



David Brown
President

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A LETTER FROM THE PRESIDENT

Greetings TAIR Members!

Can you believe we're only a couple of months away from the TAIR 2021 Annual Conference! That's right, TAIR 2021 will be February 22-March 5, 2021 in an online computing machine classroom near you. Registration for TAIR 2021 opened November 9th and runs through March 5th. So now is the time to register by following the "Conference Registration" link on the TAIR website at::

<http://texas-air.org/index.php/conferences/2021-tair-conference/>

Remember the Conference is free this year and the membership fee is \$50.00. We have also decreased travel expenses this year as the hotel, food, and travel cost has been removed. Talk about a deal!

We have an exciting lineup of sessions this year, so you'll want to be sure and be there. You can learn more about the upcoming conference on the TAIR website. As we approach the upcoming conference, I want to take a few minutes to talk about the leadership of your organization. As a volunteer run organization, I have never been so proud to be associated with such a diverse and skilled group of people. Your executive committee and program committee have so many different skills, and we have needed each of them to pull off our first ever virtual conference. I truly appreciate your talent, time, and heart that you have given to make TAIR 2021 the best conference in TAIR History (without a hotel or meals)!

So, as we approach the upcoming annual conference, remember that TAIR depends on people like you attending and stepping forward to make things happen. I'm very proud of our organization's history, and I'm also very proud of the present, but I really look forward to seeing TAIR's future with our new members learning and growing in knowledge and skills at our conferences. I look forward to seeing many of you on a virtual computing machine soon!

Thankful for each of you,

David



A NOTE FROM YOUR VICE-PRESIDENT AND PROGRAM CHAIR



Dan Su
VP/Program Chair

Hello TAIR members,

Are you excited that TAIR 2021 will be our first-ever virtual conference? The TAIR Program Committee has been working diligently and organizing a brand new TAIR conference that is different from any prior ones.

We understand that a virtual conference has its perks. A faculty presented and attended at one of my institutional virtual conferences commented that he really enjoyed the convenience and easiness of the virtual presentation. There are also TAIR members that have expressed how much they would be missing the social and interactive atmosphere TAIR had previously brought about. We also understand that most of you may not want to attend many virtual sessions in a day because you are expected to be working from home early next year and you have primary duties to fulfill for your employers.

After careful consideration of many aspects, TAIR Program Committee has made the decision to spread the virtual conference from Feb 22nd –March 5th, 2021. Our goal is to present 30 good quality sessions during this period of time. Instead of having concurrent sessions, these 30 sessions will be spread throughout weekdays and be presented one at a time. We are getting close to get 30 presentations which contributed from various folks from public universities, community colleges, THECB, etc. which it is highly representing the diversity composition of TAIR. We only have a few presentation spots left. If you would like to contribute a presentation to TAIR 2021, please reach out to Paul (paul.turcotte@tamuct.edu) and Chris (chris.warner@tamuc.edu).

The theme of TAIR 2021 is “Real Data in a Virtual World.” Joy Row from Temple College came up with this excellent theme. Our special thanks goes to Amanda Moske who won this year’s cover brochure design. During summer, TAIR’s Professional Development Officer Bonnie was able to work with some IR professionals and come up with a few wonderful online workshops. These workshops are open all year round for interested people to attend. If you are interested in hosting a live virtual workshop at TAIR 2021, please contact Bonnie (BONNIE.HURFORD@tccd.edu).

We will have a keynote speaker--Sydney Leo who will deliver an online speech on February 23rd at 10 a.m. You can find more information about Sydney here: <https://the-bac.edu/experience-the-bac/people/sydney-leo>

So far, our Sponsor Liaison Amanda Moske has secured six confirmed sponsors and she expects to bring more. The Program Committee is brainstorming ways to bring a great sponsor showcase to our interested attendees in a virtual format.

TAIR 2021 will be saving lots of trees by not printing any brochures. Daniel J. Chupe-O’Hanlon, the Conference Brochure Editor, will only be designing a digital brochure with more scheduling details to come early next year.

TAIR conference registration is open via <http://texas-air.org/index.php/conferences/2021-tair-conference/>. It will be a free conference for all the registered members. The annual membership fee is \$50.

As we approach the upcoming TAIR 2021 conference, thanks to your dedication to TAIR. TAIR’s excellence depends on every members’ involvement and participation. It is all of you that make TAIR an exceptional organization even when we go through tough times!

I look forward to “seeing” you all virtually at TAIR 2021!

