch & Mingle! \*\*\*\*\***

**5:50 p.m. - 6:30 p.m.**

**Atrium Terrace**

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### Institutional Effectiveness Officers

**Are You Really Meeting Your Strategic Objectives?  
How Do You Manage and Measure Success?**

Managing the strategic plan is a tough job. Making sure that everyone follows it is almost a second job. The best laid plans are laid to waste without proper execution. In order to succeed it's critical to involve everyone on the team. Collaborate and get everyone on the same page with Strategic Planning Online. Create a unified understanding of the strategic plan and get everyone onboard by managing the entire process in a collaborative, online environment. Make sure that important initiatives are funded by encouraging managers to develop their strategic plans in-line with the budget preparation process. Increase the transparency and accountability of the planning effort while involving the entire institution in the planning process. Put the best strategic planning tool to work for your institution, and show them what an empowered strategic planner can do.



### Chief Financial Officer

**Are Institutional Goals and Strategic Objectives  
Being Supported by Expenditures?**

With the recent budget cuts, we all have to do more with less. Wouldn't it be nice if you could readily identify which budgets can be reduced and which cannot? Every institution needs to meet new strategic objectives while maintaining strict standards. This is a lot to manage when budgets are being reduced, and budget requests are on the rise. You can maximize the benefit of the funds you have, and reduce the impact of mandated budget cuts with Strategic Planning Online. This innovative tool will help you automate budget management, distribute the workload electronically, and involve managers in the budget planning process from the start. By modeling the budget priorities electronically, you can manage cuts without endangering innovation or compromising the institution's operational status. Dealing with budget cuts is hard enough. Get the information you need to make critical funding decisions and get the most out of the funds you have with Strategic Planning Online.



### Accreditation Compliance Officers

**Are You Due For Accreditation?  
Is a Peer Review Committee  
Coming to Your School?**

Let's face it; preparing for a peer review is hard work. The whole purpose of having a peer review is to ensure that the basic standards are being met and that the institution is working to rectify any problems. If compliance is just a fact of life required to ensure the basic quality of an institution's educational programs, why not start the compliance effort at the beginning of the planning process rather than addressing the issues near the end? Why not maintain evidence of compliance on an ongoing basis, rather than assembling it from scratch each time? Ensuring compliance shouldn't be an afterthought; it should be integrated into the design of the planning process. Instead of a hurried effort to prepare compliance documentation at the end of the road, manage it as a daily systematic process with reliable, real-time results. Don't worry about peer review anymore; be ready for any accreditation review, anytime with Strategic Planning Online.

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**Wednesday, March 4**

**8:00 a.m. - 5:00 p.m. • Registration • Atrium Terrace**

**7:30 a.m. - 9:30 a.m. • Breakfast & Round Tables • Atrium Terrace**

***Sponsored by Tk20***

A breakfast buffet will be served in the Atrium Terrace from 7:30 a.m. until 9:30 a.m. Three back-to-back 30-minute Round Table sessions begin at 8:00 a.m. with each topic presented at all three sessions.

Feel free to move from one table to another during each of the 30-minute sessions.



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**(R1) Blazing Trails - Introducing Cognos 8 Report Authoring Tools to a Non-Technical IR Team**

*Presenters:* Karen Weisbrodt and Lillie Anderson, University of Texas at Austin

With the release of the flexible Cognos 8 Report Studio reporting tool, the University of Texas at Austin institutional research team underwent an intense effort to develop staff expertise in its use. Members of the team created a report template, developed policies for governing report development and conducted regular “study hall” sessions for the office to increase awareness of the tool’s capabilities. Come hear about the evolution of this project from the original desire to streamline office report development to the establishment of a well-documented process and workflow for report validation and release.

**(R2) WEAVEonline Users**

*Presenter:* Tim Gilbert, WEAVEonline

Approximately 20 TAIR member institutions are users of WEAVEonline for the management of their assessment practices. This roundtable will be for WEAVEonline users and TAIR members who would like to learn more about using WEAVEonline. Topics will be generated by participants but may include discussions about new features, addressing common concerns, what’s in development, and collecting feedback from users.

**(R3) Accountability 101**

*Presenter:* Tom Corll, Central Texas College

Each year this college prepared four assessment documents. Reports were submitted at the beginning and end of fiscal year, at the beginning of the fall semester, and end of calendar year for QEP and accountability. These reports have been combined into one. Based on Nichols five-column model a better understanding of the relationship between strategic planning, budgeting, and IE has been incorporated. Through use of excel tables the IE office can prepare an annual report using data tables (numbers and percentages). The aim of this process is to create a healthy dialogue between respective planning units and the IE office.

**(R4) Privacy Laws and Release of Information**

*Presenter:* Joe Meyer, Texas State University-San Marcos

Review and discussion of privacy laws affecting release of student and employee data in higher ed. FERPA (Federal Educational and Privacy Act) defines how and when student data can be released. HIPAA (Health Insurance Portability and Accountability Act) covers the release of medical information. TPIA (Texas Public Information Act) addresses the release of data about anyone employed by the state of Texas, which includes Texas public universities.



