

TAIR 2011 Pre-Conference Workshops
February 15, 2011

W1 Title: Building Surveys to Assess Student Learning Outcomes

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

Description: The topics in this workshop start from generating an initial research objective to study student learning outcomes through the instrument design, data analysis, reporting and use of the assessment results in student outcome matrices. Methodology for conducting focus groups for use in evaluating student outcomes will be included in the workshop. All survey and focus group topics will be taught using examples and active learning group projects. A comprehensive workbook will be available for all participants that will include appendices of sample surveys, focus groups and reference material.

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

W2 Title: Newcomers to Institutional Research

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

Description: This workshop is targeted toward those individuals who have been in the Institutional Research and Planning field for two years or less. During this workshop we will focus on and discuss the three main areas of institutional effectiveness: strategic planning, institutional research, and assessment. Understanding each of these areas and their interacting relationships is important for those working in an institutional research, planning, or assessment office. The session will close with an overview of the TAIR organization and the benefits available through membership.

Presenter: Tom Corll, Midland College

W3 Title: Writing and Presenting IR Results

Time: 1:00 p.m. -- 4:00 p.m.

Description: A primary function of institutional research is the gathering and disseminating of data to various audiences for information and/or decision making. The packaging of this information, whether in a written document or presentation, can sometimes mean the difference between clarity and confusion for the audience. This workshop will cover writing and presentation techniques based on the work of Cliff Adelman, Edward Tufte and AIR best presentation awards. The presenter will also share tips and tricks gleaned from her own experiences and research on best practices.

Presenter: Karen Laljani, El Centro College

W4 Title: Are There Enough Skilled Workers in Texas?

Time: 1:00 p.m. -- 4:00 p.m.

Description: This workshop will feature an in-depth look at the relationship between Texas economy using labor market data from the Texas Workforce Commission (TWC) and education/training using data available at the Coordinating Board (THECB). Against this backdrop, data such as graduates, employment, job openings and industries, Texas Higher Education Coordinating Board staff will partner with TWC staff in presenting the critical concepts and limitations of determining the supply/demand equation and their relationship to program offerings. Finally, a demonstration of the Strategic Workforce Assessment Project will be provided to demonstrate the concept of Detailed Workforce Activities as the basis for determining supply and demand as they relate to occupational clusters and instructional programs.

Presenters: Gabriela Borcoman, Texas Higher Education Coordinating Board, and Ruben Garcia, Texas Workforce Commission

W5 Title: IPEDS Workshop – Must register separately from TAIR Conference registration at the AIR/IPEDS website

Time: 9:00 a.m. -- 5:30 p.m.

Description: This workshop will consist of two modules.

The Association for Institutional Research (AIR) and the Texas Association for Institutional Research (TAIR) are co-hosting a one-day IPEDS Workshop for data providers and users in conjunction with TAIR's Annual Conference. Funding is provided by the National Center for Education Statistics (NCES).

IPEDS Workshop Highlights

- Sheraton Austin Hotel at the Capitol, Austin, TX– February 15, 2011
- Scheduled in conjunction with TAIR's Annual Conference
- Six hours of instruction taught by experienced practitioners from across the country
 - Leading (Managing) an IPEDS Cycle: Module 2
 - IPEDS Finance Training for IR Professionals
- Provided at no charge to participants
- Includes workshop materials, breaks, and lunch
- Participants may apply for travel assistance awards

Module 1: Leading (Managing) and IPEDS Cycle provides IPEDS Keyholders a framework for managing the IPEDS collection process, regardless of the particular data system used by an institution. It includes an overview of continuous improvement and project management principles, applying these principles to an IPEDS collection cycle, developing a continuous internal data process, and establishing standardized databases and queries.

Module 2: IPEDS Finance Survey Training for IR Professionals presents eight objectives including an introduction to higher education finance, GASB vs. FASB, key accounting concepts, a review of the general purpose financial statements and how they relate to the finance survey, common errors, reporting comparison challenges, and finally where and how the data is used. An exercise is included that gives participants a hands-on experience in filling out the IPEDS Finance Survey using data from a fictional university. This module is designed specifically for those persons who are not financial experts and have no training in the field of finance or accounting. Since the Institutional Researcher is typically not the person filling out the IPEDS survey, this section focuses more on a general understanding of higher education finance and how and why the IPEDS Finance data are used.

IPEDS Workshop Registration Request Process and Travel Assistance Awards

This workshop is limited to 40 participants. Registration for this IPEDS workshop must be done with AIR separate from the TAIR Conference registration through a dedicated website: <http://www.airweb.org/tair2011ipedsws> . Workshop participants will be able to request up to \$500 to offset the cost of travel.

Presenters: Dr. Kristina M. Cragg, Valdosta State University and Ms. Sandra L. Kinney, Technical College Systems of Georgia