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Texas Association for Institutional Research
47TH ANNUAL CONFERENCE

WAVES OF INNOVATION:
Shaping the Future of Institutional Research

February 25 – 28, 2025
Omni Corpus Christi Hotel

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CONFERENCE SCHEDULE OVERVIEW

Date	Time Start	Time End	Activity
Tuesday, Feb 25	8:00am	5:00pm	Registration/Check-in
	8:30am	11:30am	Pre-Conference Workshop ($)
	11:30am	1:00pm	Lunch (on your own)
	1:00pm	4:00pm	Pre-Conference Workshops ($)
Wednesday, Feb 26	7:30am	4:00pm	TAIR Registration
	8:30am	11:30am	Pre-Conference Workshops ($)
	9:30am	4:30pm	Vendor Exhibits
	12:00pm	1:00pm	Welcome/Networking Lunch
	1:00pm	2:15pm	General Session/Keynote I
	2:30pm	3:15pm	Concurrent Sessions A
	3:15pm	3:45pm	Sweets & Greets
	3:45pm	4:30pm	Concurrent Sessions B
	4:00pm	5:30pm	Past-President's Reception (Inv. only)
	4:45pm	5:30pm	Concurrent Sessions C
Thursday, Feb 27	7:30am	4:00pm	TAIR Registration
	7:30am	4:30pm	Vendor Exhibits
	7:30am	9:00am	Breakfast
	9:00am	10:15am	General Session/Keynote II
	10:30am	11:15am	Concurrent Sessions D
	11:30am	12:15pm	Concurrent Sessions E
	12:15pm	1:15pm	Networking Lunch
	1:15pm	2:00pm	General Session/Business Meeting/Awards
	2:15pm	3:00pm	Concurrent Sessions F
	3:00pm	3:30pm	Sweets & Greets
	3:30pm	4:15pm	Concurrent Sessions G
	4:30pm	5:15pm	Concurrent Sessions H
Friday, Feb 28	7:30am	9:00am	Breakfast
	9:00am	9:45 am	Concurrent Sessions I
	10:00am	10:45am	THECB Update
	10:45am	11:00am	Closing Session

$ = Requires additional payment

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 confernece and fulfills the duties of the President in his/her absence.

Rick Leyva - *Dallas College*

Rick received an undergraduate 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.

His 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 he 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 Texas Association for Institutional Research conference attendance and concurrent session presentation began in 2006. Since then, he has presented preconference workshops, summer workshops, held the chair position for the TAIR Sponsor/Resource Fair, held the two-year Treasurer position on the TAIR Executive Committee which led to four years as Chair of the Financial Review Committee, and served as Conference Evaluations chair. He has also served on the Nominating Committee, facilitated a few round table discussions and has been nominated for two best concurrent session presentation awards.

Dan 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.

Candidates for Communications Officer

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

Emily Rhodes - *University of Texas Health Science Center at San Antonio*
Emily Rhodes 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.

Liza Farrell - *Texas A&M University - Corpus Christi*
Liza Farrell 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.
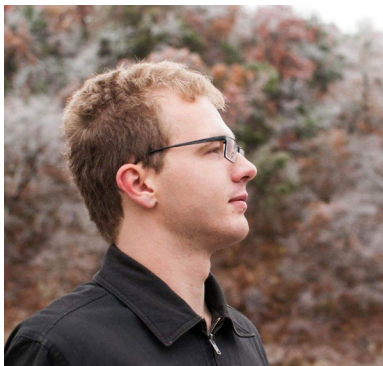
Candidates for Treasurer

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 record 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.

Clay Hall - *Tyler Junior College*

Clay Hall 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.

Aaron Majek - *Sul Ross State 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.

Aaron has served as a member of the TAIR Program Committee for two years and the Nominating Committee for one year. He previously presented for TAIR on geocoding applications pertaining to IR /IE functions and again on the topic: "Rshiny Apps and Executables." At his year's conference he is presenting a workshop on RStudio in Data Analysis.

He was a recipient of a Sul Ross sponsored Vida Lobo award in 2022, which he received for his proposal to improve Sul Ross's reach with employers in the university's service region. This award signifies his dedication to making deliberate improvements to the university's standing within the broader community. In his free time, Aaron enjoys hiking, history, and B-Horror films.

