TAIR Newsletter

Texas Association for Institutional Research

INSIDE THIS ISSUE

A Letter From Your President Carol Tucker

TAIR 2012 in Corpus Christi was wonderful! I'd like to give special thanks to Bridgette Hardin and her team for all of their work on the Local Arrangements committee. Their planning and preparation helped the conference to run very smoothly and they gave us a truly memorable special event on the USS Lexington! I'd also like to thank all those who shared their experience and expertise as a presenter of a concurrent session, roundtable session, special interest group, and/or workshop. We all learn from each other and we couldn't put on a conference without presenters.

I'd like to thank all of the members of the Program Committee. This conference could not have been put on without the work they each did throughout the year in getting everything organized and planned. The members of the 2012 Program Committee were: Mary Barton, Catherine Brown, Rita Caso, Tom Corll, Dave Downing, Bridgette Hardin, Faron Kincheloe, Darline Morris, Trish Norman, Marcelo Paredes, Linda Perez, Kate Proff, Rebecca Richter, Tracy Stegmair, and Susan Thompson.

Thank you also to Kate Proff and Linda Perez for all of their work in registering participants and working the check-in table throughout the conference.

A special thank you to our vendors whose sponsorships helped us immensely. In addition to sponsoring events at the conference, their generosity allowed us to award 7 travel grants in this time when budgets are especially

tight. Thank you to Marcelo Paredes who organized the vendor fair and secured over $17,000 in vendor sponsorship money.

Mark your calendar for the TAIR Summer Workshops at Texas State University – San Marcos' Round Rock Campus (north of Austin) on August 3, 2012. Tom Corll, our member-at-large for Professional Development, and the Professional Development Committee are already planning for a cost-effective summer professional development opportunity to benefit our TAIR membership.

Looking further ahead, Susan Thompson has already put together a committed group of individuals to begin planning for our 35th annual conference, to be held February 11 – 13 at Moody Gardens in Galveston, TX.   The TAIR Executive and Program Committees recently toured the hotel and meeting spaces we'll be using, and were quite impressed. The meeting rooms are spacious and all located in close proximity to each other, parking and Wi-Fi are both plentiful (and free!), and here's an extra selling point – they now have a Starbucks in the hotel!

As we begin preparations, I want to welcome suggestions from the membership on improvements to the conference and also encourage you to get involved by volunteering to help. We'll have opportunities, large and small, to get involved. It is a wonderful way to meet fellow IR professionals around the state and we all benefit from the help.

Looking forward to seeing you in Galveston!

Sincerely,

Carol Tucker, President
Texas Association for Institutional Research

Photos Courtesy of Catherine Brown

TAIR 2013 Program Committee

VP and Program Chair	Susan Thompson, Texas State University – San Marcos
Concurrent Sessions	Faron Kincheloe, Baylor University
Evaluations	Mary Barton, University of North Texas
General Sessions	Pam Haws, The University of Texas at Arlington
Local Arrangements	Marilyn Greer, The University of Texas M.D. Anderson Cancer Center
Brochure	Tracy Stegmair, Richland College
Registration/Secretary	Sue Herring, Baylor University
Vendor Contact	Marcelo Paredes, The University of Texas – Pan American
Roundtables	Lisa Haynes, Texas Woman's University
SIGs	Lincoln Holmes, The University of Texas at Austin
Session Coordinators	Amy Bawcom, Central Texas College
Workshops/Prof Develop	Tom Corll, Midland College
Technology	Dave Downing, University of North Texas

Elected Committees

Nominating Committee

Darline Morris, Postsecondary Consultant -- Chair
Lincoln Holmes, University of Texas at Austin
Phil Rhodes, Houston Baptist University
Danielle Texera, Rice University
Marcelo Paredes, University of Texas – Pan American

