

# 2025 TAIR Election

Dear TAIR Members,

Thank you for your participation in the election of new officers and committee members for the Texas Association for Institutional Research. Your commitment to the association and dedication to our community are truly commendable.

Every vote cast represents a voice in shaping the future of our organization. Your engagement in this crucial decision-making process demonstrates your investment in our mission and your desire to see our organization thrive.

This year, the following positions are up for election:

- Vice President/President-Elect
- Treasurer
- Communications Officer
- Nominating Committee

The **TAIR Vice President/President-Elect** is elected for a three-year term, serving as Vice-President for the first year, President for the second year, and Immediate Past President for the third year. The TAIR Vice President serves as the Program Chair and is responsible for planning the following year's Annual Conference and fulfills the duties of the TAIR President in his/her absence. The TAIR President presides over Executive Committee activities, appointing and charging professional or emeritus members to positions and committees, presiding at the Annual Conference, formulating, and implementing policy, serving as liaison to other associations and agencies, serving as an advisor to the Program Committee, and performing any other duties necessary to assist the Association in achieving its purpose.

The **TAIR 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, and supporting the Secretary's efforts in maintaining an accurate membership database. At the end of a TAIR year (March 31) the Treasurer also ensures that the annual tax exempt Federal Income Tax forms are completed and filed by August 15.

The **TAIR 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.

The **TAIR Nominating Committee** consists of four TAIR members chaired by the Immediate Past President. The Nominating Committee identifies, evaluates, and recommends to the Executive Committee, a slate of qualified individuals who demonstrate the skills, experience, and commitment necessary to effectively serve on the Executive Committee to ensure the advancement and success of TAIR. The aim is to cultivate a diverse slate of candidates who reflect the values and vision of our organization, fostering transparency, inclusivity, and excellence in leadership.

## **Candidates for TAIR Vice-President/President-Elect**



### **Daniel Hubbard, University of North Texas**

Dan is responsible for planning and leadership related to data governance, data management, analytics training and external benchmarking at UNT. Dan's office is heavily involved in data management and training activities for UNT's data warehousing, governance, and analytics program, collectively called the Insights Program. Prior to joining the Data, Analytics, & Institutional Research (DAIR) team at UNT in 2017, Dan worked in a variety of progressive institutional research and effectiveness roles within Dallas College, and as a Research Assistant in the School of Behavioral and Brain Sciences at The University of Texas at Dallas.

Dan holds a Bachelor's degree in Psychology, a Master's Degree in Cognition and Neuroscience, and a Ph.D. in Cognition and Neuroscience from The University of Texas at Dallas. He is a frequent presenter at regional and national conferences related to institutional research and effectiveness, strategic planning, data management and higher education administration, and has authored posters and peer-reviewed journal articles related to his doctoral training in speech production and perception, speech development in children, and speech patterns of adults with autism.

Dan has been a member of TAIR since 2001 and has presented or co-presented over a dozen concurrent sessions at TAIR conferences over the last 25 years. He is passionate about networking and collaborating with other researchers, learning about best practices from experts in the field, and passing along knowledge and expertise to future generations of professionals. Dan believes that TAIR is the strongest regional Institutional Research-focused association in the United States and, if selected, would be happy to serve in a leadership role to help ensure the continued vitality and growth of our great organization.

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### **Rick Leyva, Dallas College**

Rick received a Bachelor of Science degree in Health Sciences at the University of Texas at El Paso and has continued to advance his learning in higher education through professional development activities, trainings and workshops specific to higher education administration in support of student performance evaluation, institutional research, effectiveness and assessment reporting, and project management essentials.

He began his career at Richland College in 2000 as a Program Development Specialist in the Continuing Education Office. The following 12 years were spent at the District Service Center and at El Centro College in software training and institutional research positions, including an adjunct faculty position teaching for the Health Professions Department at Richland. In 2013, he was offered and accepted the Director, Institutional Research position at Richland College, advancing my institutional effectiveness skills through strategic planning and continuous improvement processes engrained with the Malcolm Baldrige Framework for Performance Excellence.

He has extensive Malcolm Baldrige Framework experience through annual evaluator workshops offered by the Texas Quality Foundation organization which has led to independent review committee participation and on-site award-level team participation for evaluation of award-level applicants in higher education, healthcare networks and small businesses in Texas. He is currently serving as a co-chair for Dallas College's School of Business, Hospitality and Global Trade's application for school accreditation by the Accreditation Council for Business Schools and Programs (ACBSP). The application and the self-study follow the seven criteria standards of the Baldrige Framework for Performance Excellence with Dallas College application for accreditation evaluation through the end of this spring semester.

Leadership skill development includes completion of the Dallas County Community College District Leadership Program (2008) and the North Texas Community College Consortium (NTCCC) Leadership Program (CLARA class of 2011). In 2013 I accepted the position of NTCCC's Institutional Research sub-group Chair with the primary duty of ensuring the successful planning and implementation of the NTCCC Annual Assessment Outcomes Conference-2014.