Candidates for Nominating Committee

The Nominating Committee consists of the Immediate Past President and four members elected by the membership to staggered two-year terms. The term of each member of the Nominating Committee shall be two years or until a successor takes office. The committee is responsible for preparing a slate of candidates for the next TAIR election.

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 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.

Dr. 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.

Kawan Jaramillo - *Lone Star College*

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. Kawan 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 a 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, enjoys supporting the mission of Lone Star College to enrich lives, learning, and engaging with colleagues that share similar challenges and opportunities. Kawan 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.

Vicky Dueer - *University of Texas at 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 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.
Vicky 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.

WORKSHOPS

Tuesday, Feb 25 from 8:30 a.m. to 4:00 p.m.

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 from 8:30 to 11:30 a.m.

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 from 1:00 to 4:00 p.m.

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.

Tuesday, Feb 25 from 8:30 a.m. to 4:00 p.m. - CANCELLED

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.

Wednesday, Feb 26 | TAIR Registration | 7:30 a.m. to 4:00 p.m.
Location: Credenza Foyer Area

Wednesday, Feb 26 from 8:30 to 11:30 a.m.

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 from 8:30 to 11:30 a.m.

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 from 8:30 to 11:30 a.m.

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 from 8:30 to 11:30 a.m.

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 from 8:30 to 11:30 a.m.

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 realtime 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.

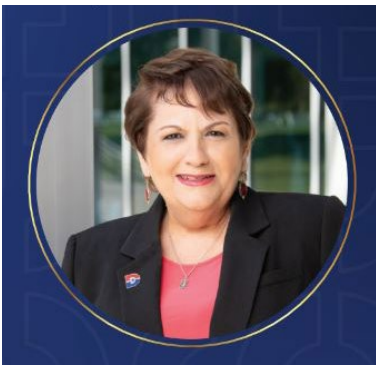**Wednesday, Feb 26 from 8:30 to 10:30 a.m.**

Workshop: W8

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.

Wednesday, Feb 26 | Welcome, Lunch & Keynote | Noon to 2:15 p.m. Location: Corpus B/C

Dr. MADELINE BURILLO-HOPKINS

President, Dallas College Brookhaven Campus

As the new President for Dallas College Brookhaven Campus she serves as the voice and face of the College on campus and in the surrounding community and is responsible and accountable for leading initiatives that contribute to the vibrancy, growth, and economic stability of Dallas County.

Prior to joining Dallas College Brookhaven Campus, Dr. Burillo-Hopkins served as the Vice Chancellor of Workforce Instruction for Houston Community College System and President of HCC Southwest. As the Vice Chancellor Workforce Instruction for the Houston Community, Dr. Burillo- Hopkins was responsible for the strategic vision and administrative leadership of Workforce Instruction for the district, including guiding support for the Centers of Excellence, apprenticeships, continuing education, employer and community instructional partnerships, and workforce training grants. As President at Houston Community College Southwest College, Dr. Madeline Burillo-Hopkins oversaw all operations at HCC's Southwest campuses including the Center of Excellence in Digital and Information Technology, and four college locations in Harris County and Fort Bend County, as well as community engagement, and school district relationships in the designated service area.

Over the past 25 years, Dr. Burillo-Hopkins has been instrumental in bringing innovative educational credit and continuing education, workforce partnerships, the development of the Prior Learning Assessment procedures, and many federal and state workforce grants. In addition, Dr. Burillo-Hopkins has been instrumental in private sector fundraising for instructional programs and student support.

Dr. Burillo-Hopkins earned the Hispanic Women in Leadership Award for outstanding service in education in 2001. In 2003, she received the HCC Chancellor's Medallion for Outstanding Service, and in 2010, Dr. Burillo-Hopkins was an HCC Eagle Award recipient for Administrative Leadership. In 2013, D'Mars Magazine selected her as one of Houston's Top 30 Influential Women. She was again recognized as one of Houston's 50 Most Influential Women in 2015, by Houston Women Magazine. She is currently serves on the AACC Commission on Economic Development and Workforce, the Manufacturing Skills Standards Business and Educators Council, the Fort Bend Economic Development Board and the Greater Houston Partnership Upskills Houston Executive Committee.

During her over 30 years in higher education, she has held multiple administrative positions, and has always been an advocate for workforce education, diversity and equity, culminating with her college Presidency in 2016 and Vice Chancellor in December 2020. She credits her parents, her father from Spain and her mother from Puerto Rico, for teaching her the importance of higher education and planting the values of hard work, kindness, respect, integrity, determination and positive thinking, which she still lives by today.

