



2004

Texas Association for Institutional Research

26th Annual Conference

February 24-27, 2004
Hilton and Conference Center
College Station, Texas

Conference Copy
Bring to Conference



The Times They Are A-Changin'



Aren't they ever!!! Never before have colleges and universities been asked to do so much more with so much less! Budget cuts and tuition increases have received national attention. At the same time, we are tasked with "Closing the Gaps" in higher education; recruiting, retaining, and serving a student body with changing demographics and increased needs. Technology is also changing, as are assessment requirements, SACS Principles of Accreditation, Core Curriculum Evaluation, and the like. The TASP program has been replaced with the Texas Success Initiative. Interpretation of FERPA rules has become more restrictive, changing the ways in which data may be shared across institutions. As the emphasis moves from institutional effectiveness to quality enhancement, so the role of the institutional researcher is also shifting from data guru to information provider. How is a researcher to keep up with it all?

Luckily, there is the Texas Association for Institutional Research, where researchers can get together on an annual basis for professional enrichment, sharing, and camaraderie! This is something that has not changed, except to become more accessible. This year, in order to relieve some of the stress on our decreased budgets, TAIR has lowered the early registration fee to \$80 from the usual \$100. In addition, we have instigated a new travel grant program. Eligible members may request travel grants of up to \$250, which may be used for registration and other travel-related expenses. Information on how to apply for these grants is included in this document, as well as in the October newsletter and on the TAIR web page (www.texas-air.org).

The program this year is full of useful information about how other Texas colleges and universities are handling changes at their institutions. The Texas Higher Education Coordinating Board will be there, as usual, to share the hot topics Texas researchers must be aware of today. Twenty-four concurrent sessions, twelve roundtables, six pre-conference workshops, and four general session speakers promise to offer a wide variety of topics to choose from. A special event will be offered at the Bush Library, and optional tours will be available. Good food and entertainment will be interspersed with good information to make for an excellent conference experience! There should be something here for everyone, so come on down to Aggie land in College Station!



Marilyn J. Greer
President



Karen Laljani
Vice-President and President-Elect
Program Chair

Registration Information

The conference registration form (centerfold of this brochure) should be completed and postmarked to Jaime Garcia, Rice University, by December 24th. The registration fee of \$80.00 includes membership, breaks, luncheon, and two breakfasts. Special rates are available for qualifying emeritus and full-time graduate student members (see below). Late Registration – a \$20.00 late fee will be assessed for any registration postmarked after December 24th.

Conference Fees:

Individual Members, includes conference registration and membership.....	\$80.00
Emeritus Member	\$65.00
Graduate Student Member	\$50.00

Pre-Conference Workshops:

Intermediate Statistics	\$30.00
Measuring the Unmeasurable – Psychometric Considerations in Survey Research	\$30.00
Enhancing Presentations for Effective Communications	\$30.00
Newcomers to TAIR – What You Need for a Successful IR Career.....	\$35.00
IPEDS Changes and the Enhanced Peer Analysis System	\$35.00
The Newest, the Latest in SPSS 12	\$35.00

Special Memberships:

Emeritus: To qualify for emeritus membership, a person must be retired and must have been an active member of TAIR for a minimum of five years preceding retirement.

Sponsored Full-Time Graduate Student: To qualify for graduate student membership, a person must be actively pursuing a graduate degree, must not be employed full-time, and must (a) be actively engaged in research leading to improved understanding, planning, and operation of institutions of post-secondary education, or (b) be interested in the methodology and results of institutional research, planning, evaluation, and policy analysis related to higher education in Texas.

To receive the discount on the special registration fees, send a letter (with your registration materials) explaining your qualifications for the special applicable membership category. Graduate students must submit a sponsorship letter from a regular, active member of TAIR.

Payment of Fees:

Please make all checks payable to TAIR, and send payment to Jaime Garcia, Rice University. If paying by institutional check that won't be available until after December 24th, please send a copy of the purchase order submitted by your institution for payment of the conference fees before December 24th to avoid paying the late registration fee. The TAIR tax identification number is: 75-1695499. The TAIR vendor identification number is: 17516954991001.

Send completed registration form and payment to:

Jaime Garcia, TAIR Treasurer
Office of Institutional Research
Rice University
6100 Main MS-73
Houston, TX 77251

Cancellation of Registration:

Requests for refunds must be made in writing to the Treasurer on or before February 1, 2004. The registration fee less a \$15.00 processing charge will be returned.

“TAIR 2004: The Times They Are A-Changin’!”

Texas Association for Institutional Research

26th Annual Conference – College Station

February 24-27, 2004

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↵ Program-at-a-Glance ↲

Tuesday, February 24 (Pre-Conference)

12:00 p.m. – 5:00 p.m. Registration
1:00 p.m. – 5:00 p.m. Pre-Conference Workshops (3)

Wednesday, February 25

7:30 a.m. – 5:30 p.m. Registration
8:00 a.m. – 12:00 p.m. Pre-Conference Workshops (3)
12:00 p.m. – 1:15 p.m. Lunch on your own
1:30 p.m. – 3:00 p.m. General Session I
3:00 p.m. – 3:40 p.m. Meet, Munch, & Mingle
3:40 p.m. – 4:20 p.m. Concurrent Sessions A
4:30 p.m. – 5:30 p.m. Concurrent Sessions B
6:30 p.m. Conference Special Event

Thursday, February 26

7:30 a.m. – 4:00 p.m. Registration
7:30 a.m. – 9:00 a.m. Breakfast
8:00 a.m. – 8:30 a.m. Roundtable Session I
8:30 a.m. – 9:00 a.m. Roundtable Session II
9:00 a.m. – 9:30 a.m. Roundtable Session III
9:00 a.m. – 4:00 p.m. Resource Fair
9:45 a.m. – 10:45 a.m. General Session II
10:45 a.m. – 11:00 a.m. Coffee Break
11:00 a.m. – 11:40 a.m. Concurrent Sessions C
12:00 p.m. – 1:45 p.m. Luncheon and General Session III
2:00 p.m. – 3:00 p.m. Concurrent Sessions D
3:00 p.m. – 3:30 p.m. Resource Fair/Break
3:30 p.m. – 4:10 p.m. Concurrent Sessions E
4:20 p.m. – 5:00 p.m. Sector SIG's
5:15 p.m. – 6:00 p.m. Other SIG's
6:30 p.m. Dinner Caravans

Friday, February 27

7:30 a.m. – 8:00 a.m. Breakfast
8:00 a.m. – 9:00 a.m. Breakfast / Business Meeting
9:15 a.m. – 10:30 a.m. General Session IV
10:45 a.m. – 11:45 a.m. Regional SIG's and Newcomers' Workshop Recap
11:45 a.m. End of Conference

TAIR 2005 CONFERENCE

Wyndham Arlington

Arlington, Texas

February 22-25, 2005

✧ Invited General Session Speakers ✧

General Session I - Wednesday, 1:30 p.m. - 3:00 p.m.

“Closing the Gaps: A Professional Goal and Personal Commitment”

Don Brown, Commissioner of Higher Education, Texas Higher Education Coordinating Board



Dr. Don Brown has served on the Texas Higher Education Coordinating Board (THECB) since 1983. He has been serving as Commissioner for Texas Higher Education since 1997. Commissioner Brown will reflect on his tenure as Commissioner, and discuss his plans for retirement in April 2004. In "retirement", Dr. Brown will focus most of his time on efforts aimed at helping the state achieve the goals for "Closing the Gaps."

Before joining THECB, Dr. Brown was a political science faculty member at the University of California, Riverside, for 12 years. Dr. Brown's hometown is Kerrville, in the Texas hill country. He earned his bachelor's degree at The University of Texas at Austin with a major in government, and a PhD in political science from the University of Wisconsin, Madison.

General Session II - Thursday, 9:45 a.m. – 10:45 a.m.

“Accountability, Higher Education, and Texas: The Experience of the U.T. System Schools and Implications for Institutional Researchers Across the State”

Geri Malandra, Associate Vice Chancellor for Accountability, UT System



Dr. Geri H. Malandra is Associate Vice Chancellor for Accountability and Institutional Improvement at the University of Texas System, with responsibility for leading the development and implementation of a comprehensive, integrated approach to accountability and performance studies for the U.T. System and its component institutions, fostering institutional alignment and improvement efforts through the development of strategic Compacts with each institution in the System; and guiding the System administration's strategic planning activities.

Dr. Malandra will brief TAIR members on the process by which the U. T. System and its component institutions have developed an accountability report for the System Board of Regents. This process has implications for all institutional researchers in Texas, since several legislative committees are considering a statewide accountability system for higher education, and the U. T. System has been invited to make presentations to these bodies.

Dr. Malandra is an historian with an interdisciplinary M.A. and Ph.D. (University of Minnesota) in Ancient Studies, and a B.A. in Anthropology and Archaeology from Carleton College. Originally from the east coast, Dr. Malandra spent part of her childhood in Houston, moved to Minnesota as a college student, and has traveled extensively and lived in India.

Lunch & General Session III - Thursday, 12:00 - 1:45 p.m.

"How to Handle an Undercover Marriage"

James and Meredith Olson



Dr. James M. and Meredith Olson, both worked for the CIA in clandestine operations. When they married, Meredith resigned from "the Company", but continued in a CIA support role as she and James went undercover in Paris, Moscow, Vienna, and Mexico City. They will share some of the challenges, rewards and some of the lighter moments of an "undercover marriage".