Sincerely,

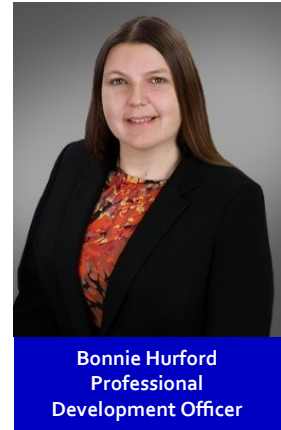
Dan

A LETTER FROM THE PROFESSIONAL DEVELOPMENT OFFICER

Colleagues,

I hope that this message finds you safe and well.

While TAIR couldn't host our usual Summer Workshops this year due to the COVID situation, there was a silver lining – we were able to make the leap into the digital world and offer our first series of TAIR Online Workshops. By utilizing Zoom software, we were able to offer 5 online sessions, with 90 enrollments. Topics included Memos, the National Student Clearinghouse Postsecondary Data Partnership, Excel, Power BI, and SQL. Thank you to all of our participants, and our wonderful presenters for making these workshops a success! Also, I would like to extend a HUGE thank you to our TAIR Communications Officer, Carmen Allen for her help and hard work! These workshops would not have been possible without her!



Since our 2021 Conference this year will also be online, our Spring workshops will be separate and not linked to conference – so watch your email for updates!

We will present our Level 1, 2, and 3 Professional Development Certificates at our conference, as usual. You can view your completed workshops here: <http://texas-air.org/index.php/professional-development/certificate-of-completion-program/view-workshop-completions/> If you don't know your login information, or find any discrepancies, please email me at professional-development@texas-air.org for assistance.

Certificate Level Requirements:	
Level 1 (12-15 Hours)	Newcomer's Workshop (or waiver*)
	Course from Track 2 (Data Analysis Tools)
	Elective Track 1 (course from Track 1, 3-6)
	1 Additional Workshop from any Track
Level 2 (12 Hours)	Level 1 Certificate +
	Elective Track 2
	3 Additional Workshops from any Track
Level 3 (12 Hours)	Level 2 Certificate +
	Elective Track 3
	3 Additional Workshops from any Track

**Newcomers Waiver:*

Two or more years of experience in Institutional Research field may take place of Newcomers workshop. In order to request this waiver, please complete the [Newcomers Workshop Waiver Form](#).

In addition to attending sessions, you can earn credits at no cost by presenting your own! These workshops consist of a 3 (or 6) hour, hands on session by one or more workshop leaders designed to provide attendees with a new skill and/or application of knowledge. To submit your workshop proposal, visit <http://texas-air.org/index.php/online-workshop-proposals/>.

Bonnie

TAIR 2021: REAL DATA IN A VIRTUAL WORLD

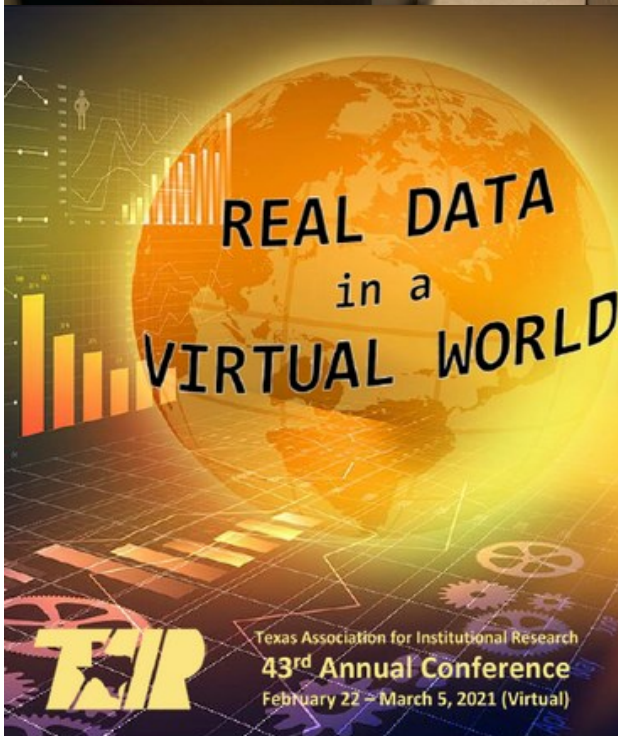
FEBRUARY 22-MARCH 5, 2021

LOCATION: IN YOUR OFFICE

As previously announced, the TAIR 2021 Annual Conference will be held virtually through Zoom sessions. The Program Committee and Technology Committee have been hard at work getting everything ready for you.



**This is David, in his virtual office.



Important Information:

Registration is open from now until March 5th.
You must be registered to access the Zoom sessions.



TAIR MEMBERSHIP UPDATE



Lillian Marshall
Secretary

In this season of thanksgiving, we are thankful for our TAIR members who continue to support this organization. We encourage you to invite other colleagues at your institution or someone who may be a member of another institution to take advantage of the wonderful benefits that TAIR has to offer. The benefits of a TAIR membership include a subscription to TAIR-L; access to summer professional development workshops; and access to leaders in higher education and high quality vendors at the annual conference. Membership is maintained annually with April 1st marking the start of the membership year.

Lillian

TAIR 2020 Membership by Institutional/Organizational Category

Category	Count of Members	Percentage of Members
4-year Public	110	37%
2-year Public	119	40%
4-year Private	33	11%
Technical	1	0%
Other	32	11%
Total	295	100%

COMMUNICATIONS OFFICER UPDATE

Greetings! I hope everyone is doing well and taking care of themselves in our “new normal”. Speaking of new normal....

We are extremely excited to be hosting our first virtual conference! While the logistics may be different than what we’re used to, we are committed to providing a top-notch online professional development experience. Conference registration will look like it has in the past. However, this year it is more important than ever that you keep your registration confirmation email. The registration confirmation email will contain a link to the conference event site. That site will only be accessible to conference registrants, so you will need your confirmation number to log in.

The conference event site will have everything you need to make the most of TAIR 2021. In addition to a list of available session topics and presenters, the Zoom link to join each session will be listed. No need to register for individual sessions! There will also be a calendar icon listed with each session; just click on the icon to download that session’s Zoom information to your calendar.

After having much success with our TAIR Online Workshops, we are certain that you’ll enjoy the virtual conference experience. So get ready for TAIR 2021 – “Real Data in a Virtual World”!



Carmen Allen
Communications Officer

Carmen

TAIR TREASURER UPDATE



David Malone
Treasurer

Greetings fellow TAIR members.

First, I would like to say thank you to all the TAIR members who have helped us weather the storm we are currently facing.

The Association's finances are in good condition.

As of the end of November 2020, we have \$55,552.72 in cash holdings along with \$20,638 in 2 Bank of America CDs which will mature in April of 2022.

I would like to thank the entire TAIR Executive Committee for its leadership and efforts to not only provide quality services to its members, but to also ensure that we have the financial resources available to continue to provide these services going forward.

As we begin registration for the TAIR 2021 Conference, please take a moment to ensure the address you have on file for TAIR is up to date.

All payments made via check need to be made payable to TAIR and sent to the following address:

Attn: David Malone - TAIR Treasurer
Collin County Community College District
Institutional Research Office
3452 Spur 399
McKinney, TX 75069

If you have any questions regarding TAIR payments or other financial issues, please contact me at treasurer@texas-air.org

David



TAIR LISTSERV UPDATE

As a reminder, current TAIR members (2020) can post directly to the listserv at tair-l@baylor.edu. Those with lapsed memberships from the two prior years (2018 or 2019) will receive messages, but must renew their membership in order to post a message or participate in listserv discussions. To renew your membership, please visit <http://texas-air.org/index.php/member-resources/>.

TAIR 2020 BEST PRESENTATION

The winner of Best Presentation for TAIR 2020 is Daniel Chupe-O'Hanlon, Austin Community College, for his presentation "The 'Y' of LMI (Labor Market Implementation)". Our thanks go to Teresa Isbell and the awards committee from last year.

TAIR 2021 OUTSTANDING PROFESSIONAL PRACTICE AWARD

Best Visual Display of Information

TAIR awards the Outstanding Professional Practice Award(s) to recognize excellence in our work.

Submissions may include an infographic table, chart, illustration, PowerPoint slide, or some other means of visually representing data or information that helps connect data with decision-making in a visually appealing way. The submission must fit on a single printed page or a single web page in order to be considered; images that are linked in a series – such as a set of tables or charts in a dashboard – may be submitted but will be judged individually as single submissions.

In order to be eligible for consideration, the visual display's creator must be a member of TAIR at the time of submission. If more than one person is credited with creation of the visual display, at least one of the creators must be a TAIR member.

To be considered for the 2021 Outstanding Professional Practice Award, submissions must include the following:

- Name, title, and institution of person submitting item for consideration

- Context for the display: (limit of 300 words)

 - What is the purpose of the display?

 - Who is the intended audience?

 - How the display was used in decision-making?

- PDF of visual display or link to display's web page

Submissions should be sent via e-mail to G. Marc Turner, TAIR Immediate Past President and Chair of the Awards Committee, at past-president@texas-air.org no later than January 15, 2021. Late submissions will not be accepted. The winner will be announced during the TAIR Annual Conference.

