

Tuesday, Feb 25 at 8:30 AM - 4:30 PM

Workshop: W1

Cost: FREE

Title: Beyond Compliance: How to Use IPEDS Data to Examine Student and Institutional Success

Presenter(s): IPEDS

This workshop is designed for individuals interested in utilizing IPEDS data to examine and measure student and institutional success. The first half of the workshop explores the five IPEDS surveys that contain academic performance metrics (Completions, Graduation Rates, 200% Graduation Rates, Fall Enrollment, and Outcome Measures). Through group discussion, activities, and lectures, participants will learn what the measurements can—and cannot—tell us about student and institutional performance. The second half of the workshop will involve hands-on activities to work through a series of case studies based on real-life scenarios. Participants will identify the question being asked in each case study; determine the best metric(s) to use to answer the question; extract data using the IPEDS tools; perform analyses; and present the data to answer the question. Participants will gain the knowledge needed to explore and answer questions at their institutions or organizations.

Tuesday, Feb 25 at 8:30 AM - 4:30 PM

Workshop: W4

Cost: \$125

Title: Empowering Educators as AI Prompt Engineers: Leveraging AI for Educational Innovation

Presenter(s): Doreen Mayrell - Collin College

This interactive workshop empowers educators to become proficient AI prompt engineers, leveraging their unique skills to enhance educational innovation. Contrary to the belief that prompt engineering is solely for technical experts, educators are exceptionally well-suited for this role due to their expertise in conveying concepts in relatable ways. Participants will gain hands-on experience in crafting prompts that streamline administrative tasks, personalize curriculum, and engage students more effectively. Drawing on Constructivist principles, the Technology Acceptance Model (TAM), and Diffusion of Innovation Theory (DOI), the workshop provides research-backed techniques to integrate AI into everyday teaching practices. Educators will explore how prompt engineering can support active learning, critical thinking, and inclusivity in the classroom. By the end, participants will be equipped with practical skills to lead AI-driven transformations in their schools, fostering a learner-centered environment and inspiring students through innovative, AI-enhanced teaching strategies.

Tuesday, Feb 25 at 8:30 AM - 11:30 AM

Workshop: W2

Cost: \$75

Title: Wading into Power BI

Presenter(s): Mark Stout - University of Houston-Clear Lake

This course is for Excel users intrigued by Power BI's capabilities but who have never used it. Also, for those of you who have poked at Power BI with unsuccessful results, this class may be for you. Admittedly, it's a complex beast, but by the end of this presentation, you'll feel comfortable doing the following.

- Accessing Data and Preparing Data
- Data Modeling and Exploration
- Visualization
- Publishing Reports

Tuesday, Feb 25 at 1:00 PM - 4:15PM

Workshop: W3

Cost: \$75

Title: Learning Outcomes Assessment Master Class

Presenter(s): Douglas Walcerz - Lee College

Learning Outcomes Assessment is often described by faculty as painful, tedious, frustrating and meaningless. The IR/IE professionals who manage assessment often describe it as difficult to sustain because faculty resist the efforts to get them engaged, and assessment without faculty engagement is not assessment. This workshop presents a radically different assessment process that faculty have described as easy and logical and that has been sustainably scaled in two colleges. This workshop will go deep into the design of the data model, and participants will perform calculations on model data sets to see how the data model works. This workshop is designed for IR/IE professionals who work with faculty on assessment, manage assessment software, and/or produce assessment reports for faculty, administrators and accreditation agencies.

Wednesday, Feb 26 at 8:30 AM - 11:30 AM

Workshop: W8

Cost: \$75

Title: Harnessing Power BI for Insightful Student Experience Survey Dashboards

Presenter(s): Sarah Gallimore - The University of North Texas, Health Science Center

Effectively visualizing student experience data is crucial for improving satisfaction and retention. This hands-on workshop guides participants in building a Power BI dashboard from a template, transforming raw survey data from Qualtrics into actionable insights. Learn how to reshape data in Power BI, use prompt engineering with Microsoft Copilot or ChatGPT for text analysis, and apply STAR schema for efficient modeling. Participants will master custom DAX calculations, advanced formatting, and secure sharing via Power BI workspaces. By the end, you'll be able to create elegant dashboards that succinctly communicate survey results, whether it's Likert-scale data, promoter feedback, or open-ended responses. Join us to enhance your data analysis and visualization skills, unlocking the power of your survey data!