Appointed Committees

Data Advisory Committee

Martha Oburn, Houston CC System -- Chair	
Public Universities:	Vicki West, Texas Tech University
	Colby Stoever, Texas A&M – Corpus Christi
	Dean Williamson, Prairie View A&M University
	Roy Matthew, University of Texas – El Paso
Private Universities:	Sue Herring, Baylor University
	Phil Rhodes, Houston Baptist University
Community Colleges:	Kathy Friedrich, College of the Mainland
	Tom Corll, Midland College
Technical Colleges:	Ben Cox, Texas State Technical College – Waco

Professional Development Committee

Tom Corll, Midland College -- Chair
Brian Cordeau, University of Texas – San Antonio
Kara Larkan-Skinner, Amarillo College
Phil Rhodes, Houston Baptist University
Tracy Stegmair, Richland College
Amy Bawcom, Central Texas College
Colby Stoever, Texas A&M – Corpus Christi

Awards Committee

Darline Morris, Postsecondary Consultant -- Chair
Members to be selected

Executive Committee

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Election Results

Voting was conducted during the annual conference in February. The following election results were announced at the annual business meeting.

Vice President/ President Elect

Susan Thompson
Texas State University – San Marcos

Secretary

Sue Herring
Baylor University

Member-at-Large, Professional Development

Tom Corll
Midland College

Nominating Committee

Lincoln Holmes
University of Texas at Austin

Phil Rhodes
Houston Baptist University

Danielle Texera
Rice University

Marcelo Paredes
University of Texas – Pan American

Other TAIR Officers

President

Carol Tucker
University of Houston – Downtown

Treasurer

Linda Perez
Houston Baptist University

Member-at-Large, Technology

Dave Downing
University of North Texas

Appointments

TAIR-L Manager
   Dave Downing, University of North Texas

Webmaster
   Dave Downing, University of North Texas

Liaison to AIR
   Carol Tucker, University of Houston – Downtown

Financial Review Committee Chair
   Jim O'Donnell, Eastfield College

Newsletter Editor
   Catherine Brown, University of St. Thomas

**Thank you to all TAIR members for helping make the
2012 conference in Corpus Christi a huge success!**

To give all attendees the opportunity to complete the evaluation, the 2012 overall evaluation was collected online rather than on the last morning of the conference. This resulted in a better response rate: 92 responses (out of a total of 172 attendees: 53% response rate) compared to 68 responses in 2011 (out of a total of 195 attendees: 35% response rate).

Overall, the conference evaluation was positive. General Sessions, Concurrent Sessions, and Roundtables were evaluated as being of high quality and the SIGs were evaluated as being useful to the membership. The respondents were also satisfied with the Vendor Fair.

We pay special attention to the comments and see that some areas have been noted as in need of improvement; the Program Committee has reviewed the evaluations and will keep these suggestions in mind as they prepare for TAIR 2013. Here are some examples of improvements that are already being implemented: Expanding the length of the second luncheon by 15 minutes; working to schedule sessions that have similar audiences so that they aren't competing with each other; ensuring that the rooms are set up in a way that is more conducive to presentations taking place in the rooms. We also plan to make clear the expectations to the presenters and facilitators of sessions, including communication about when and how attendees can get handouts.

We would like to extend a very special thank you to the Scantron Corporation for sponsoring the evaluations again this year. In addition
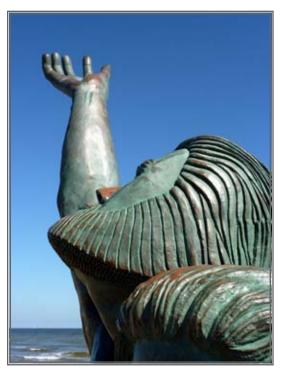
Photo Courtesy of Catherine Brown

to supplying the forms, Scantron scanned them and provided the results reports at the end of the conference. They also converted the overall evaluation to an online format and provided those results.   In addition, the officer elections were tabulated by Scantron and provided results quickly without having to have anyone spend the evening counting ballots.

One issue that was mentioned multiple times in the evaluation comments was the opinion that the vendors were too prominent; although there were also comments made by many attendees who appreciated the opportunity to interact with vendors. We'd like to take this opportunity to talk a bit about TAIR leadership's view on the vendors.

We see the vendors being present at the conference and the vendor fair as a mutually beneficial opportunity for the vendors and the TAIR members.   It gives the TAIR membership the opportunity to find out more about the products that they might already use and also to gather information on options that they or their school might be considering. The fair also allows the vendors to show their product to an existing or potential user, and also allows the two groups to meet in person, sometimes for the first time.

We are especially appreciative of our vendors because they pay for the opportunity to attend the vendor fair and that money is put to good use in off-setting some of the costs of the conference.   In addition to helping to fund conference costs, they have been generous in sponsoring travel grants which allow members to attend the conference who might not otherwise have been able to attend. A complete grid of what vendors receive for their levels of sponsorship is included on page 12.

As a benefit for vendors, we added a 'vendor track' where vendors at a certain level of sponsorship are able to make a formal presentation without requiring a TAIR member as a co-presenter. This further allows them to share their products with the membership. These sessions are clearly marked in the program brochure so that a member can make an informed decision as to whether or not this type of session is of interest to them.

Concern was also expressed that vendor presentations were taking up rooms that would otherwise be available for TAIR members to present.   At the 2012 conference, this was not the case. Vendor sessions were slated into the schedule early in the planning process and we were still able to accept all sessions proposed by members from TAIR member institutions. For 2013, we have more rooms available to use and so there may be additional session offerings, depending on the turnout from the call for proposals.

TAIR Membership Information

TAIR membership is something special. It is an opportunity for Institutional Research and related individuals to join together for learning, sharing and networking. Membership comes in 2 ways – registering for the yearly conference (dues are included) or paying only the annual dues. Becoming a member is easy! Visit http://www.texas-air.org/member/membership.php for details on membership benefits and information on registering online.

Currently the TAIR membership includes 206 individuals representing 79 colleges/universities and associations.

At the 2012 conference in Corpus Christi, we had 175 attendees from these categories:

2 year colleges	43
4 year colleges	94
Professional colleges	9
Technical colleges	2
Districts	10
Associations	17

TAIR membership runs on an annual cycle with membership beginning and ending at the annual conference. If you register for the conference, you are in good standing through the next conference. If you apply for membership AFTER the annual conference, your membership will be active until the next conference.

Come join us!

TAIR 2012 Awards

Best Fact Book
     Midland College

Best Interactive Electronic Fact Book
     Del Mar College

Best Mini Fact Book
     University of Texas – Pan American

Best Presentation
     Lea Campbell, University of Houston – Downtown

TAIR-L Listserv

All current members can post information directly to the list-serv. Send your e-mail directly to tair-l@texas-air.org.

Unsubscribe/Subscribe can be done at http://texas-air.org/mailman/listinfo/tair-l_texas-air.org or requests can be sent to Dave Downing at dave.downing@unt.edu

TAIR Travel Grants

TAIR wants to be sure that funding is not the reason that you or your staff will miss TAIR 2013 and will be awarding travel grants at $300 each to help cover expenses. Travel grants are available to both active members and those becoming new members in 2013.

http://www.texas-air.org/assets/pdf/Travel_Grants_Application.pdf

Photos Wanted

Do you have photos that you've taken at TAIR events?

If so, we'd like to collect them for our archives.

Please contact Carol Tucker at TuckerCa@uhd.edu.

A Letter From Your Vice President
Susan Thompson

I am excited to tell you about plans for the 35th annual TAIR conference, to be held at the beautiful Moody Gardens Hotel in Galveston on February 11 – 13, 2013! The theme for the 2013 conference will be "Developing Knowledge from Strands of Information." Pam Haws from the University of Texas at Arlington suggested this theme; she will receive a paid conference registration as the winner of this year's theme contest. Congratulations, Pam!