James has a B. A. in math and economics and a doctorate in international law. Meredith has a B. A. in political science. Both are multilingual with French, German, Russian and Spanish in their repertoire. James is a professor at the George Bush School of Government and Public Service in College Station. Meredith changed careers to nursing and is a fulltime R.N. at St. Joseph's Hospital in Bryan. They have three children and are active in volunteer work, sports, and choir, among other interests.

General Session IV- Friday, 9:15 a.m. – 10:30 a.m.

"Institutional Research's Critical Role in Marketing and Enrollment Management for Higher Education"

Sandra Golden, Enrollment Management Consultant



Sandra Golden has been helping colleges solve marketing problems for over 33 years. Since the spring of 1995, she has been doing so as the president of Sandra Golden & Associates, a marketing/public relations consulting firm specializing in providing workshops, audits, research and consulting services to higher education. While many institutional researchers may be intimidated by a marketing concept for their institutions, according to Ms. Golden, "Much of the data -- demographics, perceptions, etc.-- that are needed for this purpose is on campus already. It's just not directed toward marketing the institution." Ms. Golden will tell TAIR IR professionals how their role in institutional research can help market their

institutions to increase their enrollments and fulfill their missions.

Ms. Golden has worked with more than 90 colleges and universities across the country, including 15 in Texas, to market their institutions. She has won more than 100 top honors for marketing and public relations in professional competitions including CASE, PRSA, NCMPR, Women in Communications, Admissions Marketing and International Association of Business Communicators (IABC). She is a Phi Beta Kappa graduate of Case Western Reserve University in Cleveland.

VOTE FOR TAIR OFFICERS & NOMINATING COMMITTEE

**Wednesday, 1:00 p.m. –5:30 p.m.
Thursday, 7:30 a.m. – 4:00 p.m.**

**BALLOT BOX LOCATED AT
THE REGISTRATION DESK**

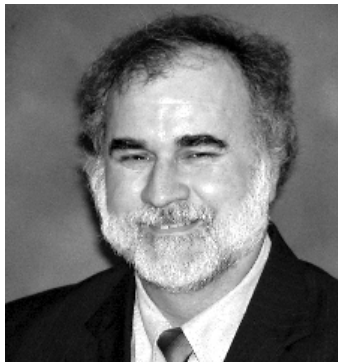
TAIR Officers

President	Marilyn Greer M.D. Anderson Cancer Center
Vice President	Karen Laljani El Centro College
Secretary	Rebecca Richter Blinn College
Treasurer	Jaime Garcia Rice University

Meet the 2004 Executive Committee Candidates

Nominees for Vice President / President Elect

Christopher P. Benton



Dr. Christopher P. Benton is the Director of Institutional Effectiveness and Research at Alvin Community College, a position he has held for the last five years. Prior to working in institutional research, Dr. Benton taught college-level mathematics and statistics for twenty years and for a while did double duty as Alvin Community College's Webmaster. He holds a B.A. in mathematics with a minor in psychology from the University of Texas at Austin and M.S. and Ph.D. degrees in mathematics from the University of Houston – University Park. He is a member of the Honor Society of Phi Kappa Phi.

Dr. Benton has published articles in mathematics and other professional journals and he has twice served as a statistical consultant for the Texas State Library and Archives Commission. A study that Dr. Benton worked on for TSL on the relationship between school library activities and TAAS reading scores was highlighted in Fall 2003 by the Association for Supervision and Curriculum Development as an example of original, interdisciplinary, high-quality research.

Dr. Benton has made presentations at the last two TAIR conferences, and has served on a variety of committees. He has chaired SIGs and roundtables, served on local arrangements, and is currently editor of the TAIR newsletter. Additionally, he has produced creative photo tours for previous TAIR conferences and for the recent SAIR conference in San Antonio.

Dr. Benton's goals for TAIR include resurrecting the TAIR Virtually Professional e-journal and expanding the use of the TAIR website as a portal for institutional research. Dr. Benton would also work to keep members informed of current issues and trends that impact researchers and to maintain the quality of excellence that characterizes our annual conference.



Sam Stigall

Has over 25 years of research experience with 20 years in higher education. He holds a bachelor's and master's degree in Sociology from The University of Texas at Arlington. In addition to working as Assistant Director for Reports in the Office of Institutional Research and Planning, Sam teaches courses in computer applications and social statistics in the Department of Sociology. In 1990 he received the Outstanding Faculty Advisor Award for the Sigma Nu Fraternity and in 2001 received the UTA Outstanding Employee Award. He has also served as advisor to the Pakistan Students Association since 1991. He is an active member in The Association for Institutional Research (AIR) and The Texas Association for Institutional Research (TAIR).

For the past five years, he has served as the TAIR webmaster and as a member of the TAIR Conference Planning Committee. Sam was elected to the TAIR Nominating Committee in 2001 and will serve as the local arrangements coordinator for the 2005 TAIR Conference in Arlington. In 2002, Sam co-authored a paper that was awarded the TAIR Best Presentation Award.

Nominees for Secretary

Danica Frampton



Danica Frampton is the Senior Research Associate in the Office of Institutional Research at St. Edward's University, where she has been a research professional since 1989. She received her B.B.A. in Management and her M.A. in Human Services Administration from St. Edward's University. She has been a member of TAIR since 1990 and a member of AIR since 1997. As a TAIR member, Danica has facilitated conference sessions and has served on the Nominating Committee and on Program Committees for publicity and local arrangements. She also served as Publicity Chair for the 1999 conference and as Co-Chair of the 2003 Resource Fair, a position she holds again for the 2004 conference.

Goals Statement: TAIR provides valuable activities to its members year-round, whether through planning and attending the conference, sharing information through TAIR-L and other networking, or participating in professional development workshops. As secretary, I would maintain accurate and complete member information, building on past membership development efforts by encouraging and helping members to update and maintain information conveniently and accurately on the web. As an Ex Officio member of the Program Committee, I would work with fellow members to create useful and informative conferences that will enhance the professional development opportunities for our membership.

Meet the 2004 Executive Committee Candidates

Nominees for Secretary, continued

Gail Dantzker



Dr. Gail Dantzker (B.S. & M.S., Education, Indiana State University, and Ph.D., Educational Leadership and Policy Studies in Higher Education, Loyola University-Chicago) is Director of Institutional Research and Effectiveness at South Texas Community College in McAllen. She has been a member of TAIR since returning to Texas five years ago and is past-president of the South Texas Consortium for Institutional Research (STCIR). Her other professional memberships include Southern Association for Institutional Research (SAIR), Association for Institutional Research (AIR) and Society of College and University Planners (SCUP). Gail and her staff attend TAIR conferences and workshops and are regular presenters and facilitators. Gail finds the TAIR conferences and services invaluable as resources and opportunities for professional development for herself and her staff, and looks forward to this opportunity of serving the TAIR community.

2004 Candidates for the Nominating Committee

Gerry Dizzino



Gerry Dizinno has a Ph.D. in Psychology from Florida State University. He has been at St. Mary's University in San Antonio since 1988, first as Director of Academic Assessment, and since

1994 as Assistant to the President for Planning & Institutional Research. Since 2001, he has also been the Acting Supervisor of Information Technology Services. Gerry was on the Nominating Committee for TAIR a number of years ago. Gerry has also been an active member of SAIR, currently serving as Member-At-Large, and served as Vice President, President/Past-President of SAIR. Since 1995, Gerry has presented papers at TAIR, SAIR, and AIR.

Paul Illich



Dr. Illich received his Ph.D. in Experimental Psychology in 1993 from Texas A&M University. He worked as a neuroscience researcher at the University of Texas Medical School before taking a position in 1996 as the Director of Evaluation for the Houston Recovery Campus. He accepted his current position, Senior Director of Institutional Effectiveness and Planning, at McLennan Community College in

1997. Dr. Illich was a presenter at workshops and roundtable presentations at SAIR and TAIR meetings over the past several years. He enjoys doing research and has recently had a paper accepted for publication in the Community College Journal of Research and Practice. Dr. Illich thinks professional organizations such as TAIR play a critical role in advancing institutional research methods and practices.

Joe Meyers



Joe arrived at SWT in January 1989 as a Planning Analyst for the Office of Institutional Research. He became Assistant Director of the Institutional Research office in 1993 and Director in 1996. Joe was previously the Assistant Project Leader for the Center for Semi-Arid Forest Resources of the Caesar-Kleberg Wildlife Research Institute at Texas A&M Kingsville (1987-1988).

He earned an M.S. in Plant & Soil Sciences (1987) with a minor in statistics at Texas A & M Kingsville, while supported by a generous fellowship from the Meadows Foundation, and a B.S. in Biology (1981) at U. T. San Antonio. In graduate school, Joe's research focused on managing mesquite rangeland for grazing and lumber production, the results of which are published in his master's thesis and several journals. More recently, Joe co-authored a chapter with Dr. Susan Griffith in "Promising Practices in Recruitment, Remediation, and Retention", edited by Gerald Gaither and published in New Directions for Higher Education (Winter 1999).

Joe also served as a Peace Corps Volunteer in Senegal (1982-1984) where he worked on reforestation, cookstove, and irrigation projects in 3 small farming communities.