Dr. Burillo-Hopkins holds a Bachelor of Arts in Economics from the University of Puerto Rico, a Master's in Organizational Management from the University of Phoenix and a Doctorate in Education in Educational Leadership from Sam Houston State University.

SESSION A | 2:30 to 3:15 p.m.

Data Literacy at Dallas College

Level: Beginner

Audience: All

Track: Educate Information Producers, Users, & Consumers

Presenter(s): Amber Raley & Arthurine Wade - *Dallas College*

This interactive session shares the development process as well as the training itself for a college-wide data literacy training to equip staff, faculty, and administrators with essential data literacy skills to enhance decision-making and improve institutional effectiveness. Participants will explore the team composition, competency framework and learning outcomes, curriculum and course development for the employee data literacy project at Dallas College. Then we'll take a look at the first module of the course which covers fundamental concepts of data literacy and share pilot results and lessons learned during development and implementation.

Challenges to Leading and Framing Digital Strategy and Data Governance for Institutional Research and Analytics

Level: Intermediate

Audience: All

Track: Stewards of Data & Information

Presenter(s): R. Joel Farrell - *Texas Tech University Health Sciences Center*

Digital strategy and data governance are crucial components for institutions aiming to leverage data analytics for enhancing decision-making, promoting innovation, and maintaining a competitive edge. However, leaders in institutional research and analytics face numerous challenges in leading, framing and leveraging digital strategy and data governance to support strategic and operational goals. This presentation will explore these challenges and offer insights into strategies for overcoming them to enhance the overall impact of institutional research and analytics.

Demystifying Weighted Semester Credit Hours: Applications and Implications at UTSA

Level: Intermediate

Audience: 4-Year Public

Track: Collect, Analyze, Interpret & Report

Presenter(s): Jorge Aviles - *The University of Texas at San Antonio*

Weighted Semester Credit Hours are a crucial metric in higher education, influencing funding, resource allocation, and institutional planning. This session aims to demystify WSCH by explaining their calculation, potential uses, and specific applications at UTSA. We will delve into the Texas Public General Academic Institutions Expenditure Study and how its findings can be used to determine WSCH. This includes demonstrating the use of the Texas Higher Education Coordinating Board Course Inventory to extract funding codes and walking through the logic to determine the relative weight used in calculating WSCH for course enrollments. Furthermore, the session will discuss the integration of WSCH into UTSA's IRM budget model, demonstrating its impact on financial decision-making and strategic planning. To enhance understanding, the presenter will show how Power BI is used to relay data to campus stakeholders at various levels (institutional, college, and departmental). Through this session, participants will develop a comprehensive understanding of WSCH and their importance in the context of institutional research.

Identify Potential Graduates - Some tricks

Level: Beginner

Audience: 2-Year Public/Private

Track: Collect, Analyze, Interpret & Report

Presenter(s): Cara Hogan & Patick Sanger - *Alvin Community College*

This session will provide a demo of our datawarehouse and how we can identify upcoming graduates and find graduates who might have been missed in the awards process. We will also discuss how to identify students who may have opportunities to graduate with a different award, if eligible, if they complete those requirements instead.

Enhancing Enrollment and Tuition Revenue Forecasting with Data Visualization

Level: Intermediate

Audience: All

Track: Collect, Analyze, Interpret & Report

Presenter(s): John Stanley - *University of Hawaii - West Oahu* & David Mongold - *University of Hawaii System - Retired*

As institutions continue to focus on enrollment and financial management, the ability to understand and project patterns of change becomes imperative. Providing timely and accurate forecasts to campus stakeholders can assist in the planning and development of physical, academic and human resources. Brinkman and McIntyre stated: "Enrollment forecasts are fundamental elements of planning and budgeting at any higher education institution that depends on student enrollments or at any agency or organization that has responsibilities for supporting those institutions" (New Directions for Institutional Research, 1997).More than two decades later, with resources constrained and enrollments declining in many sectors, enrollment management is taking on increased importance for many institutions. In turn, enrollment and tuition revenue forecasting are becoming increasingly important topics within institutional research, analysis and planning.

The first part of this session will show how an enrollment forecast can be linked to tuition and fee data to create a tuition revenue model. The second part of the session will demonstrate how those forecasts can be used to create an interactive data visualization tool using Power BI. The presenters will demonstrate how this easy-to-use tool assists in performing scenario analysis to gauge the impact of policy proposals on student enrollment and tuition revenues.

