



**Texas Association for Institutional Research
2016 Pre-Workshop**

*Date: Sunday, February 28, 2016
Location: Omni Hotel, San Antonio Texas*

8:00 a.m. – 1:00 p.m. -- Check-In (Gallery)

9:00 a.m. – 12:00 p.m. -- Morning Sessions: Note Time for Newcomers differs

| | | |
|-----------|---|-----------------|
| W1 | Title: Developing an Institutional Effectiveness Approach to Support SACSCOC Reaffirmation | Limit 30 |
|-----------|---|-----------------|

Abstract: Many institutions hit a wall when preparing for SACSCOC reaffirmation. Workshop presenters will discuss the common SACSCOC institutional effectiveness pitfalls and how institutions can overcome them. This participatory workshop will focus on building and sustaining a culture of continuous improvement. The presenters will describe a systematic approach toward planning, communication, and sustaining motivation. The presenters will share their experiences in the field, and facilitate group discussions.

9:00 a.m. – 12:00 p.m.

Presenter: Vender 1

Room: Conference A

| | | |
|-----------|---|----------------------------------|
| W2 | Title: Newcomers to Institutional Research | ALL DAY WORKSHOP Limit 50 |
|-----------|---|----------------------------------|

Abstract: 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 areas of institutional research (THECB, public four-year and two-year colleges, private four-year institutions) who will be presenting "hot topics" for their areas of expertise.

9:00 a.m. -12:00 p.m. & 1:00 p.m. – 4:00 p.m.

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

Room: Bolo

| | | |
|-----------|---------------------------|-----------------|
| W3 | Title: Xtreme Xcel | Limit 30 |
|-----------|---------------------------|-----------------|

Abstract: Hands on training in excel for experienced excel users to increase efficiency, productivity, and report usability. It includes dynamic reports using slicers, some of the more advanced formulas as well as mixing multiple formulas, and how to create macros to make report formatting easier and more consistent. It is meant to be hands on, so students would be required to have a computer with MS Office installed. (Preferably Office 10 so it will match the presenter's version and be easier to follow.) Exercises will be designed to be useful immediately, but will also focus on concepts so that the participants will be able to expand the skills they learn to meet their own specific needs.

Flash drives will be given to attendees with examples of all exercises completed in the workshop. There will be at least 3 presenters so there will always be two available to help individual students. I would like the workshop limited to 25, but could go as high as 30 if there is interest.

Presenter: Jacqueline Goffney, Lonestar

Room: Conference B

Presenter: Erika Churuvija, Lonestar

| | | |
|-----------|--|-----------------|
| W4 | Title: SAS Programing for Beginners I (Data Manipulation) | Limit 30 |
|-----------|--|-----------------|

Abstract: This workshop is for SAS beginners or those who need a refresher course. In this workshop, you will learn the basics for SAS Programming for data manipulation. You will learn how to import data to SAS, export data out of SAS, connect to data resources using SAS, and the basics of data manipulation using a SAS data step.

Presenter: Colby Stoeber, University of Texas Health Science Center San Antonio *Room: Sam Houston*

| | | |
|-----------|---|-----------------|
| W5 | Title: Qualtrics Surveys – Getting Started | Limit 40 |
|-----------|---|-----------------|

Abstract: Qualtrics is a marvelous survey tool with lots of bells and whistles. It delivers a nice looking online instrument and can provide quick reports of the results –sliced and diced any way you choose. Learn about setting up the look and feel of your survey, inserting your school logo, renaming titles and sections, distributing surveys, managing survey folders, Qualtrics libraries, survey flow, sending reminders and more. Qualtrics limitations will also be discussed.