RESOURCE FAIR

THURSDAY, 9:00 AM-4:00 PM
BALLROOM IV

Roberta M. Rincon



Roberta is a Program Director with the Texas Higher Education Coordinating Board. Employed within the Office of Campus Planning since May 2001, she is involved in issues related to higher education facilities planning and management, including construction project reviews, campus master plans, room utilization calculations, and analysis and reporting of facilities data. Prior to pursuing her graduate

studies, she worked on numerous highway design projects with the Texas Department of Transportation and with Parsons Brinckerhoff in Austin, Texas. Roberta has an MBA and an MS in Information Management from Arizona State University and a BS in Civil Engineering from The University of Texas at Austin. New to TAIR, Roberta enjoyed the opportunity to co-present at the 2003 TAIR Conference in El Paso and is scheduled to present at the upcoming TAIR conference in February.

BRYAN★COLLEGE STATION

AGGIELAND, and so much more....

Right in the heart of Texas, the Hilton College Station & Conference Center is located at the intersection of University Drive and Tarrow Boulevard, less than two miles from Texas A&M University. The hotel has completed a nearly six million-dollar renovation of all 303 guest rooms, as well as the lobby and public areas. The Hilton's state of the art exercise room features a wide selection of cardiovascular and weight equipment, and you are sure to enjoy the oversized hot tub and outdoor pool. Within a three-mile radius of the hotel, guests can shop at the Post Oak Mall, visit the Brazos Valley Museum, or tour the new George Bush Library located on the campus of Texas A&M University. The Messina Hof Winery, located just minutes from the hotel, offers daily tours of the winery, vineyard, and wine cellar as well as samplings of the many award-winning wines produced here in the Brazos Valley. For your in-house dining pleasure, the Plaza Café offers daily breakfast and lunch buffets, as well as nightly specials. The Gallery Bar in the main lobby offers a relaxing spot to unwind and enjoy the Texas sunset. Room Service is available from 6:30am until 11:00pm daily for your convenience.

Richard (Dick) Roach



Dick Roach has been a part of TAIR since the Dallas Conference in 1999. He serves presently as Director of Institutional Effectiveness at Texas A&M University-Texarkana where he has been employed since June of 1998. In 1972 he received the BA in English and Speech from the University of Houston; then the Master of Divinity and the Doctor of Ministry in 1977 and 1983

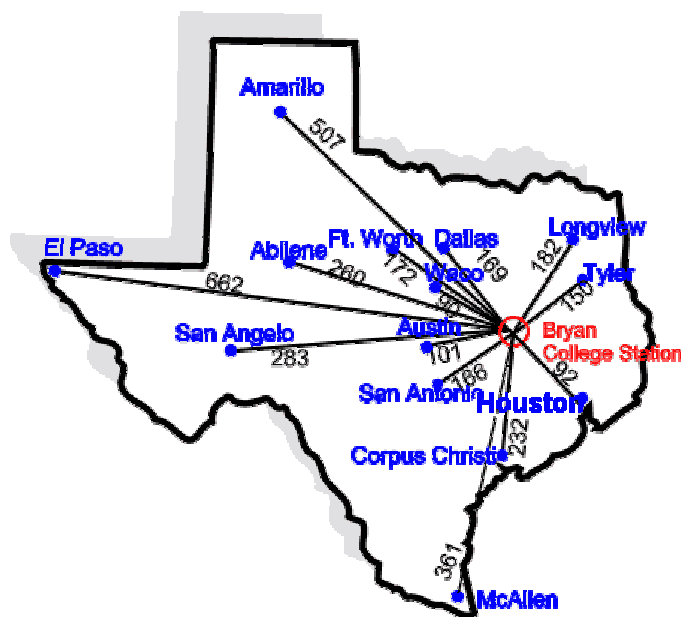
respectively from Southwestern Baptist Theological Seminary in Ft. Worth. He is an active member of SAIR and AAHE, and is currently serving on the Boards of United Way of Texarkana and Leadership Texarkana. He has a wife, Peggy, and three

boys 25, 19 and 17 and is an active member of the Texarkana Chamber of Commerce, First Baptist Church of Wake Village, the Business Organization for a New Downtown (B.O.N.D.), the Finance Committee of Texarkana Vision 20/20, and serves as project chairman for the Leadership Texarkana Class of 2003.



Denise Young

Denise Young is Assistant Provost and Director of Institutional Research at the University of Dallas, a position she has held since 2001. She was previously Assistant Director of Strategic Planning and Analysis at the University of Texas at Dallas. A member of TAIR since 1998, Denise has presented papers at TAIR and AIR, and has served on the TAIR Concurrent Sessions and Best Paper/Distinguished Service Award Committees. She received the Best Presentation Award at the 2000 TAIR Conference. Her Ph.D. is in Higher Education/Educational Research from the University of North Texas.



Tuesday, February 24

12:00 noon - 5:00 p.m.	 REGISTRATION 	Promenade
1:00 p.m. – 5:00 p.m.	Pre-Conference Workshops	Ballroom/Mockingbird

Intermediate Statistics

Presenters:

Denise Young, University of Dallas
Connie Tull, University of Dallas

Workshop Limit: 30 Participants

Location: Ballroom V

Beginning with a quick review of scales of measurement, descriptive statistics, and sampling, this workshop will quickly move into the next level of expertise. Among the offerings in this workshop are analysis of variance (ANOVA) and multiple regression. ANOVA is the statistical technique to test for differences in the means of several groups, and multiple regression studies the relationship between variables. Emphasis will be placed on understanding concepts and interpreting results, not on the computational mechanics.

Measuring the Unmeasurable—

Psychometric Considerations in Survey Research

Presenters:

Edward Hummingbird, DCCCD

Workshop Limit: 30 Participants

Location: Ballroom VII

This workshop is designed for institutional researchers who wish to explore and utilize the growing array of higher education data sets that are available on the web. Presenters will demonstrate practical examples of data retrieval using such access tools as the IPEDS Peer Analysis System and the NSF WebCASPARE. Various reference/resource materials describing the contents of statistical and bibliographic online databases will be provided and reviewed. Limitations governing the comparability of data will be discussed.

Enhancing Presentations for Effective Communication

Presenters:

Catherine M. Wehlburg, Texas Christian University

Workshop Limit: 30 Participants

Location: Mockingbird A&B

How often have you seen someone's presentation style that got in the way of the important message? Effective communication is essential and, unfortunately, the presentation style can sometimes negatively impact the audience's perception of the information in the presentation. This interactive workshop will address issues relating to presentation style including effective use of PowerPoint, appropriate selection of graphics, and overall communication.

Wednesday, February 25

7:30 a.m. - 5:30 p.m.	 REGISTRATION 	Promenade
8:00 a.m. - 12:00 noon	Pre-Conference Workshops	Ballroom

Newcomers to TAIR—What You Need for a Successful IR Career

Presenters:

Cindy Dutschke, Texas A&M Univ
Leona Urbish, Rice University

Workshop Limit: 30 Participants

Location: Ballroom V

Institutional Research? What really is that and what did you get yourself into? This interactive workshop will begin with an overview of the TAIR 2004 conference itself, and move into a review of the brochure and how each component of the conference might benefit anyone new to IR. The various sectors of higher education in Texas—public comprehensives, independents, community colleges, technical institutes, and specialized schools—will then be described as well as the relationships between and among these sectors and the various agencies and associations in the state (such as ICUT, THECB, etc.). A final sequence will get into the “how to’s” of institutional research, with examples of tracking and work documents that will be very helpful to any newcomer in IR.

The Newest, the Latest in SPSS 12

Presenters:

Petry Widjaja, SPSS System Engineer--SPSS Corporation

Workshop Limit: 30 Participants

Location: Ballroom VII

In three short hours you'll experience:

- Product demonstrations of SPSS Data Entry[®], AnswerTree[®] and the all-new SPSS Tables[®]
- Q & A with the SPSS software experts
- How SPSS products can seamlessly work together
- AND see the all new SPSS 12

IPEDS Changes and the Enhanced Peer Analysis System

Presenters:

Paula N. Cox, Rice University
Darline Morris-Baldwin, Texas State
 Technical College-Waco

Workshop Limit: 24 Participants

Location: Computer lab, John B. Connally Building, Room 128

This workshop will provide participants with (1) an overview of current changes in the collection of IPEDS data and (2) skills for accessing the IPEDS database using the Peer Analysis System (PAS). The structure and use of the Peer Analysis System will be illustrated through hands-on practice exercises that address various topics for institutional research and administrative decision-making at four-year and two-year institutions. The new “data cutting tool” will also be demonstrated. Persons who have used or would like to use the IPEDS database for peer school comparisons and benchmarking would greatly benefit from this workshop.

Wednesday, February 25

1:30 p.m. – 3:00 p.m.

GENERAL SESSION I

Ballroom IV

“Closing the Gaps: A Professional Goal and Personal Commitment”

Don Brown, Commissioner of Higher Education, Texas Higher Education Coordinating Board

3:00 p.m. – 3:40 p.m.

☼ Meet, Munch, & Mingle ☼

Ballroom III

3:40 p.m. – 4:20 p.m.

CONCURRENT SESSIONS A

A1 – Direct and Indirect Assessment on the TASP Writing Subtest and Subsequent Success in First Semester English Composition

Presenters:

Michael H. Turpin, Kilgore College

Facilitator:

Susan Griffith, The University of Texas – Pan American

Location: Ballroom V

For nearly a century, educators and researchers have argued the merits and limitations of direct (essay) and indirect (objective) assessment of writing proficiency. Although educators contend that accurate assessment of writing can be achieved only by having students write, statisticians claim that objective tests provide the only reliable method of writing assessment. The purpose of this study was to see if students qualifying for first semester English composition by virtue of their scores on the TASP writing multiple-choice assessment are succeeding in the entry level college writing course as well as those qualifying based on their scores on the TASP essay assessment. Institutional research offices from 17 community colleges in Texas provided the data for this study. As the status of placement testing in Texas continues to evolve, implications from this study abound for researchers and practitioners alike.