SESSION B | 3:45 to 4:30 p.m.

What predict North Star Completion at ACC

Level: Intermediate

Audience: 2/4-Year Public

Track: Collect, Analyze, Interpret & Report

Presenter(s): Xiaoling Liang & Susan Burkhauser - *Austin Community College*

In academic year 2023-2024, the Office of Institutional Research & Analytics (OIRA) at Austin Community College (ACC) developed statistical models to identify factors that predict whether a student completes an award or transfers (i.e., ACC's North Star Completion) to provide decision support to enhance student success, operational efficiency, and strategic planning. This report presents an analysis of what predicts firsttime-in-college (FTIC) students' three-year North Star completion and two components of North Star completion: graduation and transfer. The study used logistic regression and included data from six FTIC cohorts spanning from fall 2015 to fall 2020. It considered factors related to student demographic information, high school performance, residency, socioeconomic status, academic details at entry (e.g., dual credits, educational intent, college readiness, area of study, and enrollment intensity), where they took ACC courses and financial aid information.

Program Evaluation: Assessing Programs with HB8 and Unlocking Opportunity in mind

Level: Intermediate

Audience: All

Track: Plan & Evaluate

Presenter(s): Savithra Eratne & Kristina Lopez - *San Antonio College*

Program evaluation is a crucial process for assessing the effectiveness and efficiency of academic programs. This examination should measure the quality of educational offerings and ensure that they align with institutional goals and meet the evolving needs of students and society.

With the goal of social upliftment for students, we should not restrict our assessment to mere enrollment numbers and program costs. In this discussion, we will discuss how San Antonio College is adopting to HB8 and new ideas for unlocking opportunities.

This session will discuss how San Antonio College evaluates its programs and how to develop a rubric that covers the critical components of a student success-focused program evaluation.

Creating a starting point for institutions with machine learning predictors

Level: Beginner

Audience: All

Track: Current Issues & Research in Higher Education

Presenter(s): Raul Belmontes Jr - *Alamo Colleges District*

We are looking for collaboration! The plan is to create a foundation for institutions to get started using machine learning methods to predict student behavior.

The goal of this project is to set up a starting point for institutions looking into machine learning. For institutions that may not have the resources to start research on this project.

Academic Scheduling Dashboard Warehouse

Level: Beginner

Audience: All

Track: Collect, Analyze, Interpret & Report

Presenter(s): Daniel Le - *Dallas College*

Dallas College has established a centralized department - Academic Scheduling & Data Analytics - to assist and control all scheduling aspects such as offering classes, assigning teaching assignments, book adoptions, etc. with the cooperation and approval from school and department leadership. In order to create an optimized student-centric schedule for current and future terms, our department has established a comprehensive SharePoint site that houses around 30 scheduling related dashboards. These dashboards are used by school leadership to gain insight into what decisions need to be made based off of historical and current enrollment trends. The dashboards cover three main areas, including:

1. Schedule Readiness: Semester readiness and vice provost (VP) overview dashboards provide academic leadership with information regarding termed faculty information, course assignment statuses, pending or cancelled sections and semester number comparisons.
2. Enrollment Data: Enrollment data dashboards provide insight into course section numbers, section utilization, and enrollment comparisons between semesters.
3. Faculty Data: Faculty-centric dashboards provide data to support faculty-related processes, including load percentages, compliance training, and semester book adoptions.

The goal of this talk is to showcase the different dashboards the department has built to see how school leadership can effectively use these tools.

Islands of Data: Connecting Student Retention to the National Student Clearinghouse

Level: Intermediate

Audience: All

Track: Collect, Analyze, Interpret & Report

Presenter(s): Whitney Kessinger & Nicholas Ullrich & Jiashi Zhao & Farazuddin Mohammed - *Texas A&M University - Corpus Christi*

Join us for an insightful session as we explore the development of the National Student Clearinghouse Retention Database at Texas A&M University-Corpus Christi (TAMU-CC). We'll begin with a brief introduction to the university and its PAIRS department, setting the stage for the discussion.

We will dive into the motivating factors behind the creation of this database, outlining the key challenges and needs that led to its development. Attendees will gain an inside look at the strategic decisions made during the planning phase-what data was included, what was left out, and the criteria established for managing complex student records, such as handling multiple enrollments within a single term.