**(R5) Collecting Unit-Level Plans Using a Web-Based Interface**

*Presenters:* Julie Thomas, Dick Whipple and Carol LaRue, Southwest Texas Junior College

Overseeing planning at the unit level is a critically important function of an institutional effectiveness office. Unfortunately, both instructional and service units are often so caught up in the details of daily work that mid- to long-range planning receives insufficient attention. Whippleware is a web-based system for collection of unit plans that utilizes a Microsoft Access database. This system provides reporting templates, documentation for accreditation purposes, and a method for tying planning to budget. Further, the database can be queried to monitor the progress of the various units in reporting their plans.

**(R6) IPEDS Agonistes**

*Presenter:* David Andrus, Del Mar College

Can you compose an institutional peer group that will (a) include a valid sample of your peer and aspiration schools; (b) address size, region, control, sector, Carnegie classification, curriculum mix, student demographics, and financial operations; (c) facilitate statistically valid benchmark research; and (d) be cheerfully accepted by all your stakeholders? If you can do (a) through (c), then (d) will be a lot easier (although it has been proven empirically impossible). Your school--like mine--is peerless, after all. We will examine methods, tools, tips, and strategies for composing IPEDS (and other) peer groups with defensible results guaranteed to ease your struggle.

**(R7) Making Sense of SENSE**

*Presenter:* Bao Huynh, Richland College

Research has shown that successfully completing the first semester of college dramatically improves students' retention and ultimate completion. Community colleges are increasingly looking at their entering students as a distinct cohort and using tools like the new Survey of Entering Student Engagement to identify opportunities for improvement. This roundtable will discuss how one college has made use of the SENSE data to make improvements in entering students' experiences and also lead discussion on how other colleges treat their entering students.

**(R8) Get a Grip: QEP Development**

*Presenter:* Robin Huskey, Kilgore College

Discussion of lessons learned from the development of "Get a GRIP" (Give Reading Its Priority), a QEP on reading across the curriculum from a Class of 2009 community college institutional researcher. Discussion will include the development of a successful plan and common pitfalls to avoid.



**(R9) You Want Me to Flow WHAT?**

*Presenters:* Lillie Anderson and Vince Gonzales, University of Texas at Austin

We are in the process of converting our existing static student flow reports to ones that are online and more dynamic. At the same time, we are also working to identify new cohort types to flow and designing the reports to display this data. An example of such a cohort are students who are accepted to the university but are unable to enroll in their desired major so they find themselves in an undeclared major. Bring copies of your flow reports to share that show both cohorts and report designs.

**(R10) What Are We Doing About Race Code Changes?**

*Presenter:* Maryann Ruddock, University of Texas at Austin

By fall 2010 all institutions reporting data to IPEDS will have to use the new race/ethnicity codes. In addition to the final regulations posted on the Federal Register, NCES is currently providing guidance on such issues as the wording of questions. Most institutions are in the middle of planning for these changes. Prior to the conference, a questionnaire will be sent out on TAIR-L polling the membership on such issues as re-identification of students or staff, use of additional ethnicity/racial codes, and mapping strategies. This roundtable will provide institutions a chance to share their questions/concerns/best practices with others in the state.

**(R11) Geographical Information Systems (GIS) in an Institutional Research Office**

*Presenter:* Eliza Hernandez, University of Texas at San Antonio

The purpose of this roundtable is to increase the participants' awareness of the potential applications of geographical information systems to institutional research. Examples of geographical information systems as an analytical and planning tool will be presented and discussed.

**9:00 a.m. - 4:00 p.m.                      • Resource Fair •                      Atrium Terrace**

Stop by and visit with our Resource Fair participants at any time between 9:00 a.m. and 4:00 p.m., but especially during the morning and afternoon breaks.

**9:30 a.m. - 10:00 a.m.                      • Break •                      Atrium Terrace**

Coffee, tea, soft drinks and water will be available.



**10:00 a.m. - 10:40 a.m. • Concurrent Sessions C • Meeting Rooms**

**(C1) Booting the Bull: Guiding Student Affairs Professionals in Conducting Effective Assessment of Student Learning Outcomes**

*Presenters:* Rebecca Lewis and Lisa Nagy, University of Texas at Arlington  
*Facilitator:* Danielle Texera, Rice University  
*Location:* Mahogany

The Council for Advancement of Standards in Higher Education (CAS) has set forth expectations for student affairs professionals to formulate and assess student learning outcomes. The purpose of this session is to provide information and tips to the institutional research professional involved in the assessment of student affairs programs. The session includes basic information about CAS expectations and a description of how one large, 4-year, urban university is conducting direct assessment of learning within student affairs. The session is appropriate for new or seasoned institutional research professionals, from 2 or 4-year institutions.

**(C2) Align Strategic Plans, Budgets, Assessment Efforts and Accreditation Requirements Online**

*Presenters:* Andrew Davies, Strategic Planning Online; Barbara Brumley, Howard College  
*Facilitator:* Joe Meyer, Texas State University-San Marcos  
*Location:* Sycamore

This session will demonstrate how to align strategic plans with budgeting priorities and assessment requirements while directly supporting accreditation standards. Learn how to facilitate an environment of continuous improvement by involving unit managers in the strategic planning and budgeting process while monitoring their effectiveness with assessment outcomes and accreditation standards. Andrew Davies will illustrate a painless, effective method of focusing unit managers on developing strategic plans, focusing budget managers on funding strategic objectives that directly support assessment targets, and focusing faculty members on developing a culture evidence for assessment and accreditation.

**(C3) Key Performance Indicators: Development of an Automated Dash**

*Presenters:* Cathy Vale and Roy Philbrook, University of Texas-Pan American  
*Facilitator:* Tina Rummel, Trinity Valley Community College  
*Location:* Mesquite

The Office of Institutional Research and Effectiveness at the University of Texas-Pan American began developing a Key Performance Indicators (dashboard) in 2004 using text boxes in Microsoft Word. Recently, OIRE has developed a way to automate the report using Microsoft Excel making the process much more efficient and easier to update. This presentation will show the development process that OIRE went through in implementing its current Key Performance Indicators.



**(C4) Discussion with Next-Year's TAIR President**

*Presenter:* Allen Clark, University of North Texas  
*Facilitator:* Mary Barton, University of North Texas  
*Location:* Redwood

This concurrent session has been set aside to discuss any concerns or ideas regarding TAIR and future TAIR conferences with next year's TAIR President. We wanted to give you an opportunity to share your thoughts as we make plans for changes in TAIR policy, programming, and conferences. If you do not have any concerns or ideas, then come tell us what you think has been working well in the past. We just want to hear from you.

**(C5) The real value (\$) in Employee Engagement Surveys**

*Presenter:* Noel Landuyt, University of Texas at Austin  
*Facilitator:* Faron Kincheloe, Baylor University  
*Location:* Aspen

Many institutional researchers are called upon to provide assistance and direction in administering and providing data on employee engagement or organizational climate assessments. While many understand the value in collecting and using the information for organizational improvement, there is growing data to support that the level of employee engagement can be equated to real dollars. This session provides findings which look at employee engagement, turnover and utilization of sick leave from data collected from the Higher Education Excellence Survey. The punch line - bad engagement costs money. The session also provides related information from collaborative efforts in Canada.

**(C6) The Elusive Convex Curve -- Persistence Results of an AtD Initiative**

*Presenter:* Margaret Drain, Houston Community College  
*Facilitator:* Kristi Fisher, University of Texas at Austin  
*Location:* Magnolia

One of HCC's initiatives as Achieving the Dream interventions is the LVN Survival Camp. This one full week orientation experience for new enrollees occurs just prior to taking LVN program classes. Its purpose is to ensure students are prepared for the educational regimen that will follow. Previously, over half of LVN students dropped out of this capped program. The evaluation question was "Is there improvement in the persistence and completion rates for survival camp attendees, compared to the prior year's non-attendees? The results were amazing; the initiative is "grant" worthy, and it may have improved the CCSSE Student-Faculty Interaction benchmark.



Wednesday, March 4

**(C7) Quest for a Knowledge Management Solution**

*Presenter:* Maryann Ruddock, University of Texas at Austin

*Facilitator:* Karen Weisbrodt, University of Texas at Austin

*Location:* Maple

You have lots of data and information that you want to access. The literature tells you that the way to go is knowledge management or enterprise content management. A Google scan brings back hundreds of responses. Now you need a knowledge management solution for your Google results! What is knowledge management? What are the different 'categories' for knowledge management? How do you make sense of all the information out there? How do you even know you need knowledge management? This session will offer a concise look at knowledge management and the various solutions that are out there.

**10:40 a.m. - 11:00 a.m.**

**• Break •**

**Atrium Terrace**

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**11:10 a.m. - 11:50 a.m. • Concurrent Sessions D • Meeting Rooms**

**(D1) Creating Institutional Buy-In to the Program Review Process**

*Presenter:* Bao Huynh, Richland College  
*Facilitator:* Danica Frampton, St. Edward's University  
*Location:* Mahogany

The Institutional Research staff of Richland College has conducted a review of credit programs since the late 1980's. This presentation will include the evolution of the program review process, with a discussion of successes and opportunities for improvement. The presenter will describe how the staff of the Office of Institutional Research and Planning deploys the program review process for maximum faculty buy-in. The presenter will discuss the results of the college's 2007-08 pilot of the Administrative and Student Support Services program review. Session attendees will receive a template of the Richland College credit program review with explanatory documentation.

**(D2) Emergent Strategies to Improve Institutional Effectiveness: Integrating Institutional Research, Program Evaluation, and Planning**

*Presenter:* Roy Mathew, University of Texas at El Paso  
*Facilitator:* Sue Herring, Baylor University  
*Location:* Sycamore

The presentation will outline a large, public institution's efforts to improve institutional effectiveness by aligning institutional research, program evaluation, and planning. The presentation will describe the institution's work in the area of student success. In particular, the presentation will show how research findings from a study about student success can be used to shape program evaluation. In addition, these findings can be used to examine the broader evaluation of programs in terms of their impact on strategic-plan goals and objectives. This exercise is designed to outline emergent strategies that can be implemented in all post-secondary institutions.

**(D3) Keys to Successfully Implementing Balanced Scorecard Systems**

*Presenters:* Jan Lyddon and Bruce McComb, Organizational Effectiveness Consultants  
*Facilitator:* Kristi Fisher, University of Texas at Austin  
*Location:* Mesquite

Institutional effectiveness and accountability have become pressing issues in recent years. In response, higher education leaders are asking IR professionals to develop and implement balanced scorecards and dashboards, which, when carefully implemented are well understood, well developed and effectively used systems. Keys to successful implementation include systematic approaches, leadership understanding and involvement, organizational understanding of measurement and goal setting, a communications plan, and ease of data collection and extraction and appropriate technology. We will discuss why these keys are important and how to successfully use them.



**(D4) Lessons Learned Working at Three Different Community Colleges and the Coordinating Board**

*Presenter:* Jerry Scheerer, Mountain View College

*Facilitator:* Danielle Texera, Rice University

*Location:* Redwood

This session will present important foundational lessons learned while working at four different institutions in Institutional Research and Planning over the past fifteen years. Lessons learned include: "Context-Context-Context;" "Presentation is Vital;" "Do not Assume - Define Terminology;" "Use the Internet to Communicate;" "Always Strive for Accuracy;" "Accessible Data are Imperative;" "Build and Maintain an IR Tool-Box;" "Do not be Afraid to Ask for Help;" "Respect and Protect Faculty-level data;" "Time Management - Learn What is Important;" "Get Engaged in Your College;" and "Other Lessons Learned - An Attempt at Humor."

**(D5) Impact of Repeating a Course**

*Presenter:* James Holmes, University of Texas at Austin

*Facilitator:* Jana Marak, Baylor University

*Location:* Aspen

Repeatability is an issue brought to light by the Texas Legislature. Beyond the extra work to report these occurrences, there are other impacts. Repeating a course has negative impacts on the students and the institutions. Students managing to stay enrolled, find their stay in college lengthened. Institutions see declines in retention and graduation rates. In addition, institutions must deal with the need to offer more sections/seats and in some cases deal also with the loss of state funding. In this session, the effects of repeating courses and their degree of significance will be discussed.

**(D6) To SPSS or Not to SPSS: Comparing SPSS and Excel**

*Presenter:* Salma Ferdous, University of Texas at San Antonio

*Facilitator:* Jeff Pitts, Texas A&M University

*Location:* Magnolia

Any institutional research office needs to do sophisticated analyses easily and accurately. At UTSA, we usually deal with large datasets and complex analytical problems. Different software provide options for displaying results. MS Excel and SPSS are commonly used software in IR along with many other available commercial products. Both of these software have advantages and limitations. Excel can do simple, basic descriptive statistics quickly and easily but SPSS is the better choice for most inferential or refined statistical applications. New IR Analysts would find deciding which one to use and when beneficial. So, to SPSS or not to SPSS?



**Wednesday, March 4**

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**(D7) Mixed Methodology for Focus Groups**

*Presenters:* Tad R. Pfeifer and Katherine Freidrich, College of the Mainland

*Facilitator:* Vince Gonzales, University of Texas at Austin

*Location:* Maple

Focus groups. By definition, they should be focused on a single issue or question. However, often those asking for focus group feedback have a whole slew of questions that they would like to have answered. In response to this regular occurrence, we have developed a mixed-method approach that allows most of the focus group time to be spent discussing one to three questions, while also collecting written responses to a larger number of questions. In this session we will discuss this methodology, along with the pros and cons associated with using it. We will also discuss data analysis and presentation.

**12:00 p.m. - 1:45 p.m. • Luncheon & General Session II • Atrium Terrace**

***Sponsored by Nuventive***

**“Andy Wilkinson”**

Andy Wilkinson is a writer and singer of contemporary western folk music. Through his poems and songs, he weaves images of people and places in telling the tales of the American West of yesterday and today.



Wednesday, March 4

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**2:00 p.m. - 2:40 p.m. • Concurrent Sessions E • Meeting Rooms**

**(E1) Transformative Assessment: Leading the Charge!**

*Presenters:* Catherine Wehlburg, Texas Christian University and  
Richard Laramy, TTC Consulting, Inc.  
*Facilitator:* Pam Haws, University of Texas at Arlington  
*Location:* Mahogany

Most institutions have developed assessment plans, hired personnel, and gathered a lot of data. Unfortunately, most of this work has been added on top of the other teaching/learning/service/research activities that must happen on campus. Unless and until higher education begins to truly look at assessment as a way to improve, we will never meet the challenge that is given to us by the American public. This session will focus on how to use transformative assessment data to better understand what our institutions are doing well and what they still need to improve. It's time to "Cowboy up!"

**(E2) Collecting Unit-Level Plans Using a Web-Based Interface**

*Presenters:* Julie Thomas, Dick Whipple and Carol LaRue, Southwest Texas Junior College  
*Facilitator:* Dave Downing, University of North Texas  
*Location:* Sycamore

Overseeing planning at the unit level is a critically important function of an institutional effectiveness office. Unfortunately, both instructional and service units are often so caught up in the details of daily work that mid- to long-range planning receives insufficient attention. Whippleware is a web-based system for collection of unit plans that utilizes a Microsoft Access database. This system provides reporting templates, documentation for accreditation purposes, and a method for tying planning to budget. Further, the database can be queried to monitor the progress of the various units in reporting their plans.

**(E3) Pairing a Data-mining Web Application with SPSS Statistical Analyses: Exploration and Examination Followed by Excavation and Exp**

*Presenters:* Rita Caso, Qiyu Li and Xiaohong Li, Sam Houston State University  
*Facilitator:* Karen Weisbrodt, University of Texas at Austin  
*Location:* Mesquite

This presentation will describe the development and demonstrate the use of a web-based data mining application, specifically designed for an institutional research office by a staff member, and will explain and illustrate how it is employed in conjunction with follow-up analyses in SPSS, to longitudinally study students progressive outcomes. The combined objective of the data-mining application and the subsequent statistical analysis is to longitudinally examine the progressive outcomes of several First-Time Freshmen cohorts in relation to a number of variables generally thought to impact or mediate the impact of college experiences. The presentation will demonstrate the relative ease with which institutional research office staff, and some clients, can use the web-based data mining application to explore student data and to discover phenomena to seed explicit research questions and hypotheses. It will also discuss the limitations of the data-mining application and will illustrate the transition of a research question from descriptive examination with the data-mining application, to more intensive, conclusive and explanatory examination with statistical analyses.



**(E4) Where does the Time Go? Time-saving Techniques for the IR Office**

*Presenter:* Amy Bawcom, University of Mary Hardin-Baylor  
*Facilitator:* Marcelo Paredes, University of Texas-Pan American  
*Location:* Redwood

Given the volume and variation in responsibilities all of our offices have, time is at a premium for all of us. We will share some of the time-saving techniques that we make use of in our office to help with effective time and project management. Most of these methods are low-cost and make use of the lesser-known features in the Microsoft Office products (Excel, Outlook, Word). We encourage you to be prepared to share your own effective practices and procedures in our session. Everyone should leave with the ammunition to be able to accomplish more in less time!

**(E5) Forecasting Supply of College Graduates for Texas' Growth Industries**

*Presenters:* Gabriela Borcoman, Texas Higher Education Coordinating Board and Ruben Garcia, Texas Workforce Commission  
*Facilitator:* Lincoln Holmes, University of Texas at Austin  
*Location:* Aspen

The State identified six industry clusters to be the focus of the Governor's economic development efforts. The Texas Higher Education Coordinating Board was tasked to determine the long-term forecast of college graduates for the occupations within these industry clusters to identify gaps in the education pipeline. This joint project with the Texas Workforce Commission resulted in some interesting results to assist the agencies and institutions in program planning and strategic planning. The presenters will discuss the process and results of the project.

**(E6) Where are Your HEAVY-WEIGHTS? Identifying Unrealized Formula Funding Opportunities through SCH Analysis**

*Presenters:* Kristi Fisher and Lincoln Holmes, University of Texas at Austin  
*Facilitator:* Vince Gonzales, University of Texas at Austin  
*Location:* Magnolia

Is your institution making the most of the formula funding matrix weights? Are you losing potential SCH funding because of institutional policies that could easily be changed? How do you know? The University of Texas at Austin has recently developed analytical tools to help us better understand our formula funding position. This session explores our analysis of three factors influencing formula funding: the combinations of course/student levels producing SCH; the impact of weight assigned to the resulting SCH level for each funding area; and the percent undergraduate SCH production taught by Tenured/Tenure Track faculty.



**Wednesday, March 4**

**(E7) 3-Year Comparison of Accuplacer Placement Rates Fall 2005, Fall 2006, and Fall 2007 ATD FTIC High School Graduates**

*Presenters:* Georgia Sinclair and Carol Kay, El Paso Community College

*Facilitator:* Maryann Ruddock, University of Texas at Austin

*Location:* Maple

In 2006-2007, regional high schools, with the help of El Paso Community College (EPCC), began testing seniors, and in some cases, juniors to see how well they are prepared for college and to implement interventions where needed. Students are tested on a strictly volunteer basis. An investigation was made to determine if placement rates among high school graduates improved over the three year period. Minor changes in placement took place between fall 2005 and 2006, while substantial improvement took place between fall 2006 and fall 2007.