A3 – Assessing Faculty Preparedness to Teach Online: A Review of Literature

Presenter:

Nasreen Ahmad, Collin County Comm. Coll. District

Facilitator:

Jorge Gomez, South Texas Community College

Location: Ballroom VII

Distance education requires a different pedagogical approach to teach from traditional instruction. Hence an important challenge facing Institutions of Higher Education is to identify skills and knowledge required to meet the needs of the new teaching environment, and identify the competencies of faculty to teach online before any initiatives are developed. The present paper reviews the literature to identify how faculty preparedness is determined and what competencies are expected. This presentation will be useful for institutions involved with development of competencies and professional development initiatives.

A2 – Evaluating the Research and Continuing Education Offices

Presenter:

Claire Gauntlet, Cedar Valley College

Constance Howells, Eastfield College

Facilitator:

Marilyn Greer, The UT M.D Anderson Cancer Center

Location: Ballroom VI

Institutions wishing to evaluate either their research function or the continuing education office have few evaluation examples to guide them. During this session a model for evaluating a research office, and a similar model for evaluating continuing education will be presented. The models grew out of the former SACS criteria, but are easily adapted to individual needs. They utilize peer evaluators to determine how each office can improve its products and services. Presenters will discuss the application of the model as well as the results of one application.

A4 – Leadership in Strategic Planning: Pharaoh vs Deming Round I

Presenter:

Nicolas Valcik, The University of Texas at Dallas

Facilitator:

Yan Liu, Richland College

Location: Mockingbird A&B

In Strategic Planning and Institutional Research offices at higher education institutions, leadership and management often do not use the most advantageous tools or principles of good management. In this age of higher technology, decisions are made faster than ever before and in order for organizations to be highly effective, they must develop the critical skills and agility to harness that speed with accuracy. This presentation will highlight the effects of personnel issues, organizational function/hierarchy and performance evaluation on the organization. In addition, core competencies/characteristics of a good leader or manager within dynamic institutional environment, will be presented.

3:40 p.m. – 4:20 p.m. CONCURRENT SESSIONS A (continued)

A5 – Where Does It Hurt? Using Coordinating Board Data to Identify and Improve Real Retention Problems

Presenter:

*Thomas K. Martin, Collin County Comm. Coll. District
David Bailey, Tyler Junior College*

Facilitator:

Christopher Vinger, Austin Community College

Location: Mockingbird C&D

Among the ten performance measures Texas community colleges report each November to the Legislative Budget Board (LBB) is retention (course completion). The LBB retention measure has been of little value to institutions that want to improve because there has been no way to compare specific instructional areas among institutions to identify real retention problems. In this presentation, two community college researchers will discuss retention issues and will demonstrate how they use detailed data from the Texas Higher Education Coordinating Board to identify disciplines with real course completion problems so administrators can target efforts and resources to improve retention.

**CONFERENCE
SPECIAL
EVENT**

**“AN EVENING
AT THE BUSH
LIBRARY”**

MEET AT

6:30 P.M. IN THE LOBBY

Wednesday, February 25

4:30 p.m. – 5:30 p.m. CONCURRENT SESSIONS B

B1 – Persistence, Academic and Social Integration, and Study Abroad: How They Interrelate

Presenters:

Denise Young, University of Dallas

Facilitator:

Jessie Garcia, South Texas Community College

Location: Ballroom V

A longitudinal study with 6 years of cohort data examined the impact of participation in a study-abroad program on persistence. After adjustment for several factors that are known to affect persistence, results of regression analysis showed that students in the study-abroad program persisted and graduated at higher rates than non-participants. According to Tinto's Theory of Individual Departure, persistence is related to how much a student is integrated into the academic and social subsystems of the university. It is hypothesized that participation in the study-abroad program contributed to both academic and social integration. Statistical, practical, clinical, and economic significance of the results will be discussed.

B2 – Closing the Gaps Locally: How to Apply Statewide Demographic Projections to Your Region and College

Presenters:

Christopher Vinger, Austin Community College

Facilitator:

Brenda Cole, South Texas Community College

Location: Ballroom VI

Many institutional researchers are familiar with the statewide goals of the "Closing the Gaps Plan" for higher education, but are unsure how to connect their own enrollment strategies to the statewide projections. This presentation will review population projections from the state demographer's report, "The Texas Challenge in the Twenty-First Century," and how those can be reduced to regional projections. Attendees will learn how statewide and regional data were used to develop local projections for the Austin/Central Texas region. There will be tips on gathering and analyzing similar data for their region so that they may replicate these demographic projections locally.

Wednesday, February 25

4:30 p.m. – 5:30 p.m.

CONCURRENT SESSIONS B (continued)

B3 – THECB Hot Topics

Presenters:

James Dilling, THECB

David Gill, THECB

Kenneth Dalley, THECB

Facilitator: *Daniel Hubbard, El Centro College*

Location: Ballroom VII

The panelists will update researchers on current events at the Texas Higher Education Coordinating Board. Topics will include: Employment Tracking, Reporting/Funding, and P-16/Texas Success Initiative. Comments, suggestions, and questions are welcome.

AN EVENING AT THE BUSH LIBRARY!



Join us for an enjoyable evening of networking and leisure at the George Bush Library. A bountiful reception in the rotunda will be followed by entertainment from the [Aggie Wranglers](#). Browse through the George Bush Presidential Library and view artifacts, collections, and memorabilia from the Bush Administration. The Library houses many historical pieces from President Bush's service in the Armed Forces as well as his political career. Come visit this wonderful tribute to President Bush, his family, and his service to the United States.

B4 – Changing "Teaching" to "Learning": Good Practice in Institutional Effectiveness to Improve Student Outcomes

Presenters:

Jacque Gillispie, South Texas Community College

Wesley Jennings, South Texas Community College

Gail Dantzker, South Texas Community College

Facilitator:

Dick Roach, Texas A&M University - Texarkana

Location: Mockingbird A&B

Presentation will demonstrate how to take knowledge of "best practices" for teaching in higher education and translate it into meaningful Institutional Effectiveness planning, implementation, and measurement. Learn how to help faculty groups develop conceptual understanding of "best practices", translate understandings into meaningful IE Plans to increase student outcomes, implement them, assess results, and use the results for continuous improvement.

B5 – TAIR Policies & Practices: The Resource Guide as a Search Engine

Presenters:

Verna Dewees, Texas A&M University System

Maryann Ruddock, University of Texas at Austin

Leona Urbish, Rice University

Lillian Young, Central Texas College

Facilitator:

Cindy Dutschke, Texas A&M University System

Location: Mockingbird C&D

In an effort to synthesize the collected wisdom of conference organizers and past TAIR leaders, the TAIR Resource Guide: TAIR Leadership Responsibilities (2003 Edition) was compiled. This dynamic document outlines roles and responsibilities for TAIR leaders, and is meant to continue to evolve as a valuable information source for TAIR members, newly elected officers, committee members, and potential officer candidates. The panel will discuss the origins of the Resource Guide, solicit input to help determine the usefulness and comprehensiveness of the information therein, and invite suggestions for further strengthening of topic areas and practices.



Texas Association for Institutional Research
2004 Conference Registration Form
Tuesday, February 24 – Friday, February 27, 2004 College Station, TX

(Please type or print)

Dr./Mr./Mrs./Ms. _____

First

MI

Last

Badge Name _____ Type of Institution: ☐ Public ☐ Private ☐ 2-year
(check all that apply)

Institution _____ ☐ 4-year ☐ Other

Department _____

Full Title _____

Address _____

Mailing Address

City, State

Zip Code

Telephone () _____ FAX () _____

E-Mail _____

Is this your first TAIR Conference? Yes () No ()

If you need special accommodations (Regarding Diet or Disability), contact Karen Laljiani.
Phone: (214) 860-2016; Fax: (214) 860-2335; E-Mail: laljiani@dcccd.edu

Payment or Purchase Order Postmarked:

By
Dec. 24

After
Dec. 24

Amount

Individual Conference Registration Fees (includes 2003-2004 TAIR Membership)

Individual Member	\$80	\$100	\$ _____
Emeritus Member (see registration information, page ii)	\$65	\$85	\$ _____
Graduate Student Member (see registration information, page ii)	\$50	\$70	\$ _____

Pre- Conference Workshops

Tuesday Afternoon (1:00 p.m. – 5:00 p.m.) – refreshments included:

W1 -Intermediate Statistics	\$30	\$30	\$ _____
W2 - Measuring the Unmeasurable— Psychometric Considerations in Survey Research	\$30	\$30	\$ _____
W3 -Enhancing Presentations for Effective Communication	\$30	\$30	\$ _____

Wednesday Morning (8:00 a.m. – 12:00 noon) – continental breakfast included:

W4 - Newcomers to TAIR—What You Need for a Successful IR Career	\$35	\$35	\$ _____
W5 - IPEDS Changes and the Enhanced Peer Analysis System	\$35	\$35	\$ _____
W6 - The Newest, the Latest in SPSS 12	\$35	\$35	\$ _____

Conference Special Event “An Evening at the Bush Library” \$30 \$30 \$ _____

Bringing a guest to the Special Event? Yes () No ()

Guest's Name: _____ \$30 \$30 \$ _____

2004-2005 TAIR Membership Only (for those NOT attending conference) \$15 \$15 \$ _____

TOTAL: \$ _____

☐ I request Vegetarian options for meals

☐ I would like to take part in an evaluation focus group luncheon at the end of the conference.

(A stratified sample of volunteers will be chosen to participate. Lunch will be served.)

I would like a tour of: ☐ TAMU ☐ Blinn College ☐ the Messina Hof Winery ☐ the Blue Bell Creamery

(Continued on back)

MAKE CHECKS PAYABLE TO: TAIR

Mail completed registration form and payment to:

*Jaime Garcia, TAIR Treasurer
Rice University
6100 Main Street. MS-73
Houston, TX 77251*

Phone: 713-348-6254; Fax: 713-348-6252; E-Mail: jgarcia@rice.edu

TAIR Tax ID: 75-1695499

TAIR Vendor ID: 17516954991001

If your institutional check will not be ready by December 24, 2002, please send a copy of the purchase order for the amount of your conference fees by December 24th to avoid paying the late registration fee. Send institutional check as soon as possible thereafter.

Cancellation Policy:

Refunds, minus a \$15.00 processing fee, for the TAIR Conference registration and workshops will be made if the request is made on or before February 1, 2004. No refunds will be made after this date except in cases which involve the death or serious injury of an immediate family member or which serve the best interest of the Association. Requests should be made in writing to the TAIR Treasurer, who will in turn present the matter to the Executive Committee whose decision shall be final.

Office use only: Postmark Date: _____ Date Rec'd: _____

P.O. No.: _____ Amount: _____ Date Rec'd: _____

Check No.: _____ Amount: _____ Date Rec'd: _____

For updated information on available tours, visit our website at www.texas-air.org

TEXAS ASSOCIATION FOR INSTITUTIONAL RESEARCH

February 24-27, 2004

CUT-OFF DATE: February 2, 2004

Single/Double - \$80

Reservations received after cut-off date will be accepted at prevailing rack rates on space available basis.

Hotel Check-in 4:00 PM—Check-out 12 NOON

Hilton College Station & Conference Center

801 University Drive East ---- College Station, Texas 77840

PHONE: (979) 693-7500*** FAX: (979) 260-1931 ONLINE: www.hiltoncs.com**

(Please print or type information below)

Name(s) _____

Accommodations

Institution _____

No. of Rooms Single Dbl Other

City, State, Zip _____

Work Phone # _____

Home Phone # _____

Sharing Room with _____

Special Requests (check/✓):

Room type (circle) King Dbl/Dbl

Wheelchair accessible room _____

Preference (circle) Non-Smoking Smoking

Hearing impaired _____

(Accommodations based on availability)

Visually impaired _____

(Accommodations based on availability)

*******NOTE: If you make your hotel reservation by telephone, please be sure to refer to the
TAIR Conference room block to obtain the special rate.*******

ONLINE OPTION: Go to www.hiltoncs.com, and hit Reservations button to prompt you to the Hilton online reservation system. Once there, enter the dates you wish to stay and the group code [which is TIR]. From there follow the instructions to make your reservations.

GUARANTEE

All reservations must be guaranteed as follows:

GUARANTEED BY CREDIT CARD - In the space below, please fill in Master Card, VISA, Discover, American Express, or Diner's Club **Name of Cardholder, Number, and expiration date**

Cardholder's Name _____

Card Number _____ Expiration Date _____

Month/Year

In the event you are unable to cancel this reservation **within 24 hours** of the arrival date, a charge equal to one night's room rate will be assessed on the credit card above, or the advance deposit forfeited.

Signature: _____ Print Name: _____

YOU HAVE FOUR WAYS to Make Your Reservations:

(1) TELEPHONE (979) 693-7500; (2) FAX to Hilton (979) 260-1931;

(3) ONLINE: www.hiltoncs.com; or (4) MAIL form to Hilton, Attn: Reservations (address above)

***Texas Association for Institutional Research
26th Annual Conference, February 24 - 27, 2003***

If you are unable to attend the conference, you may vote absentee. Please complete this ballot, and send or fax it to:

Marilyn J. Greer, Ph.D.

Director, Education Research and Assessment
University of Texas – M.D. Anderson Cancer Center
1515 Holcombe Blvd – 148
Houston, TX 77030-4009
FAX: (713) 792-7327

***Candidates for Vice-President/President Elect
(VOTE FOR ONE)***

☐ **Chris Benton**

(Alvin Community College, Alvin)

☐ **Sam Stigall**

(University of Texas at Arlington)

***Candidates for Secretary
(VOTE FOR ONE)***

☐ **Gail Dantzker**

(South Texas Community College,
McAllen)

☐ **Danica Frampton**

(St. Edward's University, Austin)

***Candidates for Nominating Committee
(VOTE FOR FOUR)***

☐ **Gerry Dizinno**

(St. Mary's University, San Antonio)

☐ **Paul Illich**

(McLennan Community College,
Waco)

☐ **Joe Meyer**

(South Texas State University, San
Marcos)

☐ **Roberta Rincon**

(Texas Higher Education Coordinating
Board)

☐ **Richard Roach**

(Texas A&M – Texarkana)

☐ **Denise Young**

(University of Dallas)

***TAIR 2006 Location
(VOTE FOR ONE)***

☐ **Austin**

☐ **McAllen**

Thursday, February 26

7:30 a.m. - 5:00 p.m.	🚩 REGISTRATION 🚩	Promenade
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7:30 a.m. - 9:30 a.m.	Breakfast and Roundtable Sessions	Ballroom I&II&III
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Breakfast will be served from 7:30 a.m. to 9:00 a.m. Three back-to-back 30-minute roundtable sessions begin at 8:00 a.m. with each roundtable being presented at all three sessions. Feel free to move from one table to another during each of the 30-minute sessions. For a complete listing of Roundtable presenters and abstracts, go to page 21 of the program brochure.

- | | |
|---|--|
| <ol style="list-style-type: none"> 1. Conducting an Economic Impact Study for Your Institution 2. Geographic Mapping: A Promising Tool for Institutional Researchers 3. The Impact of Participating in Adult Education- Using National Household Education Survey Program Data 4. One University's Experiences with the New SACS Principles of Accreditation 5. THECB-CTC/Employment Tracking Update 6. Giving Our Clients More Access to the Data 7. Improving Teaching and Learning through Assessment: Using Technology as a Tool | <ol style="list-style-type: none"> 8. Are the Times A Changin'? Talkin' the Talk or Walkin' the Walk in College Teaching 9. PERL-Based Strategic Plan 10. THECB-Reporting/Funding Update 11. The Increased Need for Benchmarking: How One University Has Met the Challenge 12. THECB-P-16/Texas Success Initiative Update 13. Survey of Organizational Excellence: A Preview of Survey Design and Its Application for Institutions of Higher Education |
|---|--|

9:00 a.m. – 4:00 p.m.	★★ Resource Fair ★★	Ballroom IV
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9:45 a.m. – 10:45 a.m.	GENERAL SESSION II	Ballroom I&II&III
“Accountability, Higher Education, and Texas: The Experience of the U.T. System Schools and Implications for Institutional Researchers Across the State” Geri Malandra, Associate Vice Chancellor for Accountability, UT System		

10:45 a.m. – 11:00 a.m.	Coffee Break	Ballroom IV
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11:00 a.m. – 11:40 a.m.	CONCURRENT SESSIONS C
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CI – Why Didn't You Return? A Look at Methodologies and Results from a Non-returning Student Survey

Presenters:

Daniel Hubbard, El Centro College

Facilitator:

Kathy Friedrich, University of Houston Clear Lake

Location: Ballroom VII

Three survey methods were utilized in gathering non-returning student opinion: an online survey accessed via an email link, a postcard request that contained a virtual link to the online survey, and a traditional paper survey. The survey instrument was identical across all three methods. Overall and individual survey method response rates will be presented and survey results will be discussed. This presentation will be applicable to all college and university audiences as we continuously strive to uncover reasons why students leave college early.

C2 – Teaching Ethics and Professionalism Using Internet Practice Tests

Presenter:

Marilyn Greer, M.D. Anderson Cancer Center

Facilitator:

Verna Dewees, Texas A&M University System

Location:

Ballroom V

New accreditation guidelines require that all fellowship and residency programs demonstrate proficiency in medical ethics and professionalism. A panel of medical ethics experts was gathered to conduct a Grand Rounds concerning medical ethics. A secured access Internet evaluation was designed that assessed the knowledge of fellows and residents concerning medical ethics, produced a test score, and gave the participants the correct answers for each question. Coldfusion software was used to develop this evaluation. The overall evaluation results revealed areas where additional training was necessary. The content, design, programming, and results of this assessment will be discussed.

Thursday, February 26

11:00 a.m. – 11:40 a.m. CONCURRENT SESSIONS C (continued)

C3 – The National Survey of Student Engagement: Its Use to Improve Delivery of Instruction

Presenter:

Susan Griffith, The University of Texas – Pan American
Robert Smallwood, Texas State University
Boyd Collier, Tarleton State University
Melissa Canady, Texas Christian University

Facilitator:

Thomas K. Martin, Collin County Comm. Coll. District

Location: Mockingbird A&B

In Spring 2003, The National Survey of Student Engagement (NSSE) was administered nationwide for the fourth time since its inception in 2000. A Panel of Institutions that have administered the survey for four years will discuss their varying degrees of success in using the NSSE results to improve the delivery of instruction on their campuses. Also discussed will be the first administration of the companion Faculty Survey of Student Engagement in Spring 2003, and the disparity or convergence between the students' and the faculty's perceptions of student engagement on campus.