Wednesday, Feb 26 at 8:30 AM - 11:30 AM

Workshop: W9

Cost: \$75

Title: Using RStudio in data analysis

Presenter(s): Aaron Majek - Sul Ross State University

This workshop covers the basics of RShiny and helps you build a solid foundation in key concepts like reactivity, interactivity, and UI design. Whether you're just starting with Shiny or want to deepen your understanding, this hands-on session will provide the tools and strategies you need to build interactive Shiny apps.

This workshop is built around coding practice and practical skills, giving attendees firsthand experience working with Rstudio coding. It will cover the following aspects of Rshiny apps:

- **Rstudio basics:** This section covers the fundamentals of Rstudio programming and its applications with Rshiny.
- **Reactivity:** Here we cover the concept of reactivity in RShiny, including when and how to use reactive elements, observers, and inputs/outputs to create dynamic, interactive apps.
- **Shiny (UI):** While the focus is on backend functionality, we also cover the UI affecting the look and feel of your app, ensuring it's both functional and visually appealing.
- **Case studies of shiny apps:** This is an interactive workshop where you'll apply what you learn in real-time through practical exercises each step of the way.
- **Shiny app implementation and execution:** It is not enough to simply create a Shiny app; you must also launch it. This section covers methods of launching an app and placing it in the hands of users.

Wednesday, Feb 26 at 8:30 AM - 11:45 AM

Workshop: W5

Cost: FREE

Title: IPEDS Human Resources Training

Presenter(s): IPEDS

This workshop prepares individuals to accurately complete the IPEDS Human Resources (HR) survey. It is designed for IR and human resources professionals, as well as other researchers or administrators who want to increase their understanding of these data. Topics include preparing data to increase consistency within the survey, understanding data definitions, classification of employees and alignment of employee function with Bureau of Labor Statistics Standard Occupation Classification (SOC) codes, coordination of effort between stakeholders in and outside of an institution, and planning for efficacy of data beyond the IPEDS HR survey itself. Exercises cover classifying employees properly, preparing for and completing the IPEDS HR survey, and benchmarking with commonly used employee metrics.

Wednesday, Feb 26 at 8:30 AM - 11:45 AM

Workshop: W6

Cost: \$60

Title: Newcomers to Institutional Research

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.

Wednesday, Feb 26 at 8:30 AM - 11:45 AM

Workshop: W7

Cost: \$75

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

Presenter(s): Emily Rhodes - UT Health Science Center at San Antonio

Dive into SQL basics in this hands-on introductory workshop designed for institutional researchers. This session provides an accessible foundation in SQL, including how to retrieve, filter, and summarize data from relational databases, join tables, and create conditional expressions using case statements. Step-by-step instructions, practical exercises, and sample code will be provided through an online SQL environment, allowing attendees to follow along and practice each new skill in real time. By the end of the session, attendees will have the essential SQL skills to work with data more confidently. Prior knowledge of SQL is not required, and the session will focus solely on the SQL language itself, with no software or systems information provided.

Wednesday, Feb 26 at 8:30 AM - 10:30 AM

Workshop: W10

Cost: \$50

Title: Creating Automated and Reproduceable Reports with OpenXLSX in the R Language

Presenter(s): Karlerik Naslund - San Antonio College

This presentation will give participants hands-on experience in developing fully automated and reproducible reports in the OpenXLSX package for the R Language. These tools are open-source and free to use. The automated and reproducible nature of these reports will greatly enhance day-to-day IR operations and create efficiencies where none were previously known.