His first TAIR conference attendance and concurrent session presentation was in 2006. Since then, he has presented preconference workshops, summer workshops, facilitated roundtable discussions, and was nominated for two best concurrent session presentation awards. He was also chair of both the TAIR Conference Evaluations and Sponsor/Resource Fair, served on the TAIR Nominating Committee, served as TAIR Treasurer on the Executive Committee, and has been Chair of the Financial Review Committee for the last four years.

## **Candidates for TAIR Treasurer**



### **Aaron Majek, Sul Ross University**

Aaron is an Institutional Researcher at Sul Ross State University, where he has been part of the college community since Spring 2019. He holds a Master's and Bachelor's degree in Sociology from the University of North Texas which he attained in 2016 and 2013 respectively. Additionally, he acquired a certificate in Data Analytics from UT-Austin during the COVID19 pandemic period.

As a member of TAIR, Aaron is actively involved and is currently serving on the nominations committee. He is an Rstudio and open source enthusiast and has given presentations on Rshiny applications in IR, including a workshop on building applications at the 2025 TAIR conference.

Before joining Sul Ross, he worked as a private investigator, handling cases related to fraud, corporate due diligence, money laundering, and misrepresentations. His experience working with sensitive information proved an asset when transitioning to a career in institutional research. In his free time, Aaron enjoys hiking, history, and B- Horror films

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### **Clay Hall, Tyler Junior College**

Clay joined Tyler Junior College (TJC) in 2023 as a data analyst in the Office of Institutional Research. Although relatively new to education, he previously worked in banking for 14 years in positions ranging from personal banker to retail analyst, where he specialized in monthly reporting and maintaining appropriate cash levels for 19 branches. Clay is excited to participate in an organization that values data intelligence and hopes to use his experience to advance the goals of TAIR. He holds a Bachelor's degree in Kinesiology from Stephen F. Austin State University and an Associate's from Kilgore College with an emphasis in Business Administration. In his free time, Clay enjoys watching football, building LEGO and spending time with family.

## **Candidates for TAIR Communications Officer**



### **Emily Rhodes, University of Texas Health Science Center-San Antonio**

Emily has been a member of TAIR since 2020 and currently serves as the Concurrent Session Chair for TAIR 2025, where she has gained hands-on experience with CVENT, a key technology used by the Communications Officer.

Professionally, Emily is a Senior Data Analyst in Institutional Research at UT Health San Antonio, specializing in data analysis and reporting. With over a decade of experience in higher education at health-related institutions, she has held roles focused on technology, data systems, and academic operations, including positions such as Associate Registrar for Technology and Curriculum. Her expertise includes SQL, SAS, Power BI, data visualization, and even includes website management—a skill that aligns directly with the responsibilities of the

Communications Officer.

Beyond her professional role, Emily is deeply involved in the San Antonio Community Orchestra, where she serves as Orchestra Administrator and performs as a cellist and double bassist. In addition to playing, she oversees website management, communications, and digital content production for the group. She has also volunteered in Bible Study Fellowship for over eight years, several of those years supporting AV operations and coordinating communications for a large women's Bible study group.

With a strong technical background, organizational skills, and a commitment to supporting TAIR's mission, Emily looks forward to enhancing the association's communication and technology platforms and technology-driven initiatives.

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### **Liza Farrell, Texas A&M University-Corpus Christi**



Liza serves as the Institutional Research & Systems Analyst for the Office of Planning, Analytics, Institutional Research, & Strategic Initiatives (PAIRS) at Texas A&M University – Corpus Christi. Liza has been a member of the PAIRS team for the past six years. Prior to joining TAMUCC, she was the Assistant Registrar at Texas A&M University – Kingsville for three years and previously held a position in the Office of Institutional Research (OIR) from 1997-2015. She has been an active member in TAIR off and on for the past 23 years. In her roles, she has been the responsible for maintaining several websites and various communication platforms. Aside from her professional position, she has also had the opportunity to volunteer in the community and serve in one form or another as a communication officer. As a member of TAIR, she has participated by serving on the Professional Development Committee, and Nominating Committee, along with

facilitating and presenting. Among participating in TAIR, she has also had the opportunities to participate in AIR, STCIR, AACRAO, TACRAO, and STARAO. Liza loves serving Texas A&M University – Corpus Christi and welcomes the opportunity to further serve in the TAIR community.



## Candidates for TAIR Nominating Committee



### **Cara Hogan, Alvin Community College**

Cara Hogan currently serves as the Director of Institutional Research at Alvin Community College. She has been in IR for two years, and higher education for 11 years. Cara began her career working in curriculum and articulation before moving to the Registrar's Office to serve as both an Assistant Registrar and then Registrar. Throughout her career Cara has worked closely with IR offices, so moving into her current role was a natural and easy step. She loves digging into data, chasing down oddities, and helping others understand and work with data in order to make more informed decisions. Cara earned her Bachelor of Arts in English from Angelo State University in 2010 and her Master of Arts in Technical Communication from Texas State University in 2012. In her free time, Cara loves reading books, growing plants, spending time with her favorite tiny humans - niece and nephew - and making sure her dogs don't destroy all her plants!