TAIR 2013 will definitely take advantage of all the amenities and wonderful space available at Moody Gardens. Meeting rooms are spacious, so there will be plenty of room for our sessions and events. There's a great party space for our traditional Meet, Munch, and Mingle event, with card and pool tables available for playing games. The hotel also has a large Starbucks, excellent food, a heated outdoor swimming pool, a full spa and fitness center, and FREE parking!

We have an extra-special Special Event planned for this year – an excursion to watch the annual Fat Tuesday Parade along the "Strand," followed by a delicious meal at the Fisherman's Wharf, Galveston's favorite restaurant. Marilyn Greer, our local arrangements chair, has been busy making arrangements for a fabulous evening; she promises that you will be able to collect lots of beads during the parade!

Pre-conference workshops will be held at the University of Texas Medical Branch (UTMB) campus, located a short drive from the conference hotel, and shuttle transportation will be provided. The UTMB facilities are top-notch and will permit Tom Corll and his Professional Development Committee to provide a variety of workshops so that there should be something for everyone!

Travel grants will be available once again for those who need some help in attending the conference. See page 6 of this newsletter for details about how to apply.

Each year, the Program Committee works hard to plan a conference that delivers excellent professional development and networking opportunities as well as opportunities for members to relax and enjoy the company of colleagues and friends. We pay attention to evaluations from previous conferences, and try to incorporate changes and suggestions when possible. This year, we have clarified the description of roundtables in the call for participation link on page 11 to explain that roundtables are intended to be guided discussions rather than mini-presentations. If your idea for a conference presentation involves sharing information with an audience, please consider submitting a proposal for a concurrent session, or perhaps a pre-conference workshop if your topic fits that format. If you are more interested in discussing a topic with a small group where everyone has a chance to participate in the discussion, then consider proposing a roundtable.

Whatever your interest, I hope that you will consider submitting a proposal for a roundtable, concurrent session, or workshop at the conference. What has made TAIR great for 35 years has been the willingness of its members to share their knowledge and ideas with others. I encourage you to contact me, Faron Kincheloe (Concurrent Sessions Chair) or Lisa Haynes (Roundtables Chair) if you have any questions or concerns about presenting at the conference. The deadline to submit a proposal for presenting at the conference is September 28, 2012.

I look forward to seeing you in Galveston!

Susan Thompson

Vice President/Program Chair

Tom Corll, Member-at-Large for Professional Development

Quality Matters

In April I participated in my first TAIR Executive Committee meeting, an interesting time with a lot of good conversation. Prior to attending that meeting I have had numerous individuals ask me what the training theme was going to be for TAIR. During the Executive Committee meeting there was a lot of discussion concerning professional development as it relates to the annual conferences. To ensure that all of the universities, colleges and technical schools continue to support their Institutional Research offices in providing travel monies, professional development must continue to be a top priority within the TAIR organization. With this thought in mind, I have decided that the TAIR training theme should be Quality Matters.

Exactly what do I mean by the theme Quality Matters? Two thoughts come to my mind. The first is credibility—it is important that IR offices collect data that is considered useful and important on each person's campus. To develop many reports and provide a lot of information that will have little impact on the campus is not a wise use of resources. Thus, producing a lot of data (quantity) without that data making a quality impact on your campus can be seen by many as a waste of valuable resources. Second, I use the word matters as a replacement of the word issues. I have shared with many colleagues that the effective IR office is the one where IR staff is on campus visiting and talking with their peers, keeping a pulse on what the current issues are on campus, and being responsive to current activities and events as they develop and transpire. The good use of resources, complimented by the distribution of quality reports and information, are items to consider when building and maintaining credibility between the IR offices and other members across our campuses.

Summer Workshop

This year the annual TAIR professional development summer workshop will be held on Friday, August 3, 2012. As they did last summer, Texas State University's campus in Round Rock, north of Austin, has agreed to host our activity.