**2:50 p.m. - 3:20 p.m.**

**• Break •**

**Atrium Terrace**

Cookies, soft drinks, tea and coffee will be available. Here's another opportunity to visit the Resource Fair!

**3:30 p.m. - 4:10 p.m.**

**• Concurrent Sessions F •**

**Meeting Rooms**

**(F1) Using IDEA Results in Assessment of Core Curriculum Student Learning Outcomes**

*Presenters:* Jeff Roberts and Rita Caso, Sam Houston State University

*Facilitator:* Marilyn Greer, M. D. Anderson Cancer Center

*Location:* Mahogany

This presentation will explain how the IDEA survey results of fall and spring 2005-2008 were used in the assessment of the Core Curriculum program of a particular public university. A commercial assessment product of the IDEA Center of Kansas State University, the IDEA class evaluation system is used nationally by hundreds of universities each semester. The IDEA asks class instructors to identify Student Learning Objectives (SLOs) they particularly intend for their students. Then, among other things, the IDEA asks students to evaluate their progress on those SLOs. The electronically scored faculty and student IDEA surveys for each class are analyzed for correspondence between SLOs on which students reported progress and the SLOs that the instructor intended for the students. This information was used to address two essential Texas Higher Education Board requirements for TX Core Curriculum assessment: (1) that universities monitor and assess to determine if their Core Curriculum classes are teaching to the SLOs promulgated by the state for each Core Curriculum area of instruction, and (2) that universities assess student learning regarding those stated SLOs.



**(F2) Race and Ethnicity -- What Are We Going To Do?**

*Presenters:* Sue Herring and Jana Marak, Baylor University  
*Facilitator:* Maryann Ruddock, University of Texas at Austin  
*Location:* Sycamore

With the change in IPEDS reporting for race and ethnicity being required in fall 2010, institutions have to work NOW to plan how they will implement this change, gather the data and be able to respond to questions for federal reporting as well as internal inquiries. Come join us as we share one institution's plan and then hear the ideas of others.

**(F3) The Assessment Bandwagon: Measuring Faculty Engagement**

*Presenter:* Jennifer Hughes, Texas Tech University  
*Facilitator:* Vince Gonzales, University of Texas at Austin  
*Location:* Mesquite

This session will focus on measuring faculty engagement in assessment at Texas Tech University. As TTU works to internalize assessment efforts as a means to sustainability, it is important to measure faculty engagement. Recent accreditation events at Texas Tech have necessitated an open, frank dialogue about the state of assessment at Texas Tech University. This session explores the types of motivation associated with the likelihood that faculty will engage in assessment activities at the course and program levels. The following types of motivation will be discussed: external, somewhat external, somewhat internal, or internal/integrated. Attendees of this session will learn what drives faculty to "get on the assessment bandwagon."

**(F4) Analysts, Let's Get Organized!**

*Presenter:* Salma Ferdous, University of Texas at San Antonio  
*Facilitator:* Sam Shi, University of Texas-Pan American  
*Location:* Redwood

Analysts with good work habits tend to be more successful in their careers than poorly organized individuals. Good working and organizing habits are more important than ever because of today's emphasis on productivity and quality. Developing good work habits and time management practices is often a matter of developing proper attitudes toward work and time. At UTSA we use organizational tools and strategies to make life and work easier. New research analysts will find this helpful for cleaning-up and getting organized, planning activities, making good use of their office technology and getting off to a good start.



**(F5) Institution Characteristics and Student Engagement: 2008 CCSSE Results**

*Presenters:* Sandra Shannon and Samuel Echevarria, University of Texas at Austin/CCSSE

*Facilitator:* Lincoln Holmes, University of Texas at Austin

*Location:* Aspen

Results from the 2008 Texas cohort of the Community College Survey of Student Engagement will be discussed. Of special interest will be an analysis of institution-level variables in order to capture important relationships between student characteristics and the institution they attend. These institution-level factors include enrollment size, urbanicity, part-time and full-time student enrollment ratio, part-time and full-time faculty ratio and per-student expenditures among others. These macro-level factors will be analyzed alongside traditional student-level socio-demographic characteristics such as sex, race/ethnicity, enrollment status and tenure within higher education. Results will be discussed within the context of institution-level effects net of student characteristics.

**(F6) Class Climate**

*Presenters:* Andrew Jopling, Scantron Corporation; Julie Fulgham, Mississippi State University

*Facilitator:* Susan Thompson, Texas State University-San Marcos

*Location:* Magnolia

Class Climate is a web-based software solution used to conduct course evaluation surveys at colleges and universities, as well as in professional education areas, such as corporate training. The software offers a survey management platform including a questionnaire designer for online and paper based surveys, with robust reporting capabilities. Class Climate saves time and money by streamlining the survey process through automatic matching of surveys to courses, report generation and automated notifications.

**(F7) Where Are the Data?**

*Presenter:* Joe Meyer, Texas State University-San Marcos

*Facilitator:* Kristi Fisher, University of Texas at Austin

*Location:* Maple

Do you wonder if the faculty, staff, and administrators at your university really know what you do? Do you want to increase their awareness and use of the services you offer? This presentation will demonstrate a workshop that we have offered at our university each semester for the past 8-10 years. It familiarizes attendees with the services we offer, and allows for hands-on demonstrations of ways our clients can obtain the data they need to make better decisions. TAIR members who have not already done so may want to consider developing a similar workshop for their own campus.

4:20 p.m. - 5:00 p.m.

• Newcomers Recap •

Sycamore



**Wednesday, March 4**

**6:00 p.m. - ?**

**• TAIR Special Event •**

**Chuck Wagon Dinner and Equestrian Show**

*Sponsored by SAS*



Cowboy up in your best western wear and come on down for an evening of entertainment Texas style. Buses will depart at 6:00 p.m. from the Holiday Inn-Park Plaza hotel lobby and transport TAIR members to the Texas Tech Equestrian Center. The event will begin with a trick roping demonstration by Brice Chapman, who has been performing since the age of four. His dog, Sooner, and horse, Crossfire, are part of his act. Next we will

enjoy a chuck wagon dinner with authentic cowboy vittles in the arena while watching the Texas Tech Ranch Rodeo and Rodeo Team strut their stuff. The Texas Tech teams will then show us how it's done with hands on instruction using roping dummies.



Wednesday, March 4

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**Thursday, March 5**

**7:30 a.m. - 9:00 a.m. • Breakfast & Business Meeting • Atrium Terrace**  
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**9:15 a.m. - 10:30 a.m. • General Session III • Atrium Terrace**

**“State of Affairs Regarding Accreditation, Fifth-Year Interim Report, and Substantive Change”**

Dr. Ralph Russell, Director of Institutional Support, Southern Association of Colleges and Schools (SACS)

**10:45 a.m. - 11:25 a.m. • Coordinating Board Update • Sycamore**

Janet Beinke and Gabriela Borcoman from The Texas Higher Education Coordinating Board staff will provide an update on research activities and data collection at the agency. A question and answer session will follow.



**Thursday, March 5**

**Executive Committee Meeting**  
(By Invitation Only)

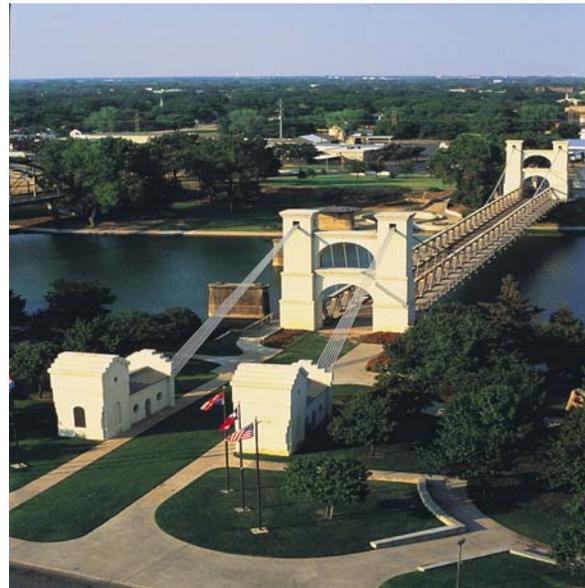
12:30 p.m. - 2:00 p.m.  
Cypress

Conference Wrap-Up; Installation of New  
Officers; Lunch will be provided



Mark your calendar for TAIR 2010 in  
*Waco* -- home to Baylor, McLennan Community  
College and Texas State Technical College.  
Enjoy the Texas Ranger and Dr. Pepper  
Museums. Waco encompasses a  
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March 1-4, 2010 at the Hilton Waco





## Conference History

Year	Site	President	Vice President	Secretary	Treasurer
1979	Austin	Program Committee: Horace Griffiths, Rude Gaedke, Bill Lasher, Joe Szutz			
1980	Austin	Ann Sewell, Larry Luce, Paul Thomas, Henry Zachringer, Don Norris, Doug Wright, Margaret Reap			
1981	Houston	Bill Lasher (Chair), Jean Garwood, Leon Spivey, Ross Clark, Les Kincaid, Pritchly Smith, Maryann Steele (Ruddock)			
1982	San Antonio	Don Norris	Vicki Mason	Paul Thomas	*
1983	Ft. Worth	Vicki Mason	Joe Szutz	Paul Thomas	*
1984	El Paso	Joe Szutz	Marsha Ivery	Martha Lee	*
1985	Austin	Marsha Ivery	Bill Nylin	Martha Lee	*
1986	San Antonio	Bill Nylin	Robert Cullins	Su-Zan Harper	*
1987	Austin	Robert Cullins	RoJean Starke	Su-Zan Harper	*
1988	Austin	**	Clinton Hurley	Denise Watts	*
1989	Austin	Clinton Hurley	Dennis Hengstler	Denise Watts	*
1990	San Antonio	Dennis Hengstler	Todd Hutton	Vickie Natale	*
1991	Corpus Christi	Todd Hutton	James Hale	Vickie Natale	*
1992	Galveston	James Hale	Susan Griffith	Sidney Prewitt	Karlease Clark
1993	College Station	Susan Griffith	Mary Korfhage	Deryl Clark	Karlease Clark
1994	El Paso	Mary Korfhage	Glenn James	Sidney Prewitt	Lizabeth Elkins
1995	San Antonio	Glenn James	Vickie Natale	Patricia Duhon	Lizabeth Elkins
1996	Houston	Vickie Natale	Richard Bailey	Patricia Duhon	James Calarco
1997	South Padre	Richard Bailey	Verna Dewees	Cindy Dutschke	James Calarco
1998	Austin	Verna Dewees	Thomas Martin	Cindy Dutschke	Dennis Brandt
1999	Dallas	Thomas Martin	Leona Urbish	Lillian Young	James Calarco
2000	San Antonio	Leona Urbish	James Calarco	Lillian Young	Karen Laljiani
2001	Clear Lake	James Calarco	Maryann Ruddock	Martha Oburn	Karen Laljiani
2002	Corpus Christi	Maryann Ruddock	Michael Green	Martha Oburn	Jana Marak
2003	El Paso	Michael Green	Marilyn Greer	Rebecca Richter	Jana Marak
2004	College Station	Marilyn Greer	Karen Laljiani	Rebecca Richter	Jaime Garcia
2005	Arlington	Karen Laljiani	Christopher Benton	Danica Frampton	Jaime Garcia
2006	Austin	**	Gerry Dizinno	Danica Frampton	Margaret Drain
2007	South Padre	Gerry Dizinno	Ruben Garcia	Darline Morris	Jana Marak
2008	Galveston	Ruben Garcia	Joseph Meyer	Darline Morris	Cathy Vale
2009	Lubbock	Joseph Meyer	Allen Clark	Trish Norman	Cathy Vale

\*The Secretary/Treasurer position was divided into two positions in 1992.

\*\*The President moved out of state; Vice President served as Acting President.



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## Travel and Transportation Information

### Air Travel

Lubbock Preston Smith International Airport (LBB) provides the city of Lubbock with all scheduled jet services.

#### **Airport Transfers:**

Airport transfers are available from Yellow Cab and Royal Coach Town Car Service. You may call 1-800-687-7859 to make an advanced reservation for Royal Coach Town Car. An estimated fare for one-way transportation from either service is \$30.

### Driving Directions

For driving directions, go to: <http://www.visitlubbock.org> and click on the “Getting Here” link.



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## TAIR 2009 Executive & Program Committees

### Executive Committee

President:	Joe Meyer, Texas State University-San Marcos
Vice President/President Elect/Program Chair:	Allen Clark, University of North Texas
Past President:	Ruben Garcia, Texas Workforce Commission
Secretary:	Trish Norman, University of Texas System
Treasurer:	Cathy Vale, The University of Texas-Pan American
Member-at-Large, Professional Development:	Paul Illich, McLennan Community College
Member-at-Large, Technology:	Brian Cordeau, The University of Texas-San Antonio

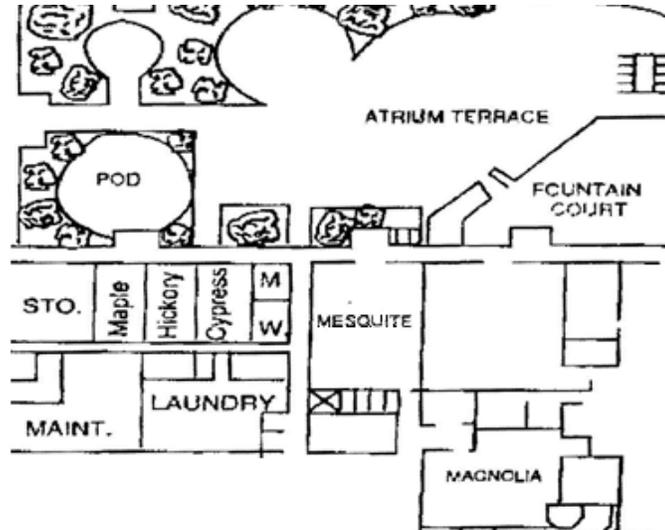
### Program Committee

Concurrent Sessions:	Kristi Fisher, University of Texas at Austin
Evaluations:	Dwayne Gragg, Navarro College
General Sessions:	Amy Bawcom, University of Mary Hardin-Baylor
Listserv:	Brian Cordeau, The University of Texas-San Antonio
Local Arrangements:	Kerri Ford, Texas Tech University
Newsletter:	Linda Perez, University of the Incarnate Word
Program Brochure:	Mary Barton, University of North Texas
Resource Fair:	Rick Leyva, El Centro College
Round Tables:	Susan Thompson, Texas State University-San Marcos
Special Interest Groups:	Sue Herring, Baylor University



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