C4. From "Data" to "Information": How to Do and How Not to Do Factbooks, Warehouses, and Similar Compilations

Presenters:

Jessie Garcia, South Texas Community College
Brenda Cole, South Texas Community College
Wesley Jennings, South Texas Community College
Jacque Gillispie, South Texas Community College

Facilitator:

Nasreen Ahmad, Collin County Comm. Coll. District

Location: Mockingbird C&D

Based on our hard-won experience and that of candid colleagues, this presentation will help others avoid some pitfalls we fell into and present some good ideas that it took us awhile to think of and do. We plan to discuss: Do users really want data, or is it information they really want; Intuitiveness; Reducing workload by producing good factbooks and data warehouses; Our biggest mistakes; with lots of time for Q&A and participant input. Participants and presenters should take home good, fresh ideas about what to do and what to avoid.

12:00 noon – 1:45 p.m. **LUNCHEON & GENERAL SESSION III** Ballroom I&II&III **"How to Handle an Undercover Marriage"** James and Meredith Olson

2:00 p.m. – 3:00 p.m. CONCURRENT SESSIONS D

D1 – Closing the Gaps: Facilities Development and Planning Systems of the Texas Higher Education Coordinating Board

Presenters:

Nancy Soteriou, THECB
Roberta Rincon, THECB
Keith Wildes, THECB

Facilitator:

Wesley Jennings, South Texas Community College

Location: Ballroom V

The Office of Campus Planning is responsible for facilitating the development and planning of facilities for public universities, the state technical colleges, and health related institutions. This presentation will provide an overview of the programs and functions of the Office of Campus Planning, including facilities inventory, deferred maintenance, replacement value calculations, classroom and class lab utilization, and space projection models. The presentation will review the project application system through which an institution requests consideration of proposals for facilities development, construction, and repair and renovation. A summary of the results of space projection models for the state and other reports will be presented.

D2 – The Changing Culture of Research in Academic Assessments

Presenters:

Dick Roach, Texas A&M University - Texarkana
Sandra Shingleur, Texas A&M University - Texarkana

Facilitator:

Jacque Gillispie, South Texas Community College

Location: Ballroom VI

Institutional Research plays a strategic role in providing data for academic assessments across the institution, yet the processes that drive the requests for information are seemingly far removed from the Institutional Research Office. This session will provide the newcomer and the veteran alike with an overview of one system of academic assessment: a three-faceted approach to proving the effectiveness of academic programs through (1) program review, (2) curriculum review, and (3) assessment in the major. Participants will be encouraged to critique the system presented and to share assessment process insights from their own campuses.

Thursday, February 26

2:00 p.m. – 3:00 p.m.

CONCURRENT SESSIONS D (continued)

D3 – What Exactly Are "High-tech" Occupations?

Presenter:

Ruben B. Garcia, Texas Workforce Commission

Marc Anderberg, Texas Workforce Commission

Facilitator:

Gail Dantzker, South Texas Community College

Location: Ballroom VII

The Texas Workforce Commission, in our research to examine emerging and evolving occupations within high technology industries, discovered that there was a hodge-podge of definitions. Most definitions either relied on traditional or antiquated modes for technology classification or offered loosely defined language that provided little practical basis for understanding related employment and training issues. As the research progressed, it became evident that a more useful approach was needed for discussing high technology and its practical application in terms of job generation and economic development. This presentation will provide the methodology used to define high-tech occupations.

D4 – Faculty Workload Web Reporting: A Time Saving Application

Presenters:

Don Wood, Texas A&M University System

Jeff Pitts, Texas A&M University System

Dennis Ignatenko, Texas A&M University System

Facilitator:

Maryann Ruddock, The University of Texas at Austin

Location: Mockingbird A&B

A four-year university has developed an on-line Faculty Workload reporting application that allows the academic departments to correct faculty budget data (FTE, salary, etc.) and course assignment data. After the departments make corrections to their faculty and courses the system can be closed, reviewed by the IR office, and imported into the data warehouse to be used in production of various annual reports and studies. This presentation will demonstrate the capabilities of the system, address the course and faculty databases generated by the process, discuss the gathering of faculty biographic data, and generation of the CBM004 and CBM008 reports.

D5 – Changing Gears & Moving Forward: Identifying Potential Graduates and Bringing Stop Outs Back to College

Presenters:

Jorge Gomez, South Texas Community College

Gail Dantzker, South Texas Community College

Facilitator:

Lillian Young, Central Texas College

Location: Mockingbird C&D

A novel, yet simple, approach to identifying students who are near, at, or beyond completion of an award or degree, even if it is not in their declared major! Most transcript analysis systems compare students' coursework only against a declared or specifically identified major. This simple set of deductive steps works with any student information system, does not require high-level programming, and is not time-consuming to establish or use. South Texas Community College increased the number of graduates and brought stop outs near graduation back to school by applying this system. Participants will learn how to apply this logic.

**BLUE BELL
BREAK AT THE
RESOURCE
FAIR**

**3:00PM – 3:30 PM
BALLROOM IV**

3:30 p.m. – 4:10 p.m.

CONCURRENT SESSIONS E

E1 – From Institutional Effectiveness to Quality Enhancement: Will It Enhance Effectiveness for Higher Education?

Presenter:

Constance Howells, Eastfield College
Gabriela Borcoman, Bill J. Priest Institute for Econ. Dev.

Facilitator:

Martha Oburn, North Harris Montgomery Comm. Coll. District

Location: Ballroom V

This presentation cites information gathered by a web-based survey conducted by the Eastfield Office of Institutional Research and Planning, as well as literature searches to examine a perceived shift from institutional effectiveness to quality enhancement in higher education. It will further discuss different directions each process will take higher education and the impact it would have on institutional research and planning. Differences and similarities between institutional effectiveness and quality enhancement will be discussed along with determining whether there are truly inherent and/or insurmountable differences in these approaches. This discussion is not limited to the SACS states nor the models being used under the new criteria but rather attempts to take a global approach to finding the best combination of quality and effectiveness.

**REMEMBER TO
VOTE ☒ FOR
TAIR
OFFICERS AND
NOMINATING
COMMITTEE
BY 4:00 P.M.
TODAY!**

E2 - Managing Faculty and Administer Evaluation Systems

Presenters:

Sarah Logan, Angelo State University

Facilitator:

David Preston, Brazosport College

Location: Ballroom VI

Angelo State University's faculty evaluation system changed dramatically four years ago, and an administrator system was added two years later. These systems are used not only to help people improve performance but also for personnel decisions. People on campus were greatly interested in ways in which changes would affect them. Institutional Research and Assessment, which manages both evaluation systems, had the job of making the changes as smooth as possible. This presentation will discuss differences in evaluating faculty and administrators; give suggestions for setting groundwork when changing evaluation systems; provide examples of general operating procedures; and discuss customer service issues.

E3 - Logistical Tracking System (LTS) - An Integration of Geographical Information Systems with Reporting Capability

Presenters:

Nicolas Valcik, University of Texas at Dallas

Facilitator:

Michael Turpin, Kilgore College

Location: Ballroom VII

In 2001, the University had to complete an Indirect Cost Proposal for the Federal Government as part of a mandatory, three-year space survey review. A decision was made to create a new and more capable system that would cut down the workload for the users and increase reporting/tracking capabilities. The Logistical Tracking System (LTS) is a new facilities inventory database design that allows facilities, property, EMS/Hazmat, security systems, and other infrastructure to be inventoried. LTS is integrated with Geographical Information Systems (GIS) floor plans to increase accuracy of data that is input into the system.

Thursday, February 26

3:30 p.m. – 4:10 p.m.

CONCURRENT SESSIONS E (continued)

6:30 P.M.

**MEET IN THE
LOBBY FOR
DINNER
CARAVANS**

**E4 – The Community College/Four-Year
Institution Transfer Phenomenon**

Presenter:

*Christopher Vinger, Austin Community College
Maryann Ruddock, University of Texas - Austin*

Facilitator:

Elbert Bassham, Sul Ross State University

Location: Mockingbird C&D

The community college/four-year institution transfer phenomenon is not a simple, oneway street with students beginning at the community college and then transferring to a four-year institution to complete a bachelor's degree. Nor does getting a degree at a four-year institution mean that the student took all of their hours there. This study examines the enrollment behavior patterns of students graduating from a major research university: half of the bachelor degree recipients had transferred courses from the local community college. What does this mean for the community college? For the four-year institution? Is this a prevalent behavior pattern? Implications for policy and practice will be provided.

4:20 p.m. – 6:00p.m.

SPECIAL INTEREST GROUPS

4:20 p.m. – 5:00 p.m.

Sector Special Interest Groups:

- **Independent Colleges and Universities Sector SIG**
Chair: *Nancy Ward, Independent Colleges and Universities of Texas*
Location: Mockingbird A&B
- **Public Universities Sector SIG**
Chair: *Cindy Dutschke, Texas A&M University*
Location: Mockingbird C&D
- **Public Community Colleges Sector SIG**
Chair: *Teresa Isbell, North Lake College*
Location: Ballroom V
- **Health Science/Medical Sector SIG**
Chair: *Kay Mizer, TAMU System Health Science Center*
Location: Ballroom VI

5:15 p.m.– 6:00 p.m.