Next, we'll take you through the technical journey of building the database, step-by-step. You'll learn about the tools, methodologies, and historical data employed to create this powerful retention resource, along with the validation processes that ensured its accuracy.

The session will conclude with a reflection on the hurdles faced, lessons learned, and future applications of the database. With opportunities for Q&A throughout, this session promises to offer valuable takeaways for institutions looking to strengthen their data-driven retention strategies.

Organizing the Process: UT Austin's Modernization Journey for Documenting and Training New Employees for CBM Reporting

Level: Intermediate

Audience: 4-Year Public

Track: Collect, Analyze, Interpret & Report

Presenter(s): Erin Cowart & Megan Kidd - *University of Texas at Austin*

At the 2024 TAIR Annual Conference, a question was asked - 'How many of you received training for CBM reporting?' The room full of IR professionals remained silent. Clearly, with the constant shift in reporting requirements on top of an ever-changing software and technology landscape, training others on the CBM reporting process continues to be a challenge at many institutions. In this presentation, we will discuss our discovery that flexible, yet robust documentation is the first step in training others for CBM reporting, UT Austin's journey to modernize our processes, and the successes and failures we've encountered along the way.

SESSION C | 4:45 to 5:30 p.m.

Using the Economic Hardship Index to Drive Student Success

Level: Beginner

Audience: All

Track: Plan & Evaluate

Presenter(s): Douglas Walcerz - *Lee College*

Virtually all colleges and universities in Texas used to have student success goals based on race/ethnicity and gender in part because SACSCOC guidance for Standard 8.1 states:

'In order to maximize institutional effectiveness in the area of student achievement goals, member institutions should also disaggregate graduation rates by appropriate demographics. Those demographic characteristics typically include gender, race, ethnicity, and Pell/Non Pell status. Institutions may also disaggregate graduation rate data by other student population characteristics. If any categories that are not standard are used, the institution should include definitions. For the various types of disaggregation the institution should provide a rationale for their use. Institutions should, as a result of the analysis of such disaggregated data, report any ongoing institutional strategies to seek improvement in closing completion gaps among student populations when addressing compliance with this standard.'

The passage of the Anti-DEI bill in the 88th Legislative Session prohibits colleges and universities from designing or implementing programs based on race/ethnicity or gender, and also prohibits colleges and universities from setting goals or targets for student success based on race/ethnicity or gender according to legal interpretations from TASB and others.

This session presents the Economic Hardship Index as a practical and useful characteristic for setting goals and driving student success initiatives. The Economic Hardship Index also helps institutions meet SACSCOC Standard 8.1 because guidance from SACSCOC allows institutions to use 'other student population characteristics' as long as they provide a definition and rationale.

This session will provide a complete definition of the Economic Hardship Index, show how it is calculated using data that are already in the Student Information System combined with US Census data, and provide examples of how it is being used at Lee College to drive student success initiatives.

Mitigating Early Student Loss Through Internal and External Collaborations

Level: Beginner

Audience: All

Track: Collect, Analyze, Interpret & Report

Presenter(s): Sayeeda Jamilah & Dillon Lu & David Mahan - *Dallas College*

The presenters will highlight the design and implementation of the Admission model to calculate probability scores for each Dallas College applicant, predicting one's likelihood of enrollment based on a robust set of time-dependent required indicators and student characteristics. Steps to operationalize the model via Rapid Insight's Construct and Predict platforms for use across the College will also be demonstrated. Presenters will also discuss collaborations with RAND and Graduation Alliance (outreach firm specializing in dropout recovery and re-enrollment) to implement the collection of data from enrolled students who withdrew before census date and from college staff supporting students during the registration process. The session will end with a 10 to 15-minute discussion of next steps and the application of the research and Q&A.

Maximizing the Value of Portable Data in Higher Education

Level: Intermediate

Audience: 2-Year Public

Track: Educate Information Producers, Users, & Consumers

Presenter(s): Richard Plott - *Kilgore College*

In today's data-driven landscape, understanding and leveraging portable data is essential for both producers and consumers in higher education. This session will provide attendees with actionable insights into how to effectively produce and utilize critical information-such as enrollment statistics, retention rates, completion outcomes, and employment data-to inform strategic decisions.

Participants will explore best practices for data sharing and discover innovative tools that facilitate analysis and interpretation of key metrics. We will also discuss how to foster a culture of data-driven decision-making within institutions, empowering educators and administrators to enhance student experiences and drive institutional success.