This summer the focus will be on professional development issues as they relate to the development of informational briefings (to small groups of individuals) and how to facilitate small group discussions such as focus groups. It is also my intention to have some training provided on how to develop surveys that produce useful information (quality), versus a lot of data (quantity) that most people on campus will never find a use for.

As we did last year, the summer workshop will use a "drive-in" format consisting of several sessions to select from in the morning and in the afternoon – with a breakfast and lunch provided. For TAIR members the price will be $30 to attend one half day session and $50 to attend two sessions. For non-members the cost will be $40 for one half day session and $60 for two sessions.

Detailed information about the workshop sessions and registration instructions will be distributed on the TAIR-L discussion list soon. Please feel free to contact me if you need further information.

I look forward to seeing many of you in Round Rock this summer!

Darline Morris, Past President, served as the Awards Committee Chair this year and was assisted in the selection of awards by Marilyn Greer from the University of Texas M.D. Anderson Cancer Center.

Tracy Brown and Tim Schell from The University of Texas at Austin were named recipients of the Best Presentation award for TAIR 2011 for their presentation "Faculty Management Portal and Profile". Lea Campbell from the University of Houston – Downtown was named the recipient of the Best Presentation award for TAIR 2012 for her presentation "Moving Program Assessment from Perfunctory to Profound". Lea will have an opportunity to present her TAIR Best Presentation at the Association for Institutional Research (AIR) Forum in Long Beach, CA in 2013.

There were many outstanding fact books submitted for the Best Fact Book competition. The awards committee had their work cut out for them and they spent many hours reviewing the submissions. The winners of the Best Fact Book competition are:

Best Overall Fact Book:	Midland College
Best Interactive Electronic Fact Book:	Del Mar College
Best Mini Fact Book:	University of Texas – Pan American

Congratulations to all the winners and thank you to the 2012 TAIR Awards Committee for all their hard work!

Photo Courtesy of Catherine Brown

Submitted by Martha Oburn, Chair

The TAIR Data Advisory Committee (DAC) was established to (1) identify important issues related to the collection and use of higher education data so that the information could be shared with the TAIR membership; (2) inform the TAIR membership about issues related to the collection and use of higher education data; (3) provide input from the perspective of TAIR membership on issues related to higher education data; and (4) work as a liaison with other agencies and associations on higher education data-related projects.

During the past 12 months, the TAIR DAC has focused on developing a dictionary of data definitions to assist members in understanding the terminology that is important in institutional research. An initial draft has been developed and is being reviewed by the DAC members. It will be circulated for comment by the general membership before being made public on the TAIR web site. Kate Proff, who coordinated the development effort, approached SHEEO regarding the possibility of coordinating with their data dictionary project. Updating the dictionary will be an on-going process and the responsibility of the DAC.

In January 2012, the DAC met via conference call with the THECB's Director of Planning, Janet Beinke, before her retirement. She provided her perspective on issues related to the THECB. Janet indicated that, in general, it would be helpful to have guidance on things that are common across institutions and that need to be addressed. A major problem is that things are being done differently across institutions, causing duplication of effort and expense.

The DAC also discussed issues related to defining faculty workload. This was in response to a request from the THECB for input into the way it would be operationalized in their annual almanac. Other issues reviewed in 2011 included revision of the THECB Accountability measures, gainful employment reporting and the state report on report reduction analysis.

In April 2012, the TAIR DAC was invited to preview the THECB's new web site. Input was provided prior to the site's planned launch during the summer 2012.

Membership, as outlined in the TAIR bylaws, mandates 10 representatives distributed across the sectors of higher education. Members selected by the TAIR President for 2012-13 include:

> Public universities
> > Vicki West, Texas Tech University
> > Colby Stoever, Texas A&M University Corpus Christi
> > Dean Williamson, Prairie View A&M University
> > Roy Mathew, University of Texas – El Paso
> Independent universities
> > Phil Rhodes, Houston Baptist University
> > Sue Herring, Baylor University
> Community colleges
> > Martha Oburn, Houston Community College -- Chair
> > Kathy Friedrich, College of the Mainland
> > Tom Corll, Midland College
> Technical colleges
> > Ben Cox, Texas State Technical College – Waco

2013 TAIR Conference
February 11-13, 2013
Galveston, Texas

Dear Colleagues,

Come join friends and colleagues at the 35th annual TAIR Conference. On behalf of the TAIR Conference Committee, we invite you to be an active participant in our conference by submitting one or more proposals for a Concurrent Session, Roundtable or Workshop. The TAIR conference is a volunteer-led event with real value born from the expertise of IR professionals like you who are willing to share knowledge and experience with us. The deadline for submitting a proposal for the 2013 conference is **September 28, 2012**.

This year's conference theme is "Developing Knowledge from Strands of Information," and proposals are needed on a wide variety of topics, such as:

- Planning & Organizing (examples include strategic planning, project planning, IR office or personal organization);
- Research (examples include statistical and institutional research applicable to a range of institutions);
- Technology & Training (examples include use of technology in IR, basic/intermediate/advanced software instruction and application);
- Assessment & Effectiveness (examples include implementing assessment programs, goal setting/measuring, novel assessment ideas);
- Reporting & Decision Support (examples include internal/external reporting, dashboards, data warehouses or other decision support systems); and
- Current Issues in Higher Education (examples include new legislation, promising practices).

Proposals are welcomed from IR professionals at all levels of their career, from newcomers to those with much experience. Newcomers are especially encouraged to pair with a more experienced IR professional in developing conference proposals.

So, if you have expertise or interest in these or other pertinent areas, please share your knowledge by presenting at the conference. If you have heard a colleague give a worthy presentation, please encourage them to submit a proposal as well. Visit the 2013 Call for Participation link on the TAIR web site at http://www.texas-air.org/conference/2013/callforpart.html to submit a proposal or obtain more information. Not sure whether your topic should be a concurrent session, roundtable or workshop? Visit the web site for additional details or contact a member of the program committee:

Concurrent Sessions Chair: Faron Kincheloe (Faron_Kincheloe@baylor.edu)
Roundtables Chair: Lisa Haynes (LHaynes@mail.twu.edu)
Workshops Chair: Tom Corll (tcorll@midland.edu)

The deadline for submitting a proposal is September 28, 2012.

Vendors at any level can also sponsor $300 travel grants (a vendor can sponsor multiple grants), which will be used to offset travel expenses to attendees at the conference and will be announced throughout the conference.

Benefits	Basic Level	Bronze Level	Silver Level	Gold Level	Platinum
Cost	$300	$750	$1,250	$2,000	$2,500
TAIR Event Sponsor	N/A	Pre-conference workshop snacks, bus, technology, brochure	Snack Break, Drink Break, Registration Refreshments, Evaluations	Luncheon or Breakfast	Special Event; Meet, Munch & Mingle
Vendor Track Concurrent Session (Guaranteed Session With or Without TAIR Member)				Yes	Yes
Display Table(s)	1	1	1	2	2
Attend TAIR 2012 Conference Concurrent Sessions	✔	✔	✔	✔	✔
One 8-1/2 x 11 brochure in Conference Packet	✔	✔	✔	✔	✔
Advertisement in Conference Brochure		Quarter Page Advertisement	Half Page Advertisement	Full Page Advertisement	Full Page Advertisement
Hyper link on Conference Web page	✔	✔	✔	✔	✔
E-mail Addresses of Conference Attendees (Pre-Conference with receipt of sponsorship payment: 1 Week Prior)			✔	✔	✔
Number of Tickets to Luncheon (day of vendor fair)	1	2	3	3	4
Tickets to Special Event	0	0	2	4	4
Verbal Recognition	At Luncheon	At Luncheon	At Luncheon	By TAIR President Throughout Conference	By TAIR President Throughout Conference