Other Special Interest Groups:

- **Texas A&M University System**
Chair: *Glenn Dowling, Texas A&M Univ. System*
Location: Ballroom VII
- **University of Texas System**
Chair: *Mike Kerker, University of Texas System*
Location: Brazos
- **Datatel Colleague Users**
Chair: *Christopher Benton, Alvin Community Coll.*
Location: Mockingbird C&D
- **SAS Users**
Chair: *Jana Marak, Baylor University*
Location: Mockingbird A&B
- **SPSS Users**
Chair: *Prety Widjaja, SPSS*
Location: Ballroom VI
- **Banner Users**
Chair: *Sue Herring, Baylor University*
Location: Ballroom V

Friday, February 27

7:30 a.m. – 9:00 a.m. Breakfast & Business Meeting Oakwood Ballroom

7:30 a.m. – 8:00 a.m. Breakfast

8:00 a.m. – 9:00 a.m. TAIR Business Meeting – Presiding: Marilyn Greer, President

9:15 a.m. – 10:30 a.m. GENERAL SESSION IV Oakwood Ballroom

**“Institutional Research’s Critical Role in Marketing and Enrollment
Management for Higher Education”**

Sandra Golden, Enrollment Management Consultant

10:45 a.m. – 11:45 p.m. SPECIAL INTEREST GROUPS Oakwood Ballroom

Regional SIGs

- **Gulf Coast Association for Institutional Research**
Chair: Rick Vaughn, Lee College
Location: Oakwood Ballroom
- **South Texas Consortium for Institutional Research**
Chair: To Be Announced
Location: Oakwood Ballroom

Newcomers’ Workshop Recap

- **Newcomers’ Wrap-up Session**
Chair: Leona Urbish, Rice University
Location: Oakwood Ballroom

Roundtables

Thursday, February 26, 8:00 am – 9:30 am

1. Conducting an Economic Impact Study for Your Institution

Pam Haws, Director of Institutional Research and Planning, University of Texas at Arlington

As state and local governments at all levels face budget woes, institutions of higher education feel increasing pressure to justify their use of scarce resources. One means of improving the positive image of an institution, making the case for state appropriations, or addressing concerns about the institution's impact on local public services, is to conduct a study that estimates the annual impact of the institution on the local or state economy. UT Arlington recently conducted such a study, which has been the subject of several positive news articles in local papers and has been cited by the Chancellor of the UT System in talks to the Legislature. Come discuss with your peers the various methodological considerations and lessons learned from our experience.

2. Geographic Mapping: A Promising Tool for Institutional Researchers

Sarah J. Enticknap, Editor, Office of Institutional Analysis, UTMB

Much of the demographic data we collect at our institutions can be presented as spatial distributions. At UTMB we are presenting the statewide, national, and global characteristics of our students in the form of geographic maps. Such maps can help target recruitment efforts, identify predictors for retention and show which geographic areas successful graduates come from. Community colleges and smaller schools can trace the characteristics of students originating from particular counties, cities, census tracts, and even blocks in their catchment areas. This roundtable discussion will focus on the utility of maps to describe data and the software available for doing it.

3. The Impact of Participating in Adult Education-Using National Household Education Survey Program Data

Yan Liu, Institutional Research & Evaluation, Richland College

This presentation will show the outcome and impacts of adults' participating in education that influences job securities, improves skills and knowledge, advances their careers according to National Household Education Survey (NHES) data. Reasons for not participating in work-related educational activities and the household characteristics will also be discussed. The topic will benefit policy makers and people who are trying to improve their performance and those who are just interested in adult education.

4. One University's Experiences with the New SACS Principles of Accreditation

Denise Young, Assistant Provost and Director of Institutional Research, University of Dallas

This roundtable will be a discussion of one university's approach to the SACS re-affirmation as one of the 30 institutions in the first year of the new *Principles of Accreditation*. The focus of the discussion will be the Compliance Report (written narrative and documentation addressing each of the 12 core requirements, 53 comprehensive standards, and 8 federal mandates) and the Quality Enhancement Plan (maximum of 75 pages of narrative plus 25-page supporting documentation). Timeline and allocation of personnel for the re-affirmation process will also be presented.

5. THECB-CTC/Employment Tracking Update

David Gill, Texas Higher Education Coordinating Board

Follow-up to "THECB Hot Topics" concurrent session. An update on current events at the Community and Technical Colleges Division of the Texas Higher Education Coordinating Board. Comments, suggestions, and questions are welcome.

6. Giving Our Clients More Access to the Data

Dawit Adege, Cedar Valley College

Institutional researchers realize that there is sometimes minimal utilization of the data produced by their offices. However, researchers can play a significant role in helping users by creating data sets that are directly related to the user's needs. With that in mind, the IR office at Cedar Valley College developed Access databases for two different users by studying a history of their data requests. Attend this roundtable to see the results and share your own ideas.

7. Improving Teaching and Learning through Assessment: Using Technology as a Tool

Katharine Mason, Research Coordinator for the BETA Project, Ph.D. Candidate at the University of Michigan

While teaching practice has been undergoing a reformation, the way in which institutions assess the quality of teaching has changed little since course evaluations began to be used. With the goal of improving teaching and learning through assessment, we began to use an online survey tool. In the next year, we will have the capability for a tiered system. The faculty, department, and university will all have a layer of questions on the student feedback form, but only the owner of the layer gets the results from that layer. It has been an interesting experience to try to gain acceptance from various campus constituencies as well as get the system up and running.

Each session will be offered at 8:00 a.m.,
8:30 a.m. and 9:00 a.m.

8. **Are the Times A Changin'? Talkin' the Talk or Walkin' the Walk in College Teaching**

Gail Dantzker, South Texas Community College

Brenda Cole, South Texas Community College

Carl Spratt, South Texas Community College

Reviews teaching "best practices" in higher education and the results of South Texas Community College's research in the degree to which its faculty recognize and use best practices. Members of STCC's Office of Institutional Research and Effectiveness will discuss: "Best Practices" in teaching and learning - Gail Dantzker; Results of research into the degree to which faculty are aware of and implement "best practices" - Brenda Cole; Technical and practical advice about conducting research on integration of best practice into faculty repertoires - Carl Spratt. Participants gain information about best practices, bibliography, copies of instrumentation used and results.

9. **PERL-Based Strategic Plan**

Elbert Bassham, Sul Ross State University

This is a presentation of the in-house PERL programming to facilitate development of the Sul Ross State University Level II Strategic Plan. This online solution includes a drilldown interface to ease access to the outline-structured plan. Instead of reading through pages and pages of text to find the right spot, a few clicks give access to the entry point for action items. The familiar online interface makes it easy to add, edit, or delete action items. Security is a nice bonus. A UNIX-like user and group password file controls access for department heads and their administrators.

10. **THECB-Reporting/Funding Update**

Kenneth Dalley, THECB

Follow-up to "THECB Hot Topics" concurrent session. An update on reporting and funding issues from the Texas Higher Education Coordinating Board. Comments, suggestions, and questions are welcome.

11. **The Increased need for Benchmarking: How One University Has Met the Challenge**

Cindy Dutschke, Texas A&M University

The dramatic changes in the informational needs of higher education are clear! One of those is in the need for benchmarking data. No longer does an institution only look internally to measure progress. Today the institution must also look externally to compare its academic reputation and national rankings with those of similar institutions. There are many sources for institutional rankings utilizing a variety of instruments and measurements, many of which can be used to compare an institution with its peers. This session will show how this institution has met this challenge in an annual benchmarking process.

12. **THECB-P-16/Texas Success Initiative Update** **James Dilling**, THECB

Follow-up to "THECB Hot Topics" concurrent session. An update on P-16 and the Texas Success Initiative from the Texas Higher Education Coordinating Board. Comments, suggestions, and questions are welcome.

13. **Survey of Organizational Excellence: A Preview of Survey Design and Its Application for Institutions of Higher Education**

Noel Landuyt, Center for Social Work Research

The Survey of Organizational Excellence is an employee attitudinal assessment used to identify an organization's performance strengths and areas of concern. This round table discussion will preview the updated elements of the survey and solicit input on the survey's design and application for higher education.

2003 Program Committee

Program Chair.....Karen Laljani..... El Centro College
Concurrent Sessions.....David Preston.....Brazosport College
EvaluationsConnie Howells..... Eastfield College
Finance.....Jaime GarciaRice University
General Sessions.....Susan Griffith.... The UT-Pan American
Local Arrangements..... Verna Dewees TAMU System
Cindy Dutschke..... TAMU-CS
Newsletter EditorChris Benton.....Alvin Com. College

Program Brochure.....Gabriela Borcoman..... Bill Priest Inst
Registration/Secretary.....Rebecca Richter..... Blinn College
Resource Fair.....Danica Frampton....St. Edwards Univ.
Connor Baldwin Schriener Univ.
RoundtablesMelissa Canady Texas Christian U.
Special Interest Groups.....Teresa Isbell North Lake Coll.
TAIR Webmaster Sam Stigall.....UT-Arlington
Workshops.....Leona Urbish..... Rice Univ.
Cindy Dutschke TAMU-CS
Advisor Marilyn Greer..... M.D. Anderson
Cancer Center