Join us to learn how to harness the power of portable data, enabling your institution to navigate challenges and seize opportunities in an increasingly competitive environment. Whether you're a seasoned data user or just beginning your journey, this session will equip you with the knowledge to maximize the impact of your data initiatives.

Projecting Incoming Cohort Size, Characteristics, and Course Enrollments via Machine Learning

Level: Intermediate

Audience: All

Track: Collect, Analyze, Interpret & Report

Presenter(s): Scott Cook & Morgan Carter - *Tarleton State University*

The Admitted Matriculation Projection (AMP) is a supervised machine learning model (LightGBM), that predicts the size, characteristics, and course enrollments of the incoming Fall cohort up to eight months in advance. Using weekly snapshots of historical application activity, AMP compares each student admitted for the Fall term to contemporaneous data on prior cohorts to generate individualized probabilities to enroll in approximately 75 lower-level courses. This granular approach at the level of student-course pairs yields greater accuracy and flexibility than traditional methods based on extrapolating historical aggregate enrollments. AMP also accounts for fluctuations in application activity and projects cohort characteristics, such as demographic composition, academic background, and geographic distribution. We highlight AMP's use of advanced, free, open-source Python packages like FLAML (automated machine learning), MiceForest (missing data imputation), and SHAP (model explainability) that could assist a wide range of predictive IR tasks.

Maximizing Institutional Success with Xitracs: Streamlining Accreditation & Credentialing- CANCELLED

Level: Beginner

Audience: All

Track: Sponsor Session

Presenter(s): Christine Marsh - *Concord USA, Inc.*

Join us for an insightful session on how the Xitracs platform can support your institution's accreditation and credentialing processes. Designed for TAIR attendees, this presentation will showcase the powerful features of the Credentials and Accreditation modules, demonstrating how they simplify compliance, improve reporting, and enhance institutional effectiveness. Learn how Xitracs can help your institution stay ahead in planning, assessment, and accreditation with an intuitive and efficient approach.

Trends in Student Debt and Financial Aid

Level: Intermediate

Audience: All

Track: Current Issues & Research in Higher Education

Presenter(s): Chrys Dougherty & Christina Zavala & Ken Pon - *Texas Higher Education Coordinating Board*

The session will present trend statistics on student debt and financial aid over a 15-year period. We will reserve at least 20 minutes for discussion of how these trends should be interpreted, what additional analysis should be done, and what messages should be conveyed to policymakers from these data.

Thursday, Feb 27 | TAIR Registration | 7:30 a.m. to 4:00 p.m.
Location: Credenza Foyer Area

Thursday, Feb 27 | Breakfast | 7:30 to 9:00 a.m.
Location: Corpus B/C

General Session & Keynote | 9:00 to 10:15 a.m.

Dr. Jason Simon

Associate Vice President of Data, Analytics and Institutional Research, University of North Texas

Creating Change with Analytics:
The Not-So-Secret Analytics Playbook Built By and For IR Practitioners

In this closing keynote, Jason will share a behind the scenes view of how this important resource came into being, who participated, and why it matters to our institutional research efforts across the State. Jason will also share why utilizing the resources within this comprehensive tool can help accelerate your campus analytic maturity journey. Jason believes our work is often challenging enough as it is and sometimes a solid resource can really make an impact. This conversation is designed to help expose you to the playbook, save you time, offer you outstanding tools, and grab some quick wins in our ever-evolving data landscapes.

With 30 years of higher education experience, Dr. Jason Simon serves as Associate Vice President of Data, Analytics and Institutional Research (DAIR) at the University of North Texas. He leads a comprehensive enterprise-wide data warehouse team of 12 that brings together data sources from across campus to promote data informed decision making for UNT. Dr. Simon also serves as an affiliate faculty member for UNT's Department of Counseling and Higher Education, and is a frequent speaker at local, regional, and national conferences on data, analytics, AI/NLP, and institutional culture. His writings focus on how campus culture can impact the success or failure of data and analytic projects. Dr. Simon was one of two institutional researchers to help draft the "Change with Analytics" statement which is promoting data informed decision making in new ways across higher education. Finally, he currently serves as a UNT representative on the Bill and Melinda Gates Foundation grant for AIR/EDUCAUSE/NACUBO to improve analytic maturity in higher education. This work was just released in September, 2024 at https://changewithanalytics.com/playbook/.