Submissions will be judged on the following criteria:

- Topic (clarity, relevance)

- Content (level of detail appropriate for audience, timeliness)

- Format (clarity, composition/craftsmanship)

- Detail (accuracy, documentation)

- Attractiveness (visually appealing)

- Ability to tell a story

CALL FOR NOMINATIONS

The TAIR Nominating Committee is calling for nominations for the following elected positions:

TAIR Vice President/President-Elect (3 year term)

2021-2022 Vice President/Program Chair for the 2022 TAIR Annual Conference

2022-2023 TAIR President

2023-2024 TAIR Immediate Past President

TAIR Treasurer 2021-2023

TAIR Communications Officer 2021-2023

TAIR Nominating Committee Member 2021-2023 (2 members will be elected)

Please take a few minutes to submit your recommendations to the TAIR Nominating Committee by clicking on the following link:

<http://texas-air.org/index.php/conferences/2021-tair-conference/2021-call-for-nominations/>

The Vice President/President Elect, Secretary, and Professional Development Officer serve on the TAIR Executive Committee. These elected positions are involved in decision-making for upcoming conferences and are responsible for the smooth operations of the organization. There is work involved with each position, but these opportunities for service are very rewarding! One benefit is getting to know IR professionals from around the state as you help guide the future of TAIR.

The Nominating Committee members serve a one-year term and help to ensure that we have a full and qualified slate of candidates for the following year's election.

More information about the responsibilities of TAIR officers is available in the TAIR

Officer's Guide, posted on the TAIR website at <http://texas-air.org/index.php/officers/>

Feel free to nominate yourself if you are interested in serving for one of these positions.

All nominations will close January 8, 2021.

TAIR EXECUTIVE COMMITTEE



PRESIDENT

David Brown

Associate Vice Chancellor of Research & Reporting
North Central Texas College

Office: 940-668-3331

president@texas-air.org



IMMEDIATE PAST PRESIDENT

G. Marc Turner

Director of Office of Institutional Research
Texas State University

Office: 512-245-2386

past-president@texas-air.org



VICE-PRESIDENT/PROGRAM CHAIR

Dan Su

Executive Director of Institutional Effectiveness and Research
Texas A&M University – Commerce
Office: 903-468-3048

vice-president@texas-air.org



COMMUNICATIONS OFFICER

Carmen Allen

Director of Institutional Effectiveness and Research
Galveston College
Office: 409-944-1208

communications@texas-air.org



SECRETARY

Lillian Marshall

Data Analyst
Blinn College

Office: 979-830-4311

secretary@texas-air.org



PROFESSIONAL DEVELOPMENT OFFICER

Bonnie Hurford

Lead Programmer Analyst
Tarrant County College District

Office: 817-515-5907

professional-development@texas-air.org



TREASURER

David Malone

Director of BIS Data Warehouse
Collin Higher Ed Center

Office: 972-599-3138

treasurer@texas-air.org

ELECTED COMMITTEES

Nominating Committee

Chair

G. Marc Turner, Texas State University

Members

Jinny Case, University of Texas-San Antonio

Cadi Lusk, Texas A&M University-Kingsville

Michael Tumeo, Southern Methodist University

Renee Zimmerman, Southwest Texas Junior College

APPOINTED POSITIONS

Electronic List Manager

Faron Kincheloe
Baylor University

Newsletter Editor

Kate Richardson
North Central Texas College

Liaison to AIR & SAIR

G. Marc Turner
Texas State University

Historian

Marcelo Paredes
The University of Texas Rio Grande Valley

APPOINTED COMMITTEES

Program Committee

Program Chair

Dan Su, Texas A&M University-Commerce

Concurrent Sessions Committee

Paul Turcotte, Texas A&M University-Central Texas

Chris Warner, Texas A&M University-Commerce

Sponsor Liaison

Amanda Moske, University of North Dakota

Conference Brochure Editor

Daniel J. Chupe-O'Hanlon, Austin Community College

Community Table Coordinator

Tracy Stegmair, Texas Woman's University

Local Arrangements Committee

Tracy Stegmair, Texas Woman's University

Meghan Kajihara, North Central Texas College

Conference App

To Be Determined

Pre-Conference Workshops

Bonnie Hurford, Tarrant County College District

Ex-Officio

G. Marc Turner, Texas State University

David Brown, North Central Texas College

Lillian Marshall, Blinn College

David Malone, Collin Higher Ed Center

Carmen Allen, Galveston College

Awards Committee

Chair

G. Marc Turner, Texas State University

Members

To be named

Strategic Planning Committee

Chair

Deborah Derden, Sul Ross State University

Member

Paul Turcotte, Texas A&M University – Central Texas

Financial Review Committee

Chair

Tracy Stegmair, Texas Woman's University

Member

Kate Proff, Texas State University

Professional Development Committee

Chair

Bonnie Hurford, Tarrant County College District

Members

Lea Campbell, University of Houston - Downtown

Mansour Salami, El Centro College

Rion McDonald, University of North Texas

