



# Texas Association for Institutional Research Annual Conference 2017 Professional Development Workshops

The TAIR Professional Development Committee is proud to announce this year's Professional Developments Workshops to be held at the 2017 Annual Conference. The cost of each half-day workshop is \$75. The cost for the full-day Newcomers workshop is \$100. Information on the Certificate of Completion Program is provided at the end.

Register now at: <https://www.regonline.com/TAIR2017>

**Sunday, February 26, 2017 9 AM – 4 PM**

## **W01: Newcomers to Institutional Research**

*Marilyn Greer, MD Anderson Cancer Center*

The TAIR Newcomer's Workshop is a full-day session focusing 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.

**Sunday, February 26, 2017 9 AM – 12 PM**

## **W02: Asking the Right Questions**

*Paul Henley, Stephen F. Austin State University*

Good research, good teaching, good parenting, good living -- all of these pursuits come down to asking the right questions. Whether finding the appropriate query from a data set or determining the best goal for an academic department, asking the right questions can lead to improvement, learning, and progress. If you ask the right questions, the answers come easily!

## **W03: Visualize Your Data to Create a Story**

*Richard Plott, Dallas County Community College District*

*Benjamin Magill, Dallas County Community College District*

*Rogers Oliveira, Dallas County Community College District*

This half-day workshop will bring in relative data from vetted sources (in this case the THECB, Labor Statistics, and Beige Book) to merge data with local economic conditions. Once these data are merged, we will build an industry specific infographic which will show the institutional contribution to highly skilled workforce needs, employment, industry growth in the region and other areas of institutional intelligence. There will be some template forms available the day of the workshop and a few pieces of clip art to help create a college specific infographic for effective Decision Support to the stakeholder community.

## **W04: Advanced Excel: Using Excel to Increase Program Assessment Efficiency**

*Jane Mims, Texas A&M University San Antonio*

This intermediate-to-advanced workshop will assist more experienced Excel users in developing a reusable workbook to make routine processes such as program assessment more efficient. Participants will learn how to create presentation-ready tables, charts, and graphs that refresh as the raw data behind them is updated. The end result will be more consistent reporting and faster response times on regularly scheduled projects. This hands-on session requires a working knowledge of formulas, pivot tables, and charts and graphs.

Sunday, February 26, 2017 1 PM – 4 PM

**W05: How to Avoid “Death by Power Point”**

*Amanda Clark, Blinn College*

Just about everyone in higher education has had to endure "death by Power Point" whether it was in a meeting or a class. Come to this workshop to learn tips and tricks for how to utilize presentation software to supplement your speech, create readable visualizations, provide technical knowledge to a non-technical audience, and hopefully make your presentations a little more fun. Some of the time will be spent on practicing "off-the-cuff" speaking to help you think on your toes and be able to answer questions quickly and precisely. This workshop will be a mix between presentation and interactive participation.

**W06: Everyday IR Tasks Made Easier with R**

*Michael Albert, Our Lady of the Lake University*

This workshop will demonstrate how to use a wide range of R's expansive functionality. We will cover all phases of the data analysis process: (a) reading in data efficiently from multiple files; (b) cleaning and organizing messy data; (c) performing analysis and creating data products; and (d) exporting results in formats that can be easily shared with others. The focus will be on R syntax and using functions from some of the most popular and powerful R libraries, but examples will be drawn from common IR tasks.

Previous experience with R is useful but not necessary. Participants are encouraged to bring a laptop so that they can download and install R, if necessary, and participate in hands-on exercises.

**W07: Teaching Administrative Support and Academic/Student Support Service Staff to Conduct Effective Outcomes Assessment**

*Lisa Garza, Texas State University*

*Susan Thompson, Texas State University*

This workshop provides an in-depth look at how Texas State University guides its administrative and academic/student support areas through the outcomes assessment process and reporting requirements for compliance with SACSCOC Core Requirement 3.3.1 on Institutional Effectiveness. On the Texas State campus, assessment staff present a series of four interrelated workshops to guide departmental representatives and teams through the process of developing and implementing an outcomes assessment plan, including identifying meaningful intended outcomes, identifying appropriate assessment methods and data sources, developing realistic strategies and timelines, developing action plans based on results, and reporting year-to-year evidence of service improvement. During this pre-conference workshop, presenters will share content from the four assessment workshops, as well as tips and advice learned from assisting administrative and academic/student support areas with outcomes assessment during the past 10 years. Attendees will be provided with materials that can be adapted for presenting outcomes assessment planning workshops on their campuses.

Monday, February 27, 2017 7:30 AM – 10:30 AM

**W08: SQL Programming**

*Dean Williamson, Prairie View A&M University*

Institutional Research is often called upon to provide information immediately to deal with a crisis, which means we are often using extraction queries to acquire the needed data. This workshop focuses on what you can do to prepare before the alarm sounds. Many come to IR with more knowledge of statistical programs than of SQL and often begin pulling data by relying on existing code. This workshop provides information about SQL basics and how to prepare and build code that runs quickly and provides data that is reliable, relevant, consistent, and comparable. We will look at building code for the production environment and how to enhance operations with ODS.

### **W09: IPEDS Data Center to create Peer/Competitor/Aspirational Institution Reports for Executive Staff**

*Sherri Caraballo, Texas Wesleyan University*

Using the IPEDS data center can be beneficial when comparing your institution to Peers, Competitors or Aspirational Groups. Learn more on how to design your report for Executive and Senior Staff, Board Members, and general public. Additionally, establishing key performance indicators and identifying variables for benchmarking. This will be an interactive session utilizing the data section of the NCES website.

### **W10: Beginning SAS with Enterprise Guide**

*Laura Wichman, McLennan Community College*

*Tracy Stegmair, Texas Woman's University*

This workshop is for SAS beginners or those who need a refresher in SAS Enterprise Guide. In this workshop, you will learn the basics of SAS with Enterprise Guide with hands-on training in importing data, query building, proc frequency reporting, formats, custom sorts, proc tabulate, proc reports, and outputting data to excel and pdf.

A laptop with SAS Enterprise Guide is required. Instructions on how to download and install SAS Enterprise Guide for free will be sent out to registered attendees prior to the workshop.

### **W11: Google Charts for IR Websites**

*Jorge Martinez, University of Houston*

Interested in creating online dashboards without paying big software prices? Google Charts API provides an open-source platform for constructing interactive graphics for IR websites at no cost. In this hands-on workshop, participants will construct bar, line, and pie charts, hierarchical tree maps and state maps using JavaScript, html, and R languages. No previous knowledge of JavaScript, html, or R is required. Participants will construct charts using data from their own institution. At the end of this workshop, participants will understand the data structure, anatomy, and implementation of Google Charts on an IR web page for internal and external constituent consumption.

**Wednesday, March 1, 2017 1 PM – 4 PM**

### **W12: We all have to start somewhere, right? - Beginning with Tableau**

*Robin Logan, University of the Incarnate Word*

We all have to start somewhere, right? Nothing could be truer when working with data. Whether it is data coming to us (aka NSSE, IPEDS Transparency Center) or data we gather about our institutions (aka Banner / student information systems), we are charged with helping our communities use and understand the data. Well, that ... and we want to do this in a more sustainable and efficient manner. This course is designed to be that starting point – that place where we talk data, ideas, visualizations, interactivity, best practices, and Tableau. Topics: Preparing data within excel for use in Tableau; connecting to data; blending vs joining data sets; visual design; creating charts and graphs; filter types and settings; hierarchies; dashboards and storyboards; distribution of the data.

Laptop with installation of Tableau (version to be determined); Institutional raw data sets from your latest NSSE administration (a sample dataset will be provided for those that don't have NSSE data); knowledge of pulling data from the IPEDS universe.

### **W13: Making IR Better with Focus Groups**

*Leah Figueroa, Austin Community College*

*F. C. Caranikas, Austin Community College*

Focus groups can be tricky to develop and run. In this workshop, participants will learn how to develop and effectively run focus groups and learn how it can benefit their IR departments.

## TAIR Professional Development Certificate of Completion Program

Effective at the TAIR 2017 Annual Conference, the requirements for each level of the TAIR Professional Development Certificate of Completion Program will be updated to reflect the changing face of institutional research and the diverse training needs of TAIR members.

The Certificate of Completion Program places workshop topics into seven broad categories or tracks. The list below shows how each of the workshops being offered at the TAIR 2017 Annual Conference connects to the program tracks.

### **Track 0. Newcomers**

W01: Newcomers to Institutional Research

### **Track 1. Office and Project Management**

Unfortunately, no workshops related to this track are scheduled for the 2017 Annual Conference. Be sure to look for the 2017 Summer Workshop announcement for opportunities coming in July 2017!

### **Track 2. Data Analysis Tools and Methods**

W02: Asking the Right Questions

W04: Advanced Excel: Using Excel to Increase Program Assessment Efficiency

W10: Beginning SAS with Enterprise Guide

W13: Making IR Better with Focus Groups

### **Track 3. Technical Tools & Skills**

W06: Everyday IR Tasks Made Easier with R

W08: SQL Programming

W11: Google Charts for IR Websites

W12: We all have to start somewhere, right? - Beginning with Tableau

### **Track 4. Presentation Skills**

W03: Visualize Your Data to Create a Story

W05: How to Avoid "Death by Power Point"

### **Track 5. Reporting Knowledge and Skills**

W09: IPEDS Data Center to create Peer/Competitor/Aspirational Institution Reports for Executive Staff

### **Track 6. Institutional Effectiveness and Assessment**

W07: Teaching Administrative Support and Academic/Student Support Service Staff to Conduct Effective Outcomes Assessment

Although we encourage all members to consider pursuing the Certificate of Completion, decisions on which workshops to attend should be based primarily on your own professional development needs and goals. Please feel free to contact Marc Turner, the Professional Development Officer, at [gmturner@txstate.edu](mailto:gmturner@txstate.edu) with any questions.