SESSION D | 10:30 to 11:15 a.m.

From Application to Aid: Data Dashboards Driving Financial Decisions - CANCELLED

Level: Beginner

Audience: All

Track: Collect, Analyze, Interpret & Report

Presenter(s): Chun Du & Taylor Souryachak - *Dallas College*

In today's data-driven landscape, the ability to leverage real-time insights is crucial for the operational success of financial aid departments. The Data Management & Reporting Department at Dallas College has developed a series of Financial Aid Dashboards that enable the Financial Aid Office to work more efficiently and make informed decisions that directly impact students' success. This session will focus on three key dashboards: the FA - FAFSA & TASFA Processing Report, the Financial Aid Dashboard, and the Deregistration Dashboard, each playing a vital role in streamlining financial aid operations.

1. A - FAFSA & TASFA Processing Report: This dashboard consolidates financial aid application data, making it easy for staff to track FAFSA and TASFA application submissions by financial year and categorize applicants based on verification status. By monitoring trends month-by-month, the Financial Aid Office can anticipate processing loads, identify gaps, and develop targeted outreach strategies for students at risk of missing aid opportunities. This report provides key insights into the completion status of aid applications and helps streamline communication with students who need to submit additional documentation.
2. Financial Aid Dashboard: The Financial Aid Dashboard is designed to provide a detailed view of aid disbursement across different categories, such as PELL grants, loans, and state grants. By tracking the amounts awarded and disbursed, the dashboard enables staff to address bottlenecks and ensure timely aid distribution. The tool offers demographic and enrollment insights, helping align financial aid with broader student retention and success strategies. By giving a clear, real-time picture of aid flow, this dashboard plays a key role in supporting decision-making for institutional planning.
3. Deregistration Dashboard: The Deregistration Dashboard focuses on identifying students at risk of deregistration due to outstanding financial balances. With this tool, the Financial Aid Office can proactively identify at-risk students and intervene to help them resolve their financial obligations before they are deregistered from their courses. This dashboard integrates course-section data to offer detailed information about students' enrollment status and financial holds, helping staff prioritize outreach efforts and prevent disruptions in students' academic progress.

Throughout the session, we will emphasize the collaborative process between the Institutional Research/Data Management & Reporting (IR/DMR) team and the Financial Aid Office. This partnership ensures that the dashboards are both user-friendly and responsive to the specific needs of financial aid professionals. IR/DMR's role in the design, data integration, and ongoing maintenance of these dashboards ensures data accuracy and relevance for all users.

Developing a Tool to Predict First-Time Freshmen Academic Success

Level: Intermediate

Audience: 4-Year Public

Track: Current Issues & Research in Higher Education

Presenter(s): Tristan Young & Nicholas Hudzinski & Glenn Harris & Brandon Cooper - *Sam Houston State University*

This session will focus on how Sam Houston State University (SHSU) integrates predictive analytics into its academic support framework to deliver targeted interventions for at-risk first-time freshmen (FTF). Presenters will demonstrate how the predictive models' outputs are used within a practical tool, enabling care units to identify students who are not already flagged by the early alert system. Care units can view key risk factors and route cases effectively. Attendees will learn how these insights drive more precise interventions through sheltered campaigns and inform strategies for improving first-term GPA outcomes. The session will also highlight SHSU's approach to model recalibration after the seventh week of the term, ensuring timely and adaptive interventions that enhance student success. Participants will leave with actionable strategies for implementing similar predictive models and tools at their own institutions.

Strategies for Using Student Progress Grades to Promote Student Engagement in Support of Successful Final Course Grade Performance

Level: Intermediate

Audience: All

Track: Stewards of Data & Information

Presenter(s): Rick Leyva - *Dallas College- Richland Campus* & Thomas Lackey - *Dallas College- El Centro Campus*

Since 2018, Dallas College (formerly Dallas County Community College District) provides students with progress grade information for selected course sections that include faculty comments related to current performance and suggestions that may lead to final course grade success. This presentation will share how Dallas College's progress grade reporting process was established in support of the Dallas County Promise effort and how this process has evolved through current state. Success stories and issues that have been encountered along the way while establishing ways to utilize the data to promote faculty progress grade reporting, students use of the progress grade information for engaging with student support services to improve grade performance, college-wide progress grade reporting and the use of technology to send students progress grade notifications in support of successful course completion initiatives. The student progress grades initiative has not only provided students with a formal process for understanding their midterm grade course performance but has also provided the college with the faculty perspective- the only opportunity for college-wide assessment based on midterm student grades through the lens of faculty who provide students with the recipe to achieve course learning outcomes through successful course completion.