Presenter: Katherine Mason, Texas A&M, Corpus Christi *Room: Colonnade B*

12:00 noon – 1:00 p.m. -- Lunch (Whispers)

1:00 p.m. – 4:00 p.m. -- Afternoon Sessions

| | | |
|-----------|---------------------------------------|-----------------|
| W6 | Title: What is Work Force Data | Limit 40 |
|-----------|---------------------------------------|-----------------|

Abstract: With the increased interest in workforce training and the mission of higher education to teach their students skills required in the labor market, institutional researchers are asked to provide information regarding the performance of higher education institutions in training their graduates. Also labor market information is used for planning of new programs and estimation of demand and supply for specific skills. The workshop will instruct the audience what data is available, where to find it, and how to interpret it. The presenters will use examples and exercises that will help the audience in creating their own dashboards and reports. 1:00 p.m. – 4:00 p.m.

Presenters: Gabriela Borcoman, Texas Higher Education Coordinating Board *Room: Conference A*

Presenters: Ruben Garcia, Texas Workforce Commission

| | | |
|-----------|---------------------------------------|-----------------|
| W7 | Title: Effective Presentations | Limit 30 |
|-----------|---------------------------------------|-----------------|

Abstract: Do you struggle daily to manipulate data for simple reports? Do you receive similar requests that require to pull the same report dozens of different ways? Are you looking for a way to create repeated reports and requests quicker and more efficient? If you are an SPSS Statistics user, this workshop will demonstrate methods that can be used to automate reporting in institutional research offices. We will examine ways of manipulating and restructuring data through the use of string and number functions. The only background required for this course is a basic knowledge of SPSS. Sample data files will be provided to users during the session as we will walk through several SPSS syntax examples which can facilitate the ad-hoc reporting process.

Presenter: Phil Rhodes, McLennan Community College *Room: Conference B*

Presenter: Susan Thompson, Texas State University

W8 Title: SAS Programming for Beginners II Limit 30

Abstract: This workshop is for SAS beginners, those who need a refresher course, or individuals who want to learn more about reporting in SAS. In this workshop, you will learn the basics for SAS Programming for reporting. You will learn the basics of reporting using Proc Tabulate, Proc Freq, Proc Report, the Output Delivery System (ODS) and emailing reports from SAS. We will also discuss the SAS Macro Language and DO loops to help in reporting

Prerequisites: Taken SAS Programming for Beginners I, completed the TAIR Summer 2015 workshop on SAS, or have basic SAS programming knowledge.

Presenter: Colby Stoeber, University of Texas Health Science Center San Antonio Room: Sam Houston

W9 Title: SPSS Syntax: Data Any Way You Want It! Limit 30

Abstract: Do you struggle daily to manipulate data for simple reports? Do you receive similar requests that require to pull the same report dozens of different ways? Are you looking for a way to create repeated reports and requests quicker and more efficient? If you are an SPSS Statistics user, this workshop will demonstrate methods that can be used to automate reporting in institutional research offices. We will examine ways of manipulating and restructuring data through the use of string and number functions. The only background required for this course is a basic knowledge of SPSS. Sample data files will be provided to users during the session as we will walk through several SPSS syntax examples which can facilitate the ad-hoc reporting process.

Presenter: Marcelo Paredes, University of Texas – Pan America

Room: Colonnade B

**Date: Monday, February 29, 2016
Location: Omni Hotel, San Antonio Texas**

7:30 a.m. – 4:00 p.m. -- Check-In (Gallery)

7:30 a.m. – 10:30 a.m. -- Morning Sessions:

W10 Title: Excel for Beginners Limit 30

Abstract: Do you struggle daily to manipulate data for simple reports? Do you receive similar requests that require to pull the same report dozens of different ways? Are you looking for a way to create repeated reports and requests quicker and more efficient? If you are an SPSS Statistics user, this workshop will demonstrate methods that can be used to automate reporting in institutional research offices. We will examine ways of manipulating and restructuring data through the use of string and number functions. The only background required for this course is a basic knowledge of SPSS. Sample data files will be provided to users during the session as we will walk through several SPSS syntax examples which can facilitate the ad-hoc reporting process.

Presenter: Oscar Hernandez, Texas Southmost College

Room: Conference A

W11 Title: SPSS Syntax: Data Any Way You Want It! Limit 30

Abstract: Do you struggle daily to manipulate data for simple reports? Do you receive similar requests that require to pull the same report dozens of different ways? Are you looking for a way to create repeated reports

and requests quicker and more efficient? If you are an SPSS Statistics user, this workshop will demonstrate methods that can be used to automate reporting in institutional research offices. We will examine ways of manipulating and restructuring data through the use of string and number functions. The only background required for this course is a basic knowledge of SPSS. Sample data files will be provided to users during the session as we will walk through several SPSS syntax examples which can facilitate the ad-hoc reporting process.

Presenter: Vendor 2

Room: Colonnade B

W12 Title: SPSS Syntax: Data Any Way You Want It!

Limit 30

Abstract: Do you struggle daily to manipulate data for simple reports? Do you receive similar requests that require to pull the same report dozens of different ways? Are you looking for a way to create repeated reports and requests quicker and more efficient? If you are an SPSS Statistics user, this workshop will demonstrate methods that can be used to automate reporting in institutional research offices. We will examine ways of manipulating and restructuring data through the use of string and number functions. The only background required for this course is a basic knowledge of SPSS. Sample data files will be provided to users during the session as we will walk through several SPSS syntax examples which can facilitate the ad-hoc reporting process.

Presenter: Marcelo Paredes, University of Texas – Pan America

Room: Conference B

W13 Title: Regression Models and Their Uses in Institutional Research

Limit 30

Abstract: The workshop will not be a statistical lecture on the mathematics underlying regression techniques, and it will not be about programming regression models into my favorite statistical programming language. Rather this workshop will introduce participants to the world of regression by discussing what types of regression models exist, what types of research questions can be partially answered with these regression models, where a researcher can make mistakes, and basic interpretation of results for end users. The goal of this workshop is to education participants on what regression models they want to investigate further to better their IR offices.

Presenter: Colby Stoeber, University of Texas Health Science Center San Antonio

Room: Sam Houston

W14 Title: Are You An Ostrich or An Octopus? Remaining Relevant During a Time of Tremendous Change in our Institutional Research Field

Limit 30

Abstract: We are undergoing tremendous and fundamental change in higher education. Roles are evolving, new skills are required, and the very face of the work we are expected to do is shifting right under our feet. Do we bury our heads in the sand or do we identify new competencies, develop new skills, and adapt to our environment. This pre-conference session is designed to provide all professionals (regardless of experience) the opportunity to walk away with a better understanding of the forces at play and how to best position yourself for success. We will introduce you to these new and often conflicting realities, terminology, and professional skills required to be an octopus. This will be a hands on, fast paced, and fun session designed to help you roadmap your next steps in our field.

Presenter: Kara Larkan-Skinner, Our Lady of the Lake University

Room: Bolo

Presenter: Jason Simon, University of North Texas

12:00 noon – 1:00 p.m. -- Lunch (Trinity IV & V)

Date: Wednesday, March 2, 2016
Location: Omni Hotel, San Antonio Texas

1:00 p.m. – 4:00 p.m. -- Afternoon Sessions

| | | |
|------------|--|-----------------|
| W15 | Title: SPSS Syntax: Data Any Way You Want It! | Limit 30 |
|------------|--|-----------------|

Abstract: Do you struggle daily to manipulate data for simple reports? Do you receive similar requests that require to pull the same report dozens of different ways? Are you looking for a way to create repeated reports and requests quicker and more efficient? If you are an SPSS Statistics user, this workshop will demonstrate methods that can be used to automate reporting in institutional research offices. We will examine ways of manipulating and restructuring data through the use of string and number functions. The only background required for this course is a basic knowledge of SPSS. Sample data files will be provided to users during the session as we will walk through several SPSS syntax examples which can facilitate the ad-hoc reporting process.

