



Texas Association for Institutional Research
41st Annual Conference
Horseshoe Bay Resort, Horseshoe Bay, TX | February 25-28, 2019

THE HILLS ARE ALIVE WITH...

**THE SOUND
OF DATA**



Conference Meeting Locations

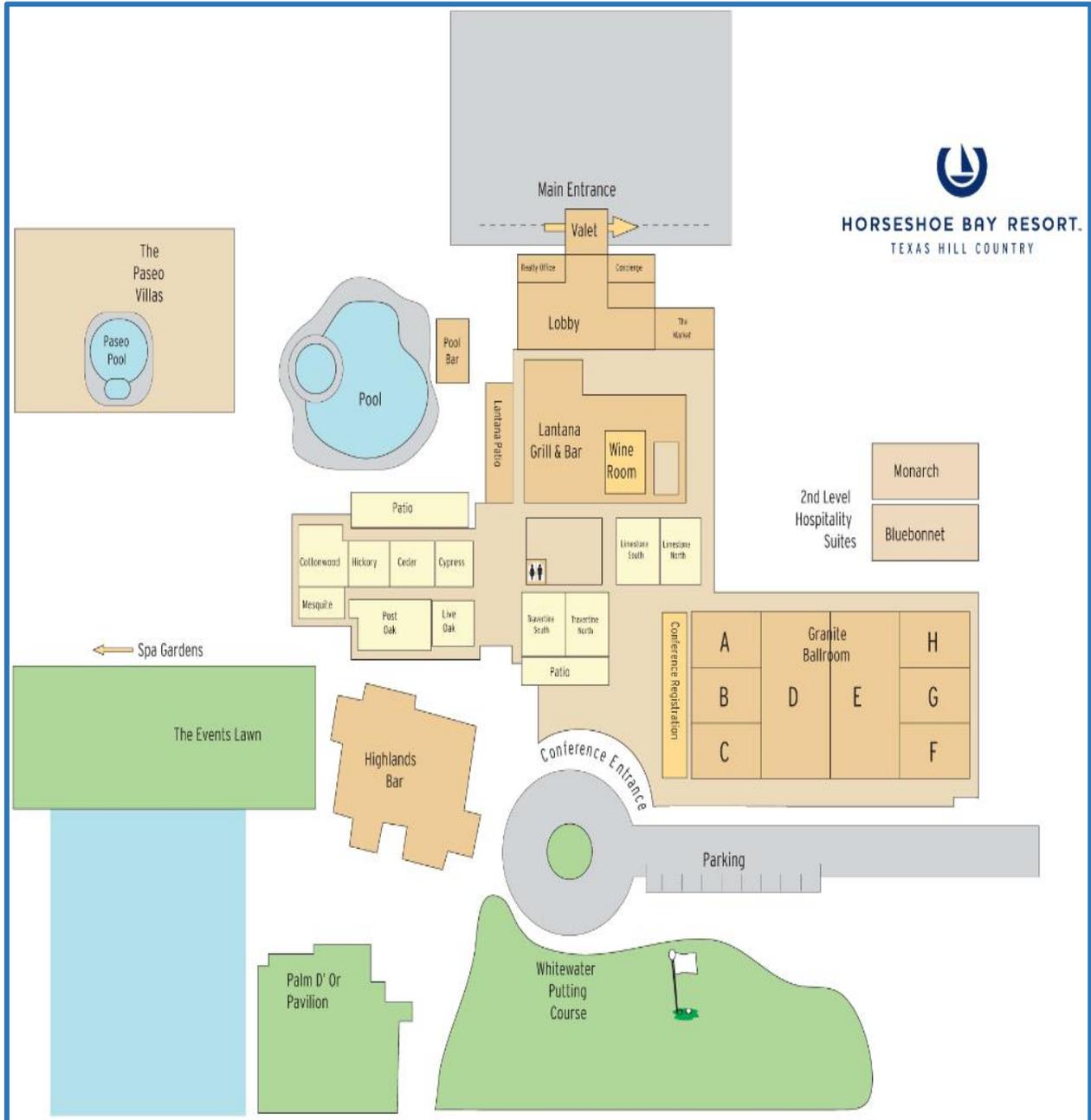




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A Message from the President and Vice-President

Do you hear that? That's the sound of Data bringing life to the beautiful Texas Hill Country. As we gather for this year's conference at Horseshoe Bay Resort, we are excited by the opportunities provided at this year's Annual Conference of the Texas Association for Institutional Research. Although many of our members and their institutions have experienced new and unforeseen challenges over the past year, the Annual Conference provides us with a chance to escape from our offices to come together and share our successes with each other. This year's conference is designed to help promote networking among our members in addition to continuing to provide superb professional development opportunities.

Over the past several months, the Program Committee has worked tirelessly putting together a wide variety of workshops, concurrent sessions, and engaging activities for this year's conference. We have 11 exciting hands-on pre-conference workshops, over 35 information packed concurrent sessions, a member appreciation reception, a resource fair, and two engaging keynote speakers. Ann K. Emery, of Depict Data Studio, will help us kick-off the conference with our opening keynote focused on best practices in data visualization and getting your data out of spreadsheets and into the hands of stakeholders. Darlena Jones, Director of Assessment and Research for the Association for Institutional Research, will provide our closing keynote with a look at the IR office of the future and the changing role of IR across the country.

This year we are experimenting with some changes to the conference schedule of the past, including a later start time, a Welcome Dinner, and transforming the Meet, Munch, & Mingle into a Member Appreciation Reception in place of the Special Event. Additionally, the business meeting is being incorporated with lunch on the second day to encourage all members to attend and take part. Also, a special Networking room has been set

aside to allow people a dedicated space to meet and talk with each other (or catch up on the urgent requests) outside of the concurrent sessions. All of these changes were made to help encourage networking and interaction among our members at the conference. We look forward to reading your feedback about the changes on the conference evaluation which will be sent out to all attendees shortly after the conference.

This year the business meeting will focus primarily on the adoption of a new TAIR Strategic Plan providing the organization with direction over the coming years. A special concurrent session to discuss the Strategic Plan is scheduled for Tuesday afternoon. The Strategic Planning Committee spent several months working on the plan, and we are confident that members will enjoy seeing and having a voice in where TAIR is headed.

And as always, we continue to believe that the TAIR Annual Conference is one of the best professional development opportunities in the country. Our attendance and number of sessions often surpasses that of many regional conferences, and we continue to do this at a cost well below that of other annual meetings. We attribute this success to our members who have shown year after year their dedication to improving IR across the State and sharing their knowledge to help grow the careers of our newcomers.

So, once again, on behalf of the TAIR Executive and Program Committees, welcome to TAIR 2019!

Sincerely,

Teresa Isbell, President &
Marc Turner, Vice President
Texas Association for Institutional Research



TAIR 2019 - Schedule Overview

MONDAY, FEBRUARY 25TH	
9:00 am - 12:00 pm	Pre-Conference Workshops
12:00 pm - 1:00 pm	Pre-Conference Lunch (open to workshop attendees)
1:00 pm - 4:00 pm	Pre-Conference Workshops

TUESDAY, FEBRUARY 26TH	
8:30 am - 11:30 am	Pre-Conference Workshops
11:30 am - 12:30 pm	Pre-Conference Lunch (open to workshop attendees)
1:00 pm - 2:15 pm	Opening Keynote and Ceremony
2:30 pm - 5:15 pm	Concurrent Sessions A, B, & C
6:30 pm - 8:00 pm	Welcome Dinner

WEDNESDAY, FEBRUARY 27TH	
7:30 am - 9:00 am	Community Breakfast
8:00 am - 9:00 am	Past-Presidents' Breakfast
8:00 am - 5:00 pm	Vendor Exhibits (Foyer ABC)
9:00 am - 12:00 pm	Concurrent Sessions D, E, & F
12:00 pm - 1:30 pm	Awards and Business Luncheon
2:00 pm - 3:00 pm	Concurrent Session G
3:00 pm - 4:00 pm	Vendor Fair
4:00 pm - 5:00 pm	Concurrent Session H
5:30 pm - 7:00 pm	Member Appreciation Reception

THURSDAY, FEBRUARY 28TH	
7:30 am - 9:00 am	Networking Breakfast
9:15 am - 10:15 am	Legislative Update from THECB
9:30 am - 10:15 am	Concurrent Session I
10:30 am - 11:45 am	Closing Keynote and Ceremony
12:00 pm - 3:00 pm	Executive Committee Transition Lunch/Meeting

Candidates for Vice-President/President-Elect

The Vice-President/President-Elect is elected for a three-year term, serving as Vice-President/President-Elect for the first year, President for the second year, and Immediate Past President for the third year. The Vice-President also serves as the Program Chair responsible for planning the following year's Annual Conference and fulfills the duties of the President in his/her absence.



David Brown – North Central Texas College. David is the Associate Vice Chancellor of Research & Reporting at North Central Texas College. He started at the college in 2006 with responsibilities in IR and IE. Through the years, he has picked up responsibilities in

Strategic Planning, Registrar's Office, Professional Development, SACSCOC Liaison, and the Public Information Officer. David has been a member of TAIR since 2007 where he became an active participant in workshops, roundtables, & special interest groups. David has presented IR related topics at TAIR, SAIR, SPUG, TPUG, & JAM conferences as well as serving on the Awards Committee, TAIR DAC Subcommittee, & TAIR Program Committee. David served a 2-year term on the Executive Committee as the TAIR Member-at-Large for Professional Development. In those two years, TAIR started a Certificate Level I, Level II, and Level III program for professional development completion. At TAIR 2017 in Houston David received his TAIR Level I Certificate of Completion. In 2017, David represented TAIR by serving as the Chair of the Community College Subcommittee for the 2017 SAIR Conference Planning Committee. David is a big believer in networking and created and maintains both TAIR & SAIR groups on LinkedIn to help facilitate member discussions that increase communication among IR professionals. David earned his Bachelor of Science in Accounting Control Systems and his Master of Business Administration from the University of North Texas. It would be a privilege to serve TAIR in the role of Vice President / President Elect.



Paul Turcotte – Texas A&M University-Central Texas.

Honored by the nomination to continue as a member of the executive committee, Paul pledges to actively serve in support of the founder's vision of an inclusive Association using TAIR's strategic plan as a guide to provide year-round resources to develop informed, proficient institutional researchers dedicated to ensuring student success. As an active member of TAIR since 2016, Paul has presented IR-related topics at TAIR, TXAHEA, SACSCOC, TASSCUBO, TACCO, and TCUF. As Treasurer, he continued to increase TAIR's financial stability by growing the reserves, enhancing TAIR's accounting system, documenting procedures, establishing an investment policy, and digitizing records. As an executive committee member, Paul gained an appreciation for the diversity of our membership and the challenges in managing TAIR and chaired TAIR's Strategic Planning Task Force charged with revising the 2004 strategic plan. Paul serves the Provost of A&M-Central Texas as the Director of Institutional Research and Assessment. He chairs the University Assessment Committee and serves on the University Council, Provost's Council, Academic Council, Staff Council, Institutional Research Board, and Compliance Committee. Paul coordinates the 60x30TX Central Texas Regional Advisory Board and serves on the Texas Association for Higher Education Assessment planning committee. Before 2016, Paul served eight years as a THECB Program Director in the Division of Strategic Planning and Funding by staffing formula advisory committees, assisting with institutional research projects, and helping to staff the 60x30TX Strategic Planning Committee. Before beginning his career in higher education, Paul served as a Financial Research Analyst with American Century Investments and a Supply Corps Officer in the U.S. Navy. He holds a B.A. in Geography with a minor in Mathematics from UT-Austin and an MBA with a concentration in Finance from Baker University.

Candidates for Communications Officer

The Communications Officer is elected for a two-year term. The Communications Officer is responsible for oversight of the TAIR website, listserv, conference registration website, and providing technical support at the conference.



Carmen Allen is the Assistant Director of Institutional Research at the University of Houston. She has been an active member of TAIR for the past several years, presenting at multiple conferences as well as serving as a program committee member, an awards committee member, and editor

of the TAIR newsletter. These experiences have allowed her to become familiar with the operations of the organization and the commitment needed to serve the membership as an officer. Carmen earned her Bachelor's degree from the University of Texas at Austin with a double major in English and African American Studies, and she holds an M.B.A. in Management Information Systems from the University of Houston. Her career in higher education began in 2000, but for the last seven years she has leveraged her analytical, technical, and communication skills in the field of institutional research. Carmen welcomes the opportunity to use her experience, talents, and abilities to contribute to the success of this great organization by serving as the Communications Officer.



Lillian Marshall has been a part of the Blinn College Institutional Research and Effectiveness team since 2013 when she was hired as a Data Analyst for that department. Prior to that, she worked in the Academic Technology department as a Server Tech.

Lillian has conducted specialized training for Blinn employees in Excel and the reporting tool Argos, and developed an internal Project Management Database that the IRE office uses to track data requests. She is also responsible for managing student course evaluations using the online tool Blue. Lillian has been a member of TAIR since 2013 and has hosted conference sessions and a pre-conference workshop.

TAIR 2020 – 2025 Strategic Plan

Be sure to join us for discussion of the proposed TAIR 2020-2025 Strategic Plan and future direction of the organization at session C5 and the Annual Business Meeting at lunch on Wednesday!

- Advance institutional research proficiency
- Develop a vital, diverse, and engaged membership
- Improve communication and visibility

Learn more in the conference app or on the TAIR website at:

<http://texas-air.org/wp-content/uploads/2018/12/TAIRStrategicPlanTaskForceDraft2018.pdf>

Candidates for Treasurer

The Treasurer is elected to a two-year term and is responsible for the collection of annual membership dues, conference and workshop fees, payment of authorized expenses, maintaining financial records of the organization, preparing the annual budget, reconciling financial records, ensuring tax exempt status is maintained, and supporting the Secretary's efforts in maintaining an accurate membership database



Ed Evans is the Senior Associate Vice President for Information Technology and Chief Information Officer at Texas A&M University-Corpus Christi (TAMU-CC). Under Ed's leadership, TAMU-CC IT has become a more collaborative unit that improves operational

credibility, heightens security, enhances teaching & learning, enables research, and delivers digital transformation. Since becoming CIO in 2015, Texas A&M University-Corpus Christi Information Technology has become a comprehensive organization that includes IT Infrastructure & Research Computing, IT User Support Services, Office of Information Security, IT Enterprise Applications, Distance Education, and Teaching & Learning Technologies. In recent years, TAMU-CC IT has completed major infrastructure upgrades, implemented a new data warehouse, begun leveraging a variety of cloud services, and established the University's first high performance computing system (HPC) to support computational research. As CIO, Ed focuses not only on TAMU-CC's technology but also on data assets. He leads efforts to align business processes and technology to improve access to information and create exceptional experiences for TAMU-CC students and faculty. Ed has a Bachelor of Science degree from Texas A&M University and two Master of Science degrees from Purdue University. Prior to joining Texas A&M University-Corpus Christi, Ed spent nearly 20 years at Purdue University in a variety of IT positions ranging from colleges to central IT and comprising areas such as teaching & learning, IT infrastructure, and business intelligence. TAIR is an exceptional organization encouraging and enabling collaboration among the best and brightest minds in Texas. Through TAIR, we will support and empower each other to advance our institutions and our organization to advance Texas higher education and the lives of Texas students.



Isabel Weeden currently serves as the Associate Vice Chancellor of Finance, Analytics & Budget at Texas State Technical College. She manages the Institutional Research and Assessment function as well as the statewide budget process and offices in Waco,

Texas. Prior to joining the college in 2013, Isabel worked in public accounting, where she obtained her Certified Public Accountant license. She began her career in the wealth management and investment sector as a Regional Private Banker for Wells Fargo Bank for 12 years. Isabel has a Bachelor's degree in accounting from Tarleton State University and will be pursuing her Master's degree in Data Analytics this coming fall. She would be honored to serve as TAIR's treasurer.

TAIR 2019 VENDOR FAIR

Wednesday, February 27

8 AM – 5 PM

Salon ABC Foyer

Be sure to stop by on Wednesday to thank our TAIR 2019 sponsors for their support of institutional research in Texas. Without their support, we would be unable to provide many of the benefits and professional development opportunities to our members at the Annual Conference.

Candidates for Nominating Committee

The Nominating Committee, chaired by the Immediate Past-President, is responsible for preparing a slate of candidates for the next TAIR election. This year, two members will serve a one-year term and two members will serve a two-year term in order to adjust to a by-law change approved at the TAIR 2018 Annual Conference. The decision of which members will serve one or two years will be left to the discretion of those elected in consultation with the Immediate Past-President and members of the TAIR Executive Committee.



Tamela Braswell has worked in the field of Institutional Effectiveness and Research for over a decade. Tammy started her career as a programmer/analyst at Vanderbilt University. She then moved to Pellissippi State Community College as Coordinator of Institutional

Research and was a member of the Tennessee Association for Institutional Research. A move to Texas prompted a career change to a public school teacher for 12 years. She was also a technology resource on campus. Tammy is currently the Research Associate at Alvin Community College and is designing and implementing ACC's Program Learning Outcomes, Unit Planning and Comprehensive Program Review processes. She collaborates with campus stakeholders during the College's assessment process. She creates and manages surveys and performs ad hoc reporting. Tammy is the President-elect of the Gulf Coast Association of Institutional Research. She earned an Associate of Science in Computer Science, a Bachelor of Science in Business Administration/Management Information Systems, and a Master of Education in Educational Administration.



Jinny Case currently works in the Office of Institutional Research at The University of Texas at San Antonio as a Senior Institutional Research Analyst, where she has worked since 2013. Jinny's areas of specialty within institutional research are retention and

graduation rates, dashboard design, veteran identification, and survey methodology. Prior to her position in Institutional Research, Jinny was part of the Graduation Initiative team at UTSA from 2007 to 2013.

During her time with this team, the Graduation Initiative won the THECB STAR award for its Late Intervention program in 2009. Her career in higher education spans fifteen years, starting as a student success professional at Northwest Vista College. Her experience with data, research, and analytics also includes work at the UT Health Science Center in San Antonio and the U.S. Census Bureau. She is a three-time graduate of UTSA, having earned her Bachelor's and Master's degrees in Sociology along with her doctoral degree in Applied Demography.



Scott R. Furtwengler, Ph.D., is the Assistant Director of Competency Based Assessment at the University of Houston-Downtown. He has served as an instructor, researcher, and administrator in higher education for over twenty years, including roles as Director of Institutional

Research at Brazosport College and Dean of the Honors Program at San Jacinto College. He is also a lecturer in Psychological, Health, & Learning Sciences at the University of Houston, where he earned a Ph.D. in Educational Psychology and Individual Differences. His memberships in professional organizations include or has included AIR, TAIR, GCAIR, American Educational Research Association, American Evaluation Association, Southwest Educational Research Association, National Association for Gifted Children, and the National Collegiate Honors Council. He is a reviewer for the *Journal of Educational Psychology*, the *Journal of Advanced Academics*, and *Gifted Child Quarterly*, and sits on the editorial board for the *Psychreg Journal of Psychology* (PJP). His co-authored article, "Year-long teacher professional development on fifth grade student science outcomes," was recently published in the *International Journal of Science Education*.



Cadi Lusk joined Texas A&M-Kingsville's Office of Institutional Research and Assessment in 2015 and currently serves as the Assessment Analyst/Coordinator. Although relatively new to the realm of Institutional Research, Cadi brings 15 years' experience

coordinating and reporting Texas A&M-Kingsville's accreditation activities for SACS-COC, 9 years' experience coordinating and developing university and program-level assessment activities, and 4 years' experience coordinating the University's institutional effectiveness process. She enjoys working more closely with her IR counterparts and welcomes the chance to take a more active role in the TAIR community.



Shane Stewart has been working in higher education for six years, beginning in testing at Columbia State Community College in Columbia, Tennessee. Shane has been at Del Mar College since 2014, serving two years in the Registrar's Office before

working in the Office of Institutional Research in 2016. He received his Bachelor's degree in Political Science in 2009 from Eastern Kentucky University. In 2010, he completed his Master's Degree in Political Science from Ohio University.



Michael Tumeo currently serves as the Director of Institutional Research at Southern Methodist University. He began his career in Institutional Research as a Data Analyst, for 4 and a half years, at the University of Texas at Arlington, beginning in May 2001. Michael then joined SMU

in January of 2006 as Assistant Director of Institutional Research. In January of 2012 Michael became the Director of Institutional Research. In addition to directing the Office of Institutional Research, and a new Enrollment Management Research Group (EMRG), Michael is facilitating a new Data Governance program at SMU, which began in 2017. Michael has served as a SACSCOC evaluator on multiple onsite review teams. Michael has been a member of TAIR, SAIR, and AIR since 2002. Michael earned his BS (1987) and Ph.D. (1998) in Psychology, from the University of Texas at Arlington, and a MAMFT (1990) in Marriage and Family Therapy from Northeast Louisiana University (now the University of Louisiana, Monroe).



Renée T. Zimmerman, Ed.D. is the Director of Institutional Effectiveness and an Adjunct Professor at Southwest Texas Junior College. In 2014, after twenty years in K12, Dr. Zimmerman began working at SWTJC and continues to look forward to contributing to the

opportunities which higher education affords. Dr. Zimmerman strives to provide support in the areas of accreditation, program effectiveness and strategic planning. She is involved in state and national initiatives such as Achieving the Dream, SACSCOC, Pathways and is a THECB Data Fellow. Renée received a Bachelor's and Master's degree from Sul Ross State University, RGC and a Doctorate in Educational Leadership from the University of Texas at San Antonio.

Monday, February 25, 2019 | REGISTRATION 8 AM – 1 PM
Location: Registration Desk



Monday, February 25, 2019 | 9 AM – 4 PM (FULL DAY)
Pre-Conference Workshops

W01: Exploring PowerBI by Microsoft: Intuitive Data Sharing and Drilling

Lindsay Patterson, Schreiner University & Jason Morales, Microsoft

Room: Cypress

Track: Collect-Analyze-Interpret-&-Report

You have likely heard the buzz about the intuitive interactive data tool: PowerBI by Microsoft. Like our IR office here at Schreiner University, many in higher education are gaining ground with the dynamic data visualization sharing it offers as a budget-friendly alternative to more excessive products with steep learning curves.

This is a hit-the-ground-running tool. We will explore PowerBI within a few hours that are aimed at leaving you with the knowledge needed to start sharing your own online interactive visualizations within a short time upon returning to your office.

If you are not certain if PowerBI is the right BI tool for your organization, you might consider beginning here with this unbiased recommendation tool:

<https://www.encorebusiness.com/bi-recommendation-tool/>

AIR Duties and Functions

Identify Information Needs

Collect, Analyze, Interpret, and Report
Data and Information

Plan and Evaluate

Steward Data and Information

Educate Information Producers, Users,
and Consumers

www.airweb.org/Duties-Functions-IR



Monday, February 25, 2019 | 9 AM – 12 PM (Half-Day)
Pre-Conference Workshops

W02: TAIR Newcomers Workshop

Faron Kincheloe, Baylor University

Room: Cedar

Track: Operations and Leadership

The TAIR Newcomer's Workshop is a half-day session focusing on resources that are available to institutional researchers and more specifically members of TAIR. The workshop will explore how IR offices and the roles within them are both similar and different across various types of institutions. This presentation will cover the benefits of TAIR membership including the Listserv, Summer Workshops, TAIR conference, and Certificate Program. Let this be the beginning of your networking experience with other IR professionals.

WELCOME TAIR NEWCOMERS!

We are excited and proud to welcome those new to the profession and hope that you enjoy your time at the conference! Please be sure to introduce yourselves to other members as you begin to expand your professional network.

W03: Ready, Set, Cook! Cooking Our Way Through the Assessment Process

Scott Furtwengler, University of Houston-Downtown

Room: Hickory

Track: Plan and Evaluate

In this workshop participants will engage in the entire assessment process while learning to cook crawfish etouffee. Working collaboratively in small groups of 2-3, participants will identify student learning outcomes, engage in the learning activity, assess learning, analyze results, discuss aspects of sharing results, and discuss using results for improvement. Participants will have the opportunity to dine on their assignments and grade their work.

W04: The Memo They Will Read

Sharon Bailey, University of Houston-Victoria

Room: Cottonwood

Track: Educate Information Producers-Users-&-Consumers

In Institutional Research, we have the data that should be the basis of our administrations' decisions, but sometimes it is hard to get our data into the hands of those who need it. In this session, we will focus on writing the perfect memo that administrators will want to read and will be able to act on. This will be a hands-on workshop. Participants will write several memos to different audiences, to convey specific pieces of typical IR data.

Pre-Conference Workshop Luncheon | 12 PM – 1 PM
(open to workshop attendees)
LOCATION: Salon ABCD

Monday, February 25, 2019 | 1 PM – 4 PM (Half-Day)
Pre-Conference Workshops

W05: Tools, Tips & Technology to Help Avoid Burnout Among IR/IE Professionals

Paula Laeger, UT MD Anderson Cancer Center
 Room: Cedar
 Track: Operations and Leadership

IR/IE professionals know that demands increase, regulations change, deadlines abound, and more is expected, often with fewer staff. Burnout is not just the result of long hours or failing to find that perfect equilibrium of work-life balance; it is not the same as stress. It may appear as cynicism, lethargy, or in many anxiety. The result is that it makes work a very heavy burden that zaps creative energy. In extreme cases the institutions we serve lose a wealth of talent in the process. This workshop introduces technology, tips and even ideas from the field of cognitive neuroscience to help reduce potential burnout. Learn or relearn steps to alleviate the deleterious effects of burnout.

W06: You CAN Manage Your Projects!

Marian Chaney, Lone Star College System
 Room: Hickory
 Track: Operations and Leadership

If you are frustrated by too many initiatives, not enough organization and no idea how to manage the work, this session is for you! I have been using the Franklin-Covey method of Project Management for almost 20 years. It works and can be used for multiple purposes: strategic planning, new projects and getting stalled projects on track again.

W07: Demystifying Predictive Analysis

Savithra Eratne, San Antonio College
 Room: Cottonwood
 Track: Collect-Analyze-Interpret-&-Report

Predictive analytics has become a very popular technique in analyzing data. At present, there is a significant interest among educational institutes in applying the techniques to improve the student performance.





Tuesday, February 26, 2019 | REGISTRATION 8 AM – 4 PM
Location: Registration Desk



Tuesday, February 26, 2019 | 8:30 PM – 11:30 AM (Half-Day)
Pre-Conference Workshops

W08: Tableau Hands-on Workshop: Start asking questions about your Higher ED data!

Kevin Hood & Sasha Singh, Tableau

Room: Cottonwood

Track: Collect-Analyze-Interpret-&-Report

There's a reason why Tableau is so popular in Higher Education, we empower everyone in Higher ED to see and understand the data! Tableau's wide range of built-in analytic capabilities means you spend less time worrying about manually creating calculations, designing visualizations, and formatting dashboards and more time asking questions of your data. This session is a presenter-led workshop that takes you through all three phases of the visual analytics process: connecting to data, analyzing data, and sharing data. You will learn how to use Tableau and apply best practices to visualizations. By the end of the workshop, students will have created five different visualizations and an interactive dashboard. For this session, attendees will need

to bring their own laptops and have Tableau Desktop (2018.3 is preferred) or a Trial installed on their computers. Trial link:

www.tableau.com/desktop

For this session, attendees will need to bring their own laptops and have Tableau Desktop or a Trial installed on their computers.

W09: I've Got the Power: Using Power BI in Higher Education

Kent McShan & Jason Kot, Lone Star College

Room: Cypress

Track: Collect-Analyze-Interpret-&-Report

Join us as we demonstrate how Power BI can be utilized in Higher Education by going over the basics of Power BI, how Lone Star College utilizes Power BI, and work through "hands on" exercises utilizing Higher Ed data to develop Power BI visualizations.

W10: Excel for Beginners

Guyla Blaylock, Richland College

Room: Cedar

Track: Collect-Analyze-Interpret-&-Report

This beginner's level workshop will introduce new(er) Excel users to tips and tricks that will improve your efficiency in an IR/IE environment. Participants will learn how to analyze basic descriptive statistics, utilize common formulas such as concatenate and V-lookup, and create pivot tables and charts. The end result will be higher productivity, less frustration, and improved communication of data.

W11: How to Use SPSS to Build Predictive Model, From Data Exploration to Models Comparison

Brody Du & Sam Shi, UNT Dallas

Room: Hickory

Track: Collect-Analyze-Interpret-&-Report

Using statistics analysis to identify the hidden meanings and patterns becomes the tendency nowadays. In the workshop, I would like to share my experience of how and when to use data analysis in Institutional Research. Selected modeling methodologies will be illustrated through real data. To better understand the whole analytic process, I will spend time from the very beginning to the end of the step. The topic will cover data manipulating, data cleaning, experiment designing, algorithm selecting, scoring, and result visualizing.

Pre-Conference Workshop Luncheon 11:30 AM – 12:30 PM**(open to workshop attendees)****LOCATION: Salon ABCD**

Tuesday, February 26, 2019 | 1 PM – 2:15 PM

Opening Keynote Speaker: Ann K. Emery

Location: Salon ABCD

"Your research deserves to be out in the world: utilized, actionable, talked about."

– Ann K. Emery



Ann K. Emery, Owner of Depict Data Studio

Ann K. Emery is a sought-after speaker who is determined to get your data out of spreadsheets and into stakeholders' hands. Each year, she leads more than 50 workshops, webinars, and keynotes for thousands of people with the aim of equipping organizations to visualize data more effectively.

Her design consultancy also overhauls graphs, publications, and slideshows with the goal of making technical information easier to understand for non-technical audiences. In her "spare" time, Ann chairs the American Evaluation Association's data visualization interest group, serves as an advisory member of the American Evaluation Association's Potent Presentations Initiative, and motorcycles around the country with her husband and toddler.

Prior to launching her own company, Ann measured the effectiveness of public policy projects at Innovation Network, managed a performance management system at the Latin American Youth Center, evaluated educational programs for local, state, and national education agencies at ICF International, and contributed to research-to-policy projects at the University of Virginia.

She earned a Bachelor's degree from the University of Virginia and a Master's degree from George Mason University.

NETWORKING AND WORK ROOM

Live Oak

Open 8-5 Monday - Wednesday, 8 -11 Thursday

Do you want to meet-up with some of your peers to discuss special challenges facing your office or just to catch up on the past year? Do you need to respond to those urgent requests we get during the conference? Well, do we have a space for you!

New this year, we have set aside a room as a special networking and work room. Configured with tables and chairs, this room is for you to have a space besides your hotel room to get things done during the conference without disturbing presentations that are in progress. Please feel free to stop by Live Oak at any time during the conference to take advantage of this special space!



Session Facilitators

The TAIR Executive and Program Committees would like to extend a special thank you to the following people who agreed to be session facilitators at TAIR 2019. It is through the support of our members that the Annual Conference is able to run as smoothly as it does each year.

Alexandra Bennett, Blinn College
Ally Tello, Hill College
Amber Raley, Eastfield College
Austin Hobbs, Angelo State University
Bishar Sethna, Lamar University
Bonnie Hurford, Tarrant County College District
Brad Burnett, Trinity Valley Community College
Brandon Riddle, Baylor University
Cassandra (Cassie) West, University of North Texas
Christopher Reid, Lone Star College
Douglas Bussell, Central Texas College
James (Evan) Pagitt, The University of Texas at Tyler
Jerry Knutson, McLennan Community College
Karlerik (Eric) Naslund, San Antonio College
Kate Richardson, North Central Texas College
Matt Dabrowski, South Texas College
Michael Pavoggi, McLennan Community College
Nelson Ashu Arrah, DCCCD Cedar Valley College
Rebecca Richter, Temple College
Robert (Bob) Lorick, Tarrant County College District
Sathappan Ramanathan, Texas Tech University
Susan Quick, Texas State University
Susan Thompson, Texas State University
Tammy Braswell, Alvin Community College
Thomas Proctor, McLennan Community College
Tonya Gaddis, The University of Texas at Tyler



Tuesday, February 26, 2019 | 2:30 PM – 3:15 PM | Concurrent Sessions A

A1: Best Practices for Administrative Outcomes

Christine Daley, Trinity Valley Community College
Room: Cypress
Track: Plan and Evaluate

Getting administrative assessment plans defined and documented in a timely manner can be difficult. At Trinity Valley Community College, we have been implementing some of the processes we used on the academic side to help with the administrative side to get completed and to have continuous improvement. This session will be a discussion for attendees to hear what we have been doing and for them to share their best practices.

A2: Breaking Down Tradition: Patterns in High School to Higher Education Direct Enrollments

Josie Brunner, Texas Higher Education Coordinating Board
Room: Cedar
Track: Current Issues and Research in Higher Education

Reaching the direct from high school to college enrollment target is critical to Texas' success in meeting the 60x30TX completion goal. However, in the first years of the 60x30TX plan, the matriculation rates for public high school students have been consistently lower than the 2014 rate, the year prior to the plan. This session will explore patterns in direct from high school enrollments using data from Texas institutions, the National Student Clearinghouse, and the workforce. THECB staff will also share the compositional breakdown of first-time in college (FTIC) students to provide additional context to the "traditional" college student.

A3: Qualitative Research in IR Offices

Jose Luis Cano Jr. & Ismael Marquez, South Texas College
Kent Willis, UT Health Science Center Tyler
Room: Hickory

Track: Collect, Analyze, Interpret, & Report

Participants who attend this session will gain insights and strategies on how multiple institutions use qualitative methods for assessment, what specific methods researchers employ, and how a culture of assessment emerges through these approaches. More importantly, this discussion group will bring together qualitative researchers at any level of expertise.

A4: Institutional Research for Rookies Like Me

Ygnacio Lopez III, University of Houston
Room: Cottonwood
Track: Current Issues and Research in Higher Education

Within institutional research, there are many components to the profession with regards to planning, organizing, executing, and proficiency in the data we work with on a daily basis. However, some in institutional research are thrust into a changing and evolving environment so fast it can sometimes be overwhelming. Rather than address concerns and questions they may have, some avoid asking out of fear of looking short of their true capabilities. The primary aim of this presentation will be to provide a track to finding answers about: your role, the data you work with, and your knowledge base in data analysis.

A5: The Data Says... What?

Natasha Williams, Southwestern University
Room: Post Oak
Track: Collect, Analyze, Interpret, & Report

A picture is worth a thousand words but only if the reader can understand it. This session is for anyone who has struggled with the best way to present their data or findings in a graphic such as a table, chart, or graph. We will explore how to effectively display data into a usable graphic by avoiding clutter, unnecessary colors, distortions and quick fixes you can perform to increase the readability of the graphic without sacrificing information.

Tuesday, February 26, 2019 | 3:30 PM - 4:15 PM | Concurrent Sessions B
 (continued)

B4: Advanced Placement (AP) Credit Policies and Student Patterns in Texas Institutions of Higher Education

Melissa Humphries, Texas Higher Education Coordinating Board
 Room: Cottonwood
 Track: Current Issues and Research in Higher Education

Advanced Placement (AP) exams are a key way that students with qualifying scores are able to gain college credit. We combine student information from IHEs with AP exam information from the College Board to examine whether students accept credit for their qualifying AP exam scores within the first year of enrollment. This presentation will describe AP policies at IHEs across Texas and what courses students were awarded credit for based on their AP scores. We are also able to compare student outcomes between those who claimed course credit for their AP exam score, and similar students with qualifying AP exam scores who took the course as an undergraduate.

B5: See the Difference! Visualizing Assessment Data

Carmen Allen & Jorge Martinez, University of Houston
 Room: Post Oak
 Track: Collect, Analyze, Interpret, & Report

Visual analytic tools are valuable in supporting the assessment function within institutions. In this session, we give examples of how these tools can be leveraged to present assessment data and discuss best practices for building visualizations and dashboards. Although we will use Tableau for demonstration, the lessons presented can be generalized to any data visualization tool and for any type of data.





Tuesday, February 26, 2019 | 4:30 PM - 5:15 PM | Concurrent Sessions C

C1: Investigating Course Level Enrollment

Patterns

Patrick Sanger, Alvin Community College

Room: Cypress

Track: Collect, Analyze, Interpret, & Report

Course level enrollment patterns are identified and analyzed to provide answers to key course enrollment questions before the semester. By utilizing Tableau and Zogotech, dashboards can be created for each semester that will drill down to course level daily enrollment to assist your administration and faculty in their course decisions.

C2: Performance Excellence: Using the Baldrige Excellence Framework for

Institutional Self-Assessment

Maria Hinojosa, Shanna Bradford, Blanca Cuellar, & Marsha Hall, St. Philip's College

Room: Cedar

Track: Plan and Evaluate

St. Philip's College (SPC) received the Texas Award for Performance Excellence (TAPE) in June 2018 after a multi-year journey of process improvement following the Baldrige Excellence Framework. Among lessons learned/challenges accepted (opportunities for improvement) are methods for maximizing the impact of quantitative and qualitative data in order to turn up the volume of the customer's voice. Throughout this intensive self-assessment process, SPC adopted or expanded the ways we gather and share information. This session will share our story and some of the best practices learned or maintained.

NOTES

C3: Getting Back In Control: Helping Students Stay On a Path to Success

David Malone, Collin County Community College

Room: Hickory

Track: Educate Information Producers, Users, & Consumers

The lifers. You have seen them. The students that seem to take years to complete an award. Or those that seem to select classes by throwing darts at a wall. How can we put them back on a path to success? Learn how one community college has implemented a program pathway system to help students get back on, and stay on, a path to completion. With the implementation of our new Business Intelligence System, we are now able to find those students who seem to be stuck on a never-ending cycle of taking classes they may not need. Our advisers can show students what program they are closest to completing, saving them from having to take unnecessary classes. In addition, this system is helping us identify missing awards for reporting on the CBM009 that would otherwise have gone unreported.

Tuesday, February 26, 2019 | 4:30 PM - 5:15 PM | Concurrent Sessions C
(continued)

C4: Mapping Place-Based Data: Open Source Tools for Interactive Web Maps

John Dinning, Texas Higher Education Coordinating Board
Room: Cottonwood
Track: Collect, Analyze, Interpret, & Report

This presentation will cover tools and techniques for creating web maps from publicly available datasets. It will include a look at open source tools such as the Jupyter Notebook for making data visualizations reproducible and shareable. We will look at examples of web maps built with the Mapbox GL javascript library, and show participants how they can get started building their own.

C5: The TAIR Strategic Plan

Paul Turcotte, Texas A&M University-Central Texas
Room: Post Oak
Track: Operations and Leadership

Please join us for a discussion of the proposed TAIR Strategic Plan. In 2017, the Executive Committee identified a need to update the association's strategic plan. The original plan was developed by a task force in 2004. The Executive Committee assembled a task force to conduct an external and internal scan and make recommendations on updates to the plan. The Executive Committee accepted the Task Force draft strategic plan in October 2018 and is now seeking member input. During our session, we invite members to comment on the goals, measures, and strategies in the proposed plan. A copy of the plan may be found on the TAIR website.

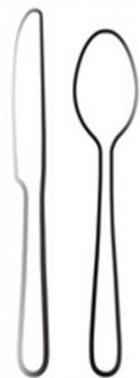
Welcome to TAIR 2019!

Please join us for a Welcome Dinner on Tuesday, February 26th at 6:30 pm.

This dinner takes the place of the Meet, Munch, & Mingle from previous years & allows time to begin networking with your peers.

During the dinner we will introduce some special guests at the conference, make some special announcements, & recognize the candidates for this year's election. Exciting door prizes up for grabs, so be sure to attend!

Location: Salon ABCD





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FRIENDS OF TAIR





Wednesday, February 27, 2019 | REGISTRATION (8 AM – 12 PM)
Location: Registration Desk

Wednesday, Feb. 27, 2019 | 7:30 AM - 9:00 AM
Community Breakfast and Roundtables
Location: Salon ABCD

Please join your fellow TAIR members for the Community Breakfast!
Each table has a dedicated “topic” listed below, and some are set aside for just general networking. If the table you are interested in is full, feel free to start a new table for the topic. Starter questions to help get discussion going are provided at each table.

Don’t be shy! This is your chance to talk with your peers about the issues and challenges that we are all facing in our daily work.

Table	Topic
1	Institutional Research Newcomers
2	2-year and Technical Colleges
3	Private Universities
4	Public Universities
5	Surveys and Course Evaluations
6	Accreditation and SACSCOC
7	Data Analysis Tools (SAS, SPSS, R, Python, Etc.)
8	Data Analysis Challenges
9	Data Visualization
10	Assessment and Planning
11	IPEDS
12	Data Governance and Management
13	Texas 60x30
14	TAIR Leadership and Strategic Planning

Past President’s Breakfast | 8 AM – 9 AM
Location: Lantana Wine Room (by invitation only)

Wednesday, February 27, 2019 | 8 AM – 5 PM | Sponsor Fair & Demos
Location: Foyer ABC


Wednesday, Feb. 27, 2019 | 9 AM - 9:45 AM | Concurrent Sessions D
D1: An Analysis of Excess SCH Accumulation and Impact on Student Outcomes

Vyas Krishnamurthy & Carmen Allen, University of Houston

Room: Cypress

Track: Current Issues and Research in Higher Education

Semester Credit Hour (SCH) accumulation is central in policy agendas throughout Texas. Understanding patterns of SCH accrual is critical to planning and intervening in a way that promotes timely graduation with efficient use of available SCH. University of Houston looks at SCH accumulation to better understand patterns of excess SCH accrual and negative impact of excess SCH on student success.

D2: Administrative Evaluation 101

Edward Hummingbird, Southwestern Indian Polytechnic Institute

Room: Cedar

Track: Plan and Evaluate

This presentation will detail a framework for formally evaluating non-academic units (administrative departments and student services). The framework is based on six fundamental pillars used to ensure departmental sustainability and promote institutional vitality. The presenter will identify the data indicators used to support those pillars for a comprehensive departmental evaluation.

D3: An Advanced Predictive Statistical Model of College Persistence in Higher Education

Kwanghee Jung, Jaehoon Lee, Jaehak Jung, Seungman Kim, Zack Stickley, & Heungsun Hwang, Texas Tech University

Room: Hickory

This study aims to investigate the dimension-based predictors of college students' persistence using Lone Star College's institutional research database and an advanced predictive statistical model, called generalized extended redundancy analysis (GERA). GERA is a statistical method that overcomes the limitation of logistic regression by

considering the hypothesized dimension-based structures of predictor variables such as precollege, academic, social and psychological, life experience, and institutional dimensions, where each dimension has multiple indicators. We demonstrate the usefulness of GERA which enables to estimate the relative predictability of the dimension factors on school persistence and the differential contribution of individual indicators to the corresponding dimension factor.

D4: Allies or Antagonists: Digging In On the Relationship Between IR and IT

Jason Simon, University of North Texas

Room: Cottonwood

Track: Operations and Leadership

Today's data and technology challenges require greater levels of collaboration across campus. On some campuses the relationship between IR and IT is strained while on others they partner very effectively. This session will examine these concepts and provide TAIR members a glimpse into the national conversation between AIR and Educause on how these two functions can best achieve success.

D5: Visualize the Report to Tell the Best Story

Su Chuan "Rita" He & Greg Gengo, Texas Woman's University

Room: Limestone

Track: Collect, Analyze, Interpret, & Report

Data visualization is the presentation of data in a graphic format. This enables decision makers to digest data visually in order to identify new patterns and complicated issues. With interactive visualization, users can drill down into charts and graphs for more detail. Especially as data becomes bigger and more complex with dozens of variables, data visualization becomes even more important. The session will cover topics such as architecting snowflake-like datasets, using a theme designer to customize the report, using "containers" to better outlay the report, identifying an appropriate graph to present data and using "Pop-up Windows" to enhance the granularity of the report.



Wednesday, Feb. 27, 2019 | 10 AM - 10:45 AM | Concurrent Sessions E

E1: Building a Coalition to Develop a Data Driven Decision-Making Culture

Miriam Qumsieh, University of Houston-Clear Lake
Room: Cypress
Track: Stewards of Data & Information

UH-Clear Lake’s Office of Institutional Effectiveness has been working for about five years on the development and implementation of a data warehouse to facilitate in reporting. Our goal is to build a one-stop-shop for all administrators to obtain the latest data/reports available in support of planning, assessment, and decision-making at all levels of our university. We are working with the Data Warehouse Steering Committee where representatives from various colleges and departments participate in the expansion of the University Data Warehouse. We are working on building a community of understanding to improve our reporting and decision-making culture through better communication.

E2: Estimating Low Socio-Economic Status: Replacing Use of FAFSA Data as Indicator

F.C. Caranikas, Xiaoling Liang, & Soon M. Flynn,
Austin Community College
Room: Cedar
Track: Current Issues and Research in Higher Education

Many student success outcomes measures we track in higher education require analysis comparing low socio-economic status (SES) students with those who are not low SES. We have used Pell grant eligibility as a proxy for low SES. Recent USDE interpretation of the reauthorized Higher Education Act prohibits use of FAFSA data for any purpose outside administering student financial aid or evaluating this process.

Our methodology uses the student’s address and US Census data on income and family size. We calculate low SES status for the community in

which the student resides. Regional poverty data indicates that our estimate of the percentage of students who are low SES is a valid estimate. Thus “resides-low-SES-community” can be used in analyzing persistence and graduation rates.

E3: Utilizing Predictive Analytics in the Search for Stronger Student Retention Strategies

Dan Stroud, Mark McClendon, & Cassie O'Brien,
Midwestern State University
Room: Hickory
Track: Collect, Analyze, Interpret, & Report

In the increasingly competitive environment of higher education, institutions need to be more focused with the allocation of their resources, while also providing support for their students. This presentation will discuss literature in support, as well as the development of a predictive model of first year student retention including the processes, techniques, and obstacles that were faced in its’ development. This case study, conducted at MSU, began with a review of existing data about incoming students, including demographics, academic preparation, prior coursework, time of enrollment, and financial information. Focus groups were introduced into the process, with instructors and advisors in an effort to produce richer, deeper data and will be discussed.

NOTES



Wednesday, Feb. 27, 2019 | 10 AM - 10:45 AM | Concurrent Sessions E
(continued)

E4: Retention Data with PowerBI

Lindsay Patterson, Schreiner University

Jason Morales, Microsoft

Room: Cottonwood

Track: Collect, Analyze, Interpret, & Report

It was over a year ago when our IR team realized the usefulness of PowerBI, and that it was already available free to us through our Office 365 apps (who knew?!). We hit the ground running with our own interactive reports in just 3-4 weeks and we've been improving and expanding ever since. Schreiner University and Microsoft Corporation collaborate to present the methodology behind PowerBI reports used in tandem with dynamic database connected Excel tables. The interactive reports that we will be presenting are an example of what we provide Schreiner's stakeholders in context of first year retention for our first-time freshmen students. We will provide some helpful resources and attendees of this session can expect to come away with a basic understanding of how to get started.

E5: Evaluating In-Demand Marketable Skills

Alys Nafsinger, Lucas Rae, & Joshua Frank, Emsi

Room: Limestone

Track: Sponsor

The Texas marketable skills goal emphasizes the value of higher education in the workforce. By teaching students to be aware of the skills embedded in their academic programs, and helping institutions make certain that students graduate with marketable skills is a call-to-action for two and four-year public institutions in Texas. Join Emsi's Josh Franck to learn about evaluating and finding a strategy for marketable skills.

Wednesday, Feb. 27, 2019 | 11 AM - 11:45 AM | Concurrent Sessions F

F1: Increasing Student Completion with Pathways Analysis

Cindy Ullrich, Brazosport College

Michael Nguyen, ZogoTech

Room: Cypress

Track: Collect, Analyze, Interpret, & Report

Improving student completion and success is extremely important for Brazosport College (BC). When BC saw students were taking 85+ credits to complete a 60-credit degree, resources were placed in this area to identify areas of improvement. Over the past 3 years, Brazosport

College has awarded 38% more degrees and certificates and their 3-year graduation rate has increased 11.7% points. During this session learn how BC partnered with ZT to develop a Pathways model to track and improve student's pathways.

In the session we'll discuss the following:

1. What are the factors that impact student pathways progression?
2. Who are the key stakeholders needed in the process?
3. What are the interventions to increase completion?



Wednesday, Feb. 27, 2019 | 11 AM - 11:45 AM | Concurrent Sessions F
(continued)

F2: Using Data and Statistics to Support Academic Success Programs

Kristina Beltran, Sam Houston State University

Room: Cedar

Track: Collect, Analyze, Interpret, & Report

Institutional Research (IR) staff at Sam Houston State University are often asked to provide data in support of academic success programs. One such program, Sam Houston ELITE, endeavors to promote the academic development and success of African American and Hispanic male students. This presentation will describe a study that compared GPAs and course completion rates of students with the purpose of examining the impact of the Sam Houston ELITE program on academic performance.

F3: Operation Zero: Reducing SCH Mismatches Between the CBM 001 and 004

Tracy Stegmair & Kelsey Zemler, Texas Woman's University

Room: Hickory

Track: Collect, Analyze, Interpret, & Report

Reducing semester credit hour mismatches between the CBM001 and CBM004 can be daunting. This session will provide an overview of how the TWU Office of Institutional Research and Data Management uses SAS to identify where mismatches occur in order to facilitate corrections.

F4: Our Tool Belt: Innovation, Instruments, and Trends in Developmental Education and College Readiness

Bobby Jenkins, Texas Higher Education

Coordinating Board

Room: Cottonwood

Track: Current Issues and Research in Higher Education

Developmental education and college readiness are two policy areas where we see significant change year after year. Having the tools we need to develop new programs, measure effectiveness, and be agile in our policy development are essential. This session will present trends in these two areas and then take you briefly behind the scenes on how the data is collected, programs are informed, and reporting requirements are developed.

F5: Giddy-up, Partner! How We Managed to Drive User Adoption of Analytics Self-Service Tools at Lone Star College

Kent McShan, Janet Flores, & Jason Kot, Lone Star College

Room: Limestone

Track: Educate Information Producers, Users, & Consumers

Join us as we discuss how the development of partnerships has driven client adoption of Microsoft BI self-service tools and advanced the culture of data-informed decision making at Lone Star College.



12 PM – 1:30 PM | Awards and Business Luncheon
Location: Salon ABCD

Please join us for the annual business lunch. This year the annual meeting will be combined with lunch to help ensure everyone is able to attend as we conduct some general business of the organization including a vote on the strategic plan.

Wednesday, Feb. 27, 2019 | 2 PM - 2:45 PM | Concurrent Sessions G

G1: From Messy to NSSE – Implementing an Effective NSSE Awareness Campaign

Natalia Assis & Dan Su, Texas A&M University-Commerce

Room: Cypress

Track: Current Issues and Research in Higher Education

The IER Department at Texas A&M University-Commerce created a student task force responsible for the creation and implementation of an awareness campaign with the goal to increase students' familiarity with the National Survey of Student Engagement (NSSE) and consequently, increase student response rates. The awareness campaign focused on the survey target audience (first-year and senior students), but also included the survey prospective audience (sophomores and juniors) as well as faculty and staff. Through use of a strategic marketing and promotional campaign, student responses were significantly increased, therefore more accurately representing the population and informing decision makers. In this presentation, the steps and details of the campaign will be shared.

G2: 'Fake It 'til You Make It: A Benefit or Hindrance to Student Success at the Community College?

Guyla Blaylock, Richland College

Room: Cedar

Track: Current Issues and Research in Higher Education

In a world in which students face increasing pressures to succeed, the mantra 'fake it 'til you make it' holds true for many. Studies have identified the Imposter Syndrome (a phenomenon in which self-doubt leads to stress, anxiety, & depression, for example) as prevalent in both undergraduate and graduate populations. The Imposter Syndrome has been researched less in community colleges. This study aims to 1) explore the prevalence of the Imposter Syndrome at a large, urban community college, 2) confirm the relationship between the Imposter Syndrome traits and stress, anxiety, and mindset, 3) determine the significance of the Imposter Syndrome as a predictor of student success and persistence. This presentation will discuss the findings as well as suggested application.



3 PM - 4 PM | Vendor Fair | Foyer

Please join us for a thank you reception for our sponsors.

Wednesday, Feb. 27, 2019 | 4 PM - 4:45 PM | Concurrent Sessions H

H1: Building a Data Institute: Leveraging Research Resources Within the Institution

Deseree Probasco & Jae Jung, Lone Star College

Room: Cypress

Track: Educate Information Producers, Users, & Consumers

In 2018, Lone Star College launched The Data Institute, a semester-long training opportunity for faculty and staff throughout the system.

Participating in tailored workshops on research design, data sources, and reporting tools, 16 fellows went on to complete 4 guided research studies focused on minority student success.

impact at Lone Star College. The Institute has now entered into its second year, and continues to enhance the research and data analytics knowledge and skills of its participants.

H2: A Deep Dive into Student Departure

Cindy Ullrich, Brazosport College

Aaron Thomason, ZogoTech

Room: Cedar

Track: Collect, Analyze, Interpret, & Report

Student retention at Brazosport College (BC) has been a major focus the past two years after seeing increased departure rates. BC in partnership with ZogoTech developed a model to track factors

impacting enrollment and retention. In this session, we take a deep dive into the analysis we conducted to improve student retention and focus on where we have lost students. We will explore these topics (and others):

1. What are the characteristics of departing students?
2. Which student holds are negatively impacting retention?
3. How many non-returners were close to graduating?
4. What is the impact of dropping students for non-payment?

H3: 60x30TX Central Texas Region Data Desserts

Paul Turcotte, Texas A&M University-Central Texas

Room: Cottonwood

Track: Stewards of Data & Information

Share the data by identifying “higher education data” valuable in increasing the percentage of those completing high school and enrolling in higher education and discussing “data sharing options” between higher education and public education institutions. The session will focus on the needs of the Central Texas region, but all are encouraged to attend and share.



Member's Appreciation Reception!!!

Wednesday 5:30–7pm

Whitewater Patio

(Next to Whitewater Putting Green)

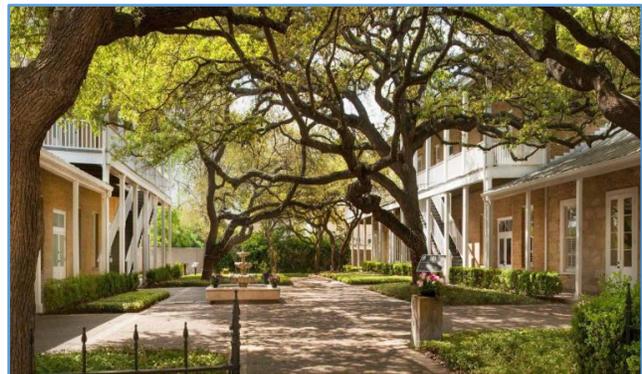
Please take a few minutes to join us on for a low-key reception. In addition to hors d'oeuvres and drinks, we have arranged for a discount on the normal cost for those wishing to enjoy a round or two of true miniature golf. The 18-hole, par 72 putting course was designed to play just like a competitive course, but in miniature style. The dwarf Bermuda grass putting course offers a scenic landscape of waterfalls, rose gardens, exotic birds and a trail. Golfers use their putters to play through fairways with challenging bunkers and water hazards and putting surfaces. The course is fun for golfers of all skill levels. Following your time at the reception, we encourage you to try one of the many dining experiences at Horseshoe Bay or in nearby Marble Falls.



SAVE THE DATE

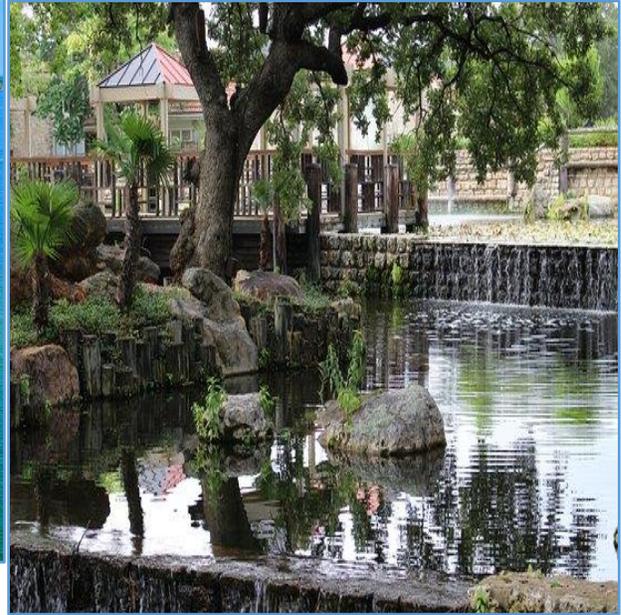
TAIR 2020 San Antonio, TX March 1 – 4, 2020

Next year TAIR returns to San Antonio, Texas but at a new venue! TAIR 2020 will be March 1-4, 2020 at the Marriott Plaza San Antonio located south of downtown just steps away from the River Walk. Ranked as one of the top 10 largest cities in the US, San Antonio is truly a big city with a small-town feel. Founded over 300 years ago during a Spanish expedition, San Antonio is now home to over 30 higher education institutions (including the University of Texas Health Science Center at San Antonio, the University of Texas-San Antonio, Our Lady of the Lake University, Trinity University, Texas A&M University-San Antonio, and the Alamo Colleges). San Antonio also boasts vibrant art and culinary scenes, which reflect the unique blend of Mexican, German, and Old West cultures to create an “only in San Antonio”, experience. Mark the date on your calendar now, and we look forward to seeing you next year in San Antonio!





Thursday, February 28, 2019 | 7:30 AM – 9 AM | Networking Breakfast
Location: Salon ABCD



Legislative Update from THECB | 9:15 AM – 10:15 AM

I1: Legislative Update

Jenna Cullinane Hege & Victor Reyna, Texas Higher Education Coordinating Board

Room: Salon ABC

Track: Current Issues and Research in Higher Education

The Texas Higher Education Coordinating Board (THECB) will provide a broad overview of what is new in legislative issues, state-level reporting, data reports, accountability system redesign, 60x30TX, workforce-related data, TSI and developmental education, and other issues of current interest. THECB staff will be available to address these issues in more detail and to answer targeted questions.

Thursday, Feb. 28, 2019 | 9:30 AM - 10:15 AM | Concurrent Sessions I

I2: Estimating the Relationship Between Major Choice and Undergraduate Student Success

Jenna Tucker & Caroline Neary, University of Houston

Room: Cypress

Track: Plan and Evaluate

What happens to students who aren't admitted to their first-choice major? This presentation shares results of an analysis of the academic success of first-time-in-college undergraduates who enrolled in their second or third choice. Regression analysis was used to estimate differences in retention, credit hours completed, and GPA after one year. Presenters will also discuss the impact of a proactive advising program for "undeclared" students.

I3: Creating Advanced Analytics and Visualizations to Understand Student Persistence Using R Scripts in Power BI

Jae Hak Jung, Kwanghee Jung, & Jaehoon Lee, Lone Star College

Room: Hickory

Track: Collect, Analyze, Interpret, & Report

The current proposal focuses on creating a Power BI report for persistence and adding R scripts for advanced statistical analysis that is imbedded with Power BI.

This presentation includes:

- Planning for Power BI (Selecting KPI, researching for predictors and key demographic info)
- Pulling the data using SQL in Power BI
- Design the report
- Adding Statistics using R
- Demonstration of Power report for persistence

This persistence Power BI report enables leadership to understand persistence rates across years and identify important factors to predict students' persistence by using filters and inferential statistic information.



Thursday, February 28, 2019 | 10:30 AM – 11:45 AM

Closing Keynote Speaker: Darlena Jones

Location: Salon ABCD

“What does the IR Office of Tomorrow Look Like?”

– Darlena Jones, AIR

Darlena Jones, Association for Institutional Research

What does the IR Office of Tomorrow Look Like?

At some institutions, the IR Office is solely responsible for mandatory reporting, responding to national surveys, and providing information to the provost and president. This narrow practice limits the work of the IR professional who is rich with institutional knowledge and cares about the success of students. Tomorrow’s IR Office should look much different. The IR professional can become more than an information producer; they should become educators of information, coaches of data users and producers, and collaborators with offices across the institution in support of student success.



Darlena Jones serves as Director of Assessment and Research for the Association for Institutional Research. Darlena directs the assessment and research initiatives for AIR such as Forum, membership, IPEDS training, and the National Data Institute. Darlena also leads the development of new educational opportunities for AIR. In addition, Darlena leads the National Survey of IR Offices project that quantifies the operations of the IR Office. Darlena serves on multiple advisory boards for groups like NASPA, Common Data Set, and the journal, *New Directions in Institutional Research*. Darlena holds a Ph.D. in physics from Oklahoma State University and has 10+ years of collegiate teaching experience. She is well known in higher education circles due to her 200+ national and international conference/webinar presentations and workshops she has presented on assessment and student success.

Join us at



AIR Forum – May 28-31, 2019

If you will be attending the Annual AIR Forum in Denver, be sure to set time aside for our Affiliated Organization dinner. Look for more information in the AIR Forum schedule and email reminders on the TAIR listserv as we get closer to the date!

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Immediate Past-President	Kara Larkan-Skinner, Trinity University
President	Teresa Isbell, Texas A&M Health Science Center
Vice-President	Marc Turner, Texas State University
Secretary	Dan Su, Texas A&M University - Commerce
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Communications Ofc	Morgan Carter, Tarleton State University
Professional Development Ofc	Lea Campbell, University of Houston - Downtown

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Sponsor Liaison	Marcelo Paredes, University of Texas - RGV
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Session Facilitator Coordinator	Bonnie Hurford, Tarrant County College
Local Arrangements Chair	Daniel O'Hanlon, Austin Community College
- Local Arr Subcommittee	Soon Flynn, Austin Community College
- Local Arr Subcommittee	Trey Buchanan, Concordia University
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Ex-Officio	Teresa Isbell, Texas A&M Health Science Center
Ex-Officio	Dan Su, Texas A&M University - Commerce
Ex-Officio	Paul Turcotte, Texas A&M University - Central Texas
Ex-Officio	Morgan Carter, Tarleton State University

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Electronic List Manager	Faron Kincheloe, Baylor University
Liaison to AIR	Marc Turner, Texas State University
Newsletter Editor	Carmen Allen, University of Houston
Historian	John Carroll, Texas A&M University-Central Texas

TAIR @ AIR 2018!



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Isabel Weeden, Texas State Technical College
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Mark Stout, University of Houston - Victoria
Kara Larkan-Skinner, Trinity University
Teresa Isbell, Texas A&M Health Science Center
Soon Flynn, Austin Community College
Marc Turner, Texas State University (ex-officio)



Thursday, February 28, 2019

12 PM – 1 PM | Executive Committee Luncheon

(Lunch is provided for the incoming and outgoing members of the TAIR Executive Committee and selected guests.)

1 PM – 3 PM | Executive Committee Transition Meeting

(Following the TAIR EC Luncheon, a brief meeting for incoming and outgoing officers will be held to review the current conference, discuss duties for the coming year, and begin preparation for TAIR 2020!)

Location: Lantana Wine Room

SAFE TRAVELS HOME!
THANK YOU FOR
ATTENDING
TAIR 2019!

MARK YOUR
CALENDARS
TAIR 2020
SAN ANTONIO
MARCH 1-4





- 1 Hotel
- 2 Lantana Grill & Bar
- 3 Hotel Pool Bar
- 4 Hotel Pool & Kids' Pool
- 5 Palm Patio, Lawn & Lounge
- 6 Highlands
- 7 Live Oak Lawn
- 8 Spa Gardens
- 9 Whitewater Pro Shop
- 10 Whitewater Putting Course
- 11 Palm D'Or Lawn
- 12 Palm D'Or Pavilion
- 13 Paseo Vacation Apartments
- 14 Activity Center & Game Room
- 14 Paseo Fitness Center
- 14 Guest Laundry
- 15 Paseo Pool
- 16 Kids' Club #700 Paseo
- 17 Tennis Courts
- 18 Andy Roddick USTA Kids' Courts
- 19 Marina Watercraft Rentals
- 19 Boat Launch and Fuel Dock
- 20 Boat Slips
- 21 Bayside Spa & Fitness Center
- 22 Marina del Bay Aerobic Studio
- 23 The Waters
- 24 Yacht Club Dining
- 25 Y Bar
- 26 Lakeside Grill
- 27 Yacht Club Pool & Beach
- 28 Azalea Lawn
- 29 Magnolia Lawn
- 30 Aster Lawn
- 31 Stargazer Beach
- 32 Turtle Beach
- 33 Lily Lawn
- 34 Day Dock
- 35 Horseshoe Bay Resort Realty

To Summit Rock Golf Course, Cap Rock Pro Shop, Cap Rock Pool, Cap Rock Cabana, Ram Rock and Apple Rock Golf Courses and HWY 71 to Austin (approx. 6 miles)

HORSESHOE BAY RESORT REALTY. To HWY 281 & Marble Falls

Horseshoe Bay Resort Main Entrance

FM 2147

Wayton Nolen Drive

Free Rein

Short Circuit

Hi Circle N.

Horseshoe Bay Boulevard

Horseshoe Bay Boulevard

Free Rein

Island Drive

98 Island Drive Building 5

96 Island Drive Building 6

1010 West Bank Building 2

1000 The Cape Building 3

1001 The Cape Building 4

LAKE LBJ
The Yacht Club

HORSESHOE BAY RESORT.
TEXAS HILL COUNTRY

HORSESHOE BAY RESORT REALTY.

Paseo Vacation Apartments

Tennis

Whitewater

Conference Center Entrance

Main Entrance

Valet Parking

Guest Parking

About TAIR

The Texas Association for Institutional Research (TAIR) is the professional organization supporting institutional research, planning, evaluation, and policy analysis in Texas institutions of higher education. TAIR provides professional development opportunities through its annual conference, pre- and post-conference workshops, and other professional development activities held at various times of the year. TAIR also provides opportunities for information exchange through its newsletter, an electronic mail list serve, and a home page on the internet. TAIR is an affiliated group of the [Association for Institutional Research \(AIR\)](#) and the [Southern Association for Institutional Research \(SAIR\)](#). TAIR is a 501(c)(3) organization.