AIRES: A Specialized STEM Internship Program

Level: Intermediate

Audience: 2/4-Year

Track: Current Issues & Research in Higher Education

Presenter(s): Perla Echeverria & Arturo Villarreal & Claudia San Miguel & Marcus Ynalvez - *Texas A&M International University*

This presentation within this speaker session will provide an overview of the strategies used to design and manage an innovative STEM internship program tailored for upper-level undergraduate students at a Hispanic Serving Institution. We will outline the detailed process for recruiting, screening, interviewing, and selecting candidates, as well as how to align internship opportunities with students' academic and professional goals. Additionally, the session will present findings on the AIRES internship program's impact on psychosocial outcomes, including students' sense of belonging, self-efficacy, and sense of identity within STEM disciplines.

Going with the Flow: Using the THECB Texas Talent Trajectory Dashboard to Understand High School Students' Path to Higher Education

Level: Beginner

Audience: 2/4-Year

Track: Collect, Analyze, Interpret & Report

Presenter(s): Sharon Wong & Alyssa Ibarra & Amy McCurdy - *Texas Higher Education Coordinating Board*

This session will introduce the T3 dashboard and discuss the purpose and key questions that the dashboard addresses. We will provide a walk-through demonstration of the dashboard and discuss several use cases in which the dashboard may be used to provide insights. In this session, we will also address some unique benefits and challenges associated with the data used in this dashboard and the technical aspects of setting up a public-facing, FERPA-compliant dashboard in Power BI. We will encourage audience members to ask questions and provide feedback on the dashboard, with the intention of addressing these questions in future dashboard updates.

COACHE Faculty Satisfaction Survey Analytics and Reporting

Level: Intermediate

Audience: All

Track: Collect, Analyze, Interpret & Report

Presenter(s): Jessica Pamplin & Reynaldo Quiroz & Dan Hubbard - *University of North Texas*

The Collaborative on Academic Careers in Higher Education (COACHE) faculty satisfaction survey, administered by the Harvard Graduate School of Education, is a comprehensive survey of faculty sentiment regarding teaching, service and research, tenure and promotion, departmental engagement and collegiality, and other aspects of the academic experience. The University of North Texas has participated in the survey since 2006, with the latest administration occurring in 2024. Or team, known as Data, Analytics, and Institutional Research (DAIR) at UNT, is tasked with data management, analysis, reporting and visualization for the survey, and utilization of the results has led to significant positive changes within the Division of Academic Affairs. In this session we will discuss our methodology for data analysis, reporting, and dissemination of results. Our partnership with the University of Missouri (another COACHE partner), new techniques of analyzing the data, and methods to automate reporting and visualization will be presented.

SESSION E | 11:30 a.m. to 12:15 p.m.

Utilizing predictive model to project the student-centric schedule

Level: Intermediate

Audience: All

Track: Current Issues & Research in Higher Education

Presenter(s): Gayathri Krishnamoorthy & Daniel Le - *Dallas College*

The Academic Scheduling Department is responsible for creating course sections' schedules for all students enrolled at Dallas College. To support the goal of increasing students' enrollment while strategically maintaining resource utilization, the researchers of this department would like to apply both prescriptive statistics and predictive analytics to better project the number of course sections required for the future academic semesters. Both historical and current enrollment trends are collected and monitored carefully. In addition, the researchers also collect course section level data as well as other students' enrollment behavior level data to identify any potential impacted factors on the enrollment trend. This study is preliminary and will be improved every semester to better assist with the daily operations of the scheduling work.

The Impacts of Texas Educational Opportunity Grants on Student's Outcomes

Level: Advanced

Audience: 2-Year Public

Track: Current Issues & Research in Higher Education

Presenter(s): : Xiqian Liu - *Texas Higher Education Coordinating Board*

This session will be led by Power Point Slides and it's a study on the impact of the Texas Educational Opportunity Grant (TEOG) on student outcomes at Texas two-year public institutions. I will begin by introducing the TEOG program and its policy background, followed by a K-means clustering analysis that shows how TEOG funding is distributed differently across institutions and the impacts of these differences on student outcomes. Next, I will explore the research questions focused on how the grant affects student persistence, degree attainment, and workforