



Tuesday, March 26 | TAIR Registration
8:00 AM to 3:00 PM
 Location: Foyer (2nd Floor)

WORKSHOPS -- TUESDAY, MARCH 26

8:45 AM to 12:00 PM

Workshop: W1

Room: Regency B

Level: Beginner

Cost: FREE

Title: IPEDS - Benchmarking: Supporting Decision Making & Institutional Effectiveness

Track: Collect, Analyze, Interpret & Report

Presenter(s): Eric Atchison, Arkansas State University System & Christine Pacheco, Southern Arkansas University

This workshop introduces the fundamentals of benchmarking as a way to demonstrate institutional effectiveness. It is designed for individuals with little to no experience in benchmarking studies. Participants use data from the IPEDS Surveys, Data Feedback Reports, and the “Use the Data” center at the NCES website to learn about the types of comparison groups that can be constructed. Exercises demonstrate establishment of key performance indicators (KPIs) and identification of variables to refine comparison groups.

1:00 to 4:15 PM

Workshop: W2

Room: Regency B

Level: Beginner

Cost: FREE

Title: IPEDS Data Tools

Track: Collect, Analyze, Interpret & Report

Presenter(s): Eric Atchison, Arkansas State University System & Christine Pacheco, Southern Arkansas University

This workshop provides a hands-on deep dive into the IPEDS Use the Data website to better determine which of the various tools to use in applied higher education research. Participants can expect to learn when to use Data Trends, Statistical Tables, Summary Tables, Compare Institutions, and Custom Data Downloads leading to increased efficiency in responding to data requests. We will explore each of these tools and the benefits and limitations of each.

1:00 to 4:15 PM**Workshop:** W3**Room:** Regency A**Level:** Beginner**Cost:** \$75**Title:** An Introduction to Python**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Matthew Wolfe – *Tarrant County College*

This workshop is designed for college institutional researchers looking to dive into Python programming. Attendees will get a beginner-friendly introduction to Python, covering its basics and practical applications in data analysis. The session focuses on Python's syntax, data structures, and functions, emphasizing their relevance in handling and analyzing complex datasets. Through hands-on exercises, participants will learn how Python can streamline tasks, perform statistical analysis, and automate processes. Real-world examples tailored to institutional research contexts will be highlighted, enabling attendees to apply Python's capabilities directly to their work. This workshop aims to equip researchers with foundational Python skills, empowering them to enhance their data analysis techniques and streamline research methodologies.

Workshop: W4**Room:** Primrose**Level:** Beginner**Cost:** \$60**Title:** Employing Qualitative Methods to Enhance Storytelling With Data and Prioritize Student Voice**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Amber Raley – *Dallas College*

This workshop provides hands-on training with several qualitative methods to enhance data collection, analysis, interpretation, and reporting for student success. Participants will practice interview and focus group techniques as well as more innovative qualitative methods such as the use of charettes and participatory engagement with students or other stakeholders to support better storytelling. Processes such as IRB approval and challenges with recruitment as well as issues of generalizability will also be discussed.

The first hour will provide hands-on training with interview, focus group, charettes, and other participatory engagement methods including assessment to determine what tools or techniques to prioritize. In the second hour we will analyze and interpret the data collected from our previous practice and produce a report. In the last hour we will discuss applications for future research and address potential issues including IRB approval, recruitment of participants, and generalizability. Throughout we will have opportunities for questions and considerations of meaningful student participation in institutional research to inform and promote student success.



Wednesday, March 27 | TAIR Registration
7:30 AM to 4:00 PM
 Location: Foyer (2nd Floor)

WORKSHOPS -- WEDNESDAY, MARCH 27

8:30 to 11:45 AM

Workshop: W5

Room: Regency B

Level: Newcomer

Cost: \$60

Title: Newcomers to Institutional Research

Track: Newcomers

Presenter(s): Marc Turner – *Texas State University* & David Brown - *Tyler Junior College*

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.

Workshop: W6

Room: Marigold

Level: Beginner

Cost: \$75

Title: SQL 101: A Hands-on Introduction for Institutional Researchers

Track: Data Analysis Tools and Methods

Presenter(s): Emily Rhodes – *UT Health Science Center San Antonio*

This session will teach you the basics of SQL, a programming language used with relational databases. You will learn how to retrieve and filter data, join tables together, as well as use aggregate functions and case statements. By the end of this session, you will have a basic understanding in SQL. This session does not provide information on available software or systems that utilize SQL, but only covers the programming language. Sample data and code will be provided so that attendees can follow along using: <http://sqlfiddle.com/>.

8:30 to 11:45 AM**Workshop:** W7**Room:** Chestnut**Level:** Intermediate**Cost:** \$60**Title:** A Work-Around for Assessment Data Collection with a Limited Budget**Track:** Report Knowledge and Skills**Presenter(s):** Carolina Sheeder – *Texas Women's University*

In this session, you will be able to follow the work-around process we use instead of an off-the-shelf “assessment” software. In this process, we collect, manipulate, and report assessment data using tools that most organizations already possess, such as Microsoft SharePoint Sites, Microsoft Word, Microsoft Excel, and SAS (or your choice of statistical software).

Workshop: W8**Room:** Regency A**Level:** Intermediate**Cost:** \$75**Title:** Predictive Analytics in Higher Education within a Socially Conscious Framework**Track:** Current Issues**Presenter(s):** Jacqueline Lucero & Zhi Zhang – *Alamo College District*

As technology advances and machine learning becomes more salient, great consideration must be taken when applying these methodologies to institutional research in higher education. Due to the inherent bias that takes place with predictive models, awareness of the possible issues that may arise with certain methods is instrumental to ensure a socially conscious framework. This presentation will discuss: the ethical considerations that should be taken when trying to use predictive models, working with stakeholders to ensure clarity, presenting to stakeholders in concise and understandable ways, the pros-and-cons of different kinds of predictive methodologies and choosing the right one for your needs, and resources and software available. There will be availability for discussion.

Workshop: W10**Room:** Trinity**Level:** Intermediate**Cost:** \$75**Title:** Streamline Reporting with Alteryx & Higher Ed Success: From Data Parsing to Powerful Insights**Track:** Report Knowledge and Skills**Presenter(s):** Preeti Tanwar & Shashank Honavar - *HiEd Success* & Eric Sunby - *Alteryx*

Are you struggling to meet deadlines for institutional survey requests or decode complex EDI formats? Do traditional reporting methods leave you buried in Excel sheets and unable to conduct essential financial health checks? In this session, we'll delve into how Alteryx streamlines data cleansing, enabling meaningful insights from disparate sources in minutes. Discover how to run what-if scenarios for budget preparations swiftly and integrate real-time insights into strategic goals alignment. From IPEDS peer analysis to seamless integration with third-party systems, Alteryx empowers Institutional Research (IR) offices to boost productivity and deliver actionable insights. Join us to learn how Alteryx can transform your IR workflows and become proficient in handling historical data trends and combining student and financial reporting effortlessly.



9:30 to 11:45 AM

Workshop: W9

Room: Sienna

Level: Intermediate

Cost: \$60

Title: Leveraging ChatGPT for IR: Techniques for Data Mastery and Reporting Excellences

Track: Report Knowledge and Skills

Presenter(s): Mahdi Ahmadi, PhD – *University of North Texas*

This two-hour workshop will provide a unique opportunity for Institutional Research professionals to delve into the practical applications of ChatGPT and Claude across various coding domains. Participants will gain hands-on experience in utilizing ChatGPT for generating Python codes, R codes, Excel formulas, SQL queries, SAS codes, and similar tasks, ultimately enhancing their data manipulation and modeling proficiency and efficiency. In this workshop, we will explore innovative methods and strategies for utilizing ChatGPT in the realm of Institutional Research, specifically tailored for data cleaning, integration, visualization, and reporting.

LUNCH TABLE TOPICS

DATA WAREHOUSING	DATA VISUALIZATION	IR AND AI	DATA LITERACY	ACCREDITATION & ASSESSMENT
DATA GOVERNANCE	FACILITATING EQUITY WITH IR	IR & ENROLLMENT MANAGEMENT	TOPICS IN IPEDS REPORTING	ONE-PERSON/ SMALL OFFICE
NEWCOMERS TO IR/TAIR	SURVEY & COURSE EVALUATIONS	LEADERSHIP IN IR	TOPICS IN CBM REPORTING	DATA SHARING PARTNERSHIPS