### **Daniel Le, Dallas College**

Daniel Le is an Executive Managing Director of Data Analytics at Dallas Daniel Le is an Executive Managing Director of Data Analytics at Dallas College (Dallas, Texas) with 8 years of experience in experimental design and the conduct of statistical analyses for both clinical and educational research studies. He is currently leading both the Data Analytics team and Strategic Planning team within the Academic Scheduling and Data Analytics (ASDA) department. In his current role, Daniel has demonstrated exceptional skills in strategic planning, investigating scheduling nuances, conducting complex analyses, and maintaining current technology while innovating processes for reporting and data visualization. He also has extensive experience in statistical programming with SAS, R, and SPSS, coupled with his proven track record of providing statistical consultation to assist data-driven decision making. Fun facts about

Daniel: he is a foodie and would like to travel around the world.



### **Kawan Jaramillo, Lone Star College-Tomball**

Kawan holds a Bachelor of Science degree in Management, certificate in Project Management, a Master's in Data Analytics, earning certifications in Azure, and served as the President of Gulf Coast Association for Institutional Research. She recently completed The Lone Star College Leadership Academy which prepares individuals for future service to Lone Star College, the success of its students, and local and global communities. Before joining Lone Star College, Kawan was an Enrollment and Financial Analyst for University of Phoenix in both Phoenix, Arizona and Costa Mesa, California.

As an Analyst II with the Lone Star College Analytics and Institutional Research team, she enjoys supporting the mission of Lone Star College to enrich lives, learning, and engaging with colleagues that share similar challenges and opportunities. Kawan also serves as a subject matter expert in the areas of Data Strategy, Microsoft 365 Collaboration, Excel and Client Communication and Consulting.

When she's not working, she enjoys spending time sewing and hanging out with her family.

## Candidates for TAIR Nominating Committee



### **R. Joel Farrell, Texas Tech University Health Science Center**

Dr. R. Joel Farrell, PhD joined Texas Tech University Health Science Center in July 2023 to serve as the Vice Provost for Institutional Effectiveness. He is leading the development of a new division encompassing institutional analytics, research, assessment, improvement, effectiveness, accreditation, compliance and planning and the adoption of multifaceted integrated Institutional Effectiveness, Digital Strategy, and Data Governance to drive support for continuous improvement efforts for TTUHSC and its schools.

Joel previously served as the Chief of Planning and Innovation at Air University. In this role, he functioned as the enterprise Assistant Vice President for Academic Affairs in Planning and Innovation. He oversaw, coordinated, and managed the institutional planning and innovation program efforts for the institution as well as managed institutional resources for planning and innovation including student information systems, learning management systems, institutional management systems, and related tools for assessment, survey, evaluation, and testing programs. He developed institutional policy and aligned systems to better utilize resources and create efficiency. Joel previously served as the Chief of Institutional Analytics for Air University, Associate Provost for Student Support and Academic Services for National Defense University, and Director of the Center for Assessment, Research and Evaluation for Faulkner University.

Joel has been active in several professional organizations as a presenter, reviewer, and volunteer including the Co-Chair for Association for the Assessment of Learning in Higher Education's Diversity, Equity, and Inclusion Committee, Co-Chair for Grand Challenges in Assessment's Innovation Initiative, Treasurer for Association for Higher Education Effectiveness, Treasurer for Society of Indian Psychologist.



### **Vicky Dueer, University of Texas-Dallas**

Vicky has dedicated nearly two decades to the field of institutional research and effectiveness. She currently serves as the Assistant Director of Data Certification in the Office of Institutional Success and Decision Support (OISDS) at the University of Texas at Dallas (UT Dallas). In this role, Vicky leads institutional compliance reporting functions, including THECB, IPEDS, and Financial Value Transparency and Gainful Employment.

As a past president of the Rocky Mountain Association for Institutional Research (RMAIR) and a long-time member of the AIR organization, Vicky stays engaged with the evolving needs of our profession. Leadership roles in IR/IE offices at diverse institutions (HBCU, R1, HSI, and private religious) allow her to be flexible and adaptable to support an institution's mission. Stakeholder engagement is a priority for Vicky as she is passionate about developing data literacy maturity, participating in accreditation activities, and collaborating on policy development. Vicky takes pride in giving back to the IR community, and in 2020, she and a colleague won the TAIR Best Presentation award.

Vicky served as the Accreditation Liaison Officer at the Southwestern Indian Polytechnic Institute during their recent 10-year reaffirmation. Since 2021, Vicky leads Quality Review Team (QRT) initial accreditation reviews for the Association for Advancing Quality Education Preparation (AAQEP). She has led IR functions on two Title IV HSI grants aimed at increasing undergraduate student retention and completion in STEM programs.

Vicky earned a master's degree in educational psychology from the University of New Mexico. Before transitioning to institutional research, she worked analyzing and presenting longitudinal data on undergraduate students' misconceptions and attitudes about science. She resides in Arlington, Texas, with her husband, cat, and 'tripawd' mastiff. In her free time, she volunteers with a local rescue and enjoys reading literature on higher education.

## **Candidates for TAIR Nominating Committee**

**Brandi Havens, Clarendon College**