Presenter: Dr. Maria Hinojosa, Alamo Colleges – St. Philip's College *Room: TBD*

| | | |
|------------|--|-----------------|
| W16 | Title: Using Big Data to Support IE | Limit 30 |
|------------|--|-----------------|

Abstract: Do you wonder how "business intelligence" and "data analytics" have impacted IR professionals? Are you confused about what to do to keep up with these changes? If you answered "yes" to these questions please attend this post conference workshop. Participants will receive an overview of current IR trends and their impact on large and small IR offices. Participants will also participate in a compression planning session to create an action plan for meeting increased information demands. Participants will leave with an action plan for use at their institutions and a new reporting template for visual data presentations.

Presenter: Dr. Teresa Isbell, El Centro College *Room: TBD*

Fees: TAIR Members: \$60 for each half day workshop and all-day Newcomers Workshop
Non-Members: \$65 for each half day workshop but must register on the workshop link.

Workshop materials, meals and parking included in registration costs

Registration Link and Deadline:

Registration for the conference can be completed online at: www.regonline.com/joinTAIR
Registration for the workshops only can be completed online at www.regonline.com/TAIRPreCon2015
Registrations for the conference and workshops will end at 5:00 p.m., Thursday, February 26, 2015.

Please address any questions or concerns to David Brown, TAIR Member-at-Large for Professional Development. David may be reached by e-mail at dbrown@nctc.edu by phone at (940) 668-3331.

Workshop presenters (listed in alphabetical order):

Dr. Teresa Isbell, Dean of Planning Assessment and Research, at El Centro College has over 25 years of experience in leading strategic planning, institutional effectiveness and institutional research practices at two-year community and technical colleges in Texas and Arkansas. She has served as a Texas Quality Examiner. Her expertise and experience in strategic planning and institutional effectiveness has contributed to five successful regional accreditation visits. Dr. Isbell has served on the TAIR program planning committee and served as TAIR's first member-at-large for professional development. Dr. Isbell has published articles on institutional research and assessment. She has presented at AIR, SAIR, TAIR, ASHE, and CSCC conferences.

Karen Laljiani - Associate Vice President of Planning, Research, and Institutional Effectiveness, Cedar Valley College. She is responsible for the leadership of the Strategic Planning Process, Institutional Research, Program Review, and Quality Process Improvement. Karen is the Chair of the Strategic Planning Team, and of the Quality Process Improvement Team, and is a member of the Non-Instructional Program Review Team, the Enrollment Management Team, the Learning Outcomes Assessment Team, the Centers of Excellence and New Programs Team, and the Institutional Review Board. She is a member of the Districtwide Institutional Effectiveness and Research Council and the District Core Curriculum Evaluation Committee, and has chaired each of these groups multiple times over the years. On a State and National level, Dr. Laljiani has served as the Texas Association for Institutional Research (TAIR) President, Chair of the North Texas Community College Consortium Institutional Research Committee, and has been on conference program planning committees for these groups as well as for the Southern Association for Institutional Research, and the national Association for Institutional Research. She has presented workshops and sessions for these organizations, as well as for the League for Innovation and AACC.

Dr. Laljiani is no stranger to the Dallas County Community College District. Prior to Joining Cedar Valley College, she served as Dean of Planning, Institutional Effectiveness and Research at North Lake College in Irving, TX, and as the Dean of Planning, Assessment, Institutional Effectiveness and Research at El Centro College in Dallas, TX for fifteen years, where she also served as the SACSCOC liaison. She has worked in higher education for over twenty years, including research, institutional research, assessment and accreditation work that she performed for the University of Texas System (Southwestern Medical Center, University of Texas at Arlington, and University of Texas at Dallas).

Karen earned a Bachelor's degree in Psychology from Boston University, and a Ph.D. in Human Development and Communication Science from The University of Texas at Dallas.

She has received numerous recognitions and awards including Innovator of the Year from El Centro College and Outstanding Lifetime Member from TAIR. She is also a graduate of the Consortium Leadership and Renewal Academy at the North Texas Community College Consortium and of the President's Leadership Institute at Cedar Valley College.

Michael Nguyen, Vice President of Services, at ZogoTech has been working with colleges to improve student success using data for over 10 years. He is passionate about helping others improve their lives through education. In college, he began mentoring and tutoring students as a volunteer at schools in Austin and Dallas and through that experience discovered his deep interest in helping people learn. Michael holds a degree in Computer Science from the University of Texas at Austin. Outside of work, he

loves to travel to small towns around the world and enjoys spending time with his wife and twin toddlers.

Marcelo Paredes, University of Texas-Pan American. Marcelo Paredes began working as a Research Analyst at the Office of Institutional Research and Effectiveness (OIRE) at University of Texas-Pan American in December 2004. Marcelo now serves as Assistant Director at OIRE since September 2011. He has served as Chief Reporting Official for UTPA since 2006 and is responsible for coordinating the certification of several CBM reports. He has also served as the TAIR Resource Fair Chair from 2009 until 2013 and the TAIR Nominating Committee in 2012. Marcelo has been a proficient user in SPSS since 1997. He uses SPSS Statistics on a daily basis and frequently writes and runs SPSS Syntax to load state reports from fixed ASCII form to SPSS, compute variables for state reports based on data in Student Information System, compute additional variables based on state certified variables, create variable value labels, and write custom reports.

Dr. Phil Rhodes currently serves as the Vice President of Research, Effectiveness, and Information Technology at McLennan Community College. Dr. Phil Rhodes currently serves as the Vice President of Research, Effectiveness, and Information Technology at McLennan Community College. He holds degrees in Mathematics and Statistics from Baylor University, and has worked in the field of Institutional Research for the last seventeen years. He became interested in building and delivering better presentations after suffering through many (and delivering more than a few) bad ones. He has been an invited speaker around the Houston area and in Waco on personal productivity and technology issues.

Susan Thompson is a Senior Research Analyst in the Office of Institutional Research at Texas State University. She earned B.A. and M.A.I.S. degrees from Texas State, has more than 20 years of experience in institutional research and assessment, is a TAIR past president, and has presented sessions, roundtables and workshops at TAIR, AIR, ACPA, and other conferences and meetings. Susan has a strong interest in the art of presenting data and information effectively and enjoys sharing what she has learned with others.

Jason F. Simon, Ph.D. is the Associate Vice Provost for Institutional Research and Effectiveness at the University of North Texas. Prior to earning his Ph.D. at UNT in Higher Education, Jason worked for eight years at the University of California, Berkeley. Jason brings with him over 7 years of assessment experience in addition to almost 20 years of experience as a higher education administrator. Jason has worked in Student Affairs, Advancement, and Academic Affairs. He brings this diversity of these experiences to his current role as he is tasked with ensuring a robust culture of administrative use of data across many areas on campus.

Kara Larkan-Skinner, Ed. D. is the Assistant Vice President of Institutional Effectiveness and Accreditation at Our Lady of the Lake University. where she oversees sponsored programs (federal grants), institutional research, assessment, and accreditation. Kara entered the research profession as a Research Associate at the Texas Tech University Health Science Center School of Pharmacy. Later, she joined the wonderful world of institutional research and assessment at Amarillo College, where she served as the Director of Institutional Research and Effectiveness. Kara is active in the Association for Institutional Research (AIR) and the Texas AIR (TAIR), and is currently an AIR Board member. She has over 10 years of experience in institutional research, effectiveness, and accreditation, and has been in

the research profession for nearly 15 years. Kara received her Ed. D. in Higher Education Administration at Texas Tech University, and her M.A. and B.A. in Psychology from the University of Louisville.

Professional Development Committee

David Brown, M.B.A., Director, Assessment & Strategic Planning, North Central Texas College
Member-at-Large for Professional Development

Marcelo Paredes, Assistant Director, Institutional Research and Effectiveness (OIRE), The University of Texas – Pan American

Phil Rhodes, Ph.D., Vice President, Research, Effectiveness & Information Technology, McLennan College

Jimmy Roberts, Ed.D., Associate Vice President, Strategic Initiatives & Compliance, Temple College