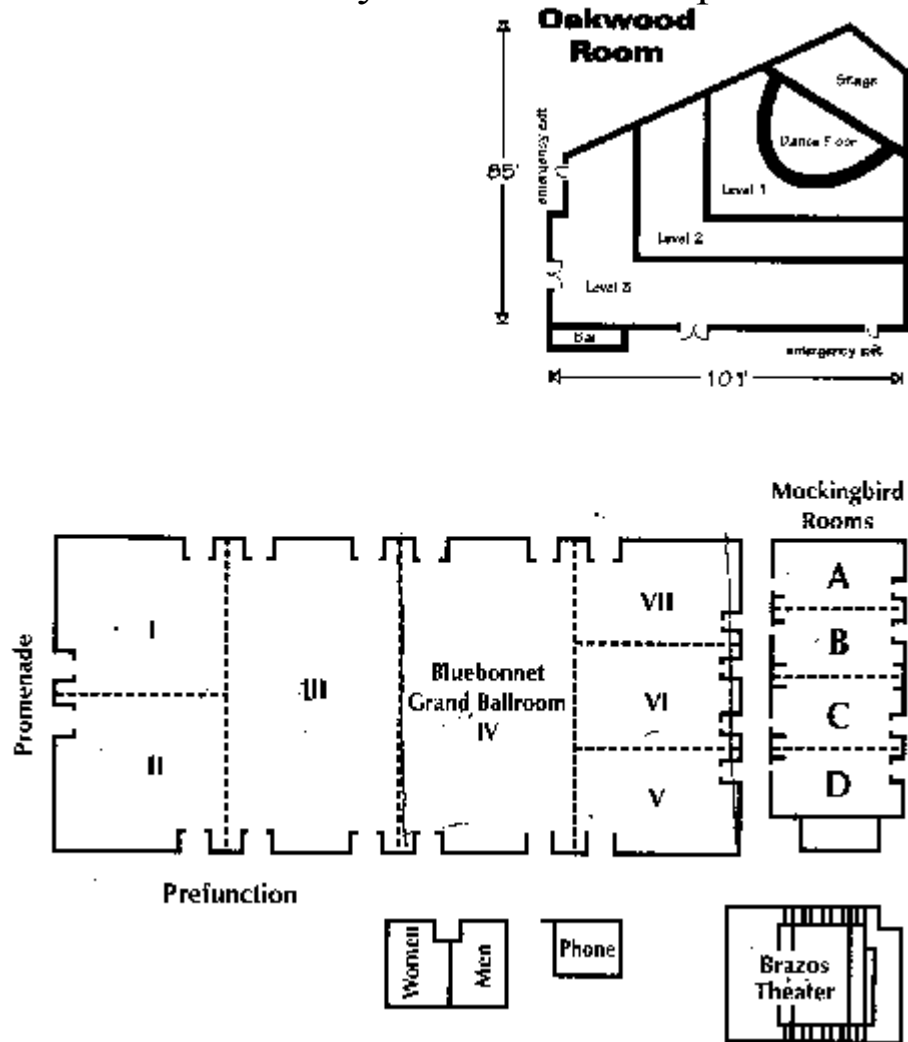
Conference History

Year	Site	President	Vice President	Secretary	Treasurer
1979	Austin	Program Committee	Horace Griffiths, Rude Gaedke Bill Lasher, Joe Szutz		
1980	Austin	Program Committee	Ann Sewell, Larry Luce, Paul Thomas, Henry Zachringer		
1981	Houston	Program Committee	Don Norris, Doug Wright, Margaret Reap Jean Garwood, Leon Spivey		
		Constitution Committee	Bill Lasher (chair), Ross Clark, Les Kincaid, Pritchey 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 (Moss)	Martha Lee	
1985	Austin	Marsha Ivery (Moss)	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	**	Marilyn Greer	Rebecca Richter	Jana Marak
2004	College Station	Marilyn Greer	Karen Laljiani	Rebecca Richter	Jaime Garcia

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

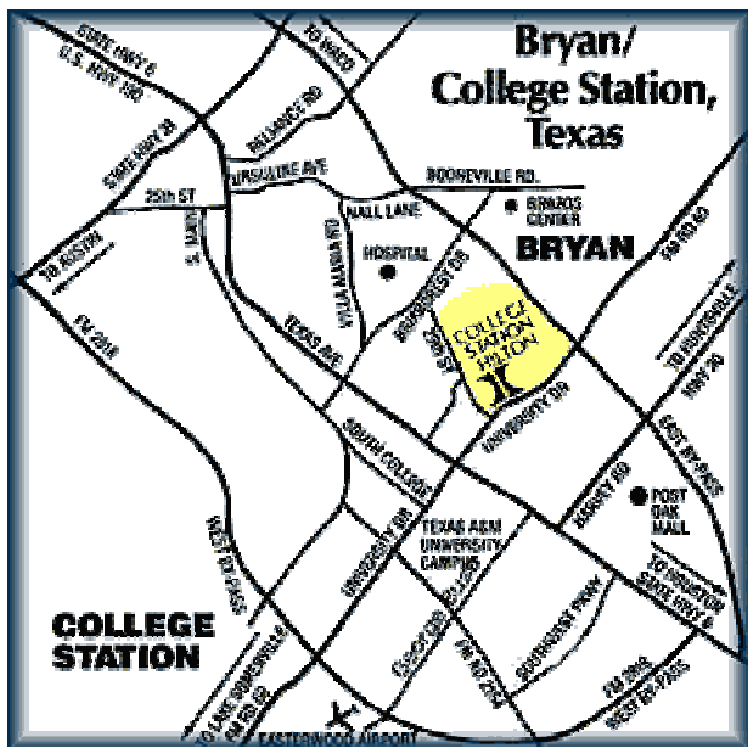
** The President was unable to serve; Vice President served as Acting President.

Hotel Layout & Room Map



The Hilton's accommodations are unmatched with the **newly renovated** guest rooms, including rooms with two Double Beds and Executive King Rooms. All the guest rooms include in-room coffee makers, iron/ironing boards, hairdryers, deskwork area, and two line phones. A limited number of 'extended stay' rooms, with refrigerators and microwaves are also available upon request. Cabana poolside rooms are available, overlooking the beautiful outdoor pool and Jacuzzi. (*Who knows, with our 'unpredictable' Texas weather, one may even get to enjoy the pool!*) Three floors in the eleven-story tower are dedicated to Hilton Honors guests, with all the amenities expected for those in our frequent stay

program. So, if you are a member of the Hilton Honors program, be sure to take advantage of it here at the College Station site.



DRIVING DIRECTIONS

(Refer to area map to get your bearings!!!!!!)

Note: The Hilton Conference Center has ample parking all around the facility.

FROM THE NORTH TEXAS AREA (Dallas/Fort Worth/surrounding areas)

Take I-45 south: Exit onto Highway 21 at Madisonville, go WEST to Bryan. Once in Bryan city limits, take HWY 6 East Bypass south. Follow directions below.

For those traveling out of Waco, take Highway 6 south. When nearing Bryan, take HWY 6 East Bypass (to your left).

Proceed on bypass to University Drive exit. You will turn right onto University Drive, heading west. The Hilton is located on the right of University Drive at the 3rd intersection/light (< 1 mile).

FROM THE SOUTH TEXAS AREA (Houston/surrounding areas)

For those traveling on I-45 north out of Houston, take Highway 105 West out of Conroe to Highway 6 in Navasota. Take Highway 6 north to College Station.

For those traveling Highway 290 northwest, exit at Hempstead onto Highway 6 north to College Station.

Then take HWY 6 East Bypass when approaching the College Station area. Proceed around to 4th exit — University Drive. Get off bypass, take a left turn on University Drive onto the overpass heading west. The Hilton is located on the right of University

Drive at the 3rd intersection/light (< 1 mile).

FROM THE WEST TEXAS AREA (Austin/surrounding areas).

For those traveling Highway 290 out of Austin, go east 30+ miles to Highway 21 turnoff. Exit and take a left onto Highway 21, traveling to Bryan.

For those traveling Highway 71 out of Austin or San Marcos and surrounding areas, turn left onto Highway 21, just east of Bastrop, traveling to Bryan.

Before reaching Bryan, take a right onto Highway 47. Go south on HWY 47 to College Station (HWY 47 links to HWY 60, also known as University Drive near airport/for distance of about 8 miles). Once on University Drive/HWY 60 continue east towards College Station and Texas A&M University. (This main roadway borders the campus on its northwest side.)

Continue on University Drive for approximately 5-6 miles [passing through at least 9 light intersections] until you see the Hilton Conference Center on the left. Turn left onto Tarrow Drive and then take a quick right into the Hilton's parking area (Hilton is on corner of Tarrow and University).

FROM THE EAST TEXAS AREA.

Connect with State Highway 21 to Bryan. Once entering Bryan area, take HWY 6 East Loop [Bypass] south (left). Go south on East Loop, exiting off Bypass at University Drive. Take a right onto University Drive, heading west. The Hilton is located on the right on University Drive at the 3rd intersection/light (< 1 mile).

For those traveling from Huntsville area (State Highway 60), take a right turn at HWY 6 East Loop (Bypass). Stay on feeder road and turn left at first intersection (University Drive). Proceed across overpass heading west. The Hilton is located on the right of University Drive at the 3rd intersection/light (< 1 mile).

OTHER MEANS OF TRANSPORTATION TO COLLEGE STATION

AIRPORT.

Easterwood Airport, McKenzie Terminal, provides commuter flights to/from Dallas/Fort Worth and Houston International airports in Texas. The Hilton furnishes Airport Shuttle service to/from the Hilton College Station and Conference Center. Use their phones in the airport lobby to call for pick up. Taxi service also is available and several rental car agencies are located at the terminal.

BUS.

The Greyhound, Kerrville and Trailways Bus Lines terminal is located at 405 E. 29th Street in Bryan. Taxi service would be necessary to get to the Hilton. Go to the following website for Taxi Service information: <http://www.bryan-collegestation.org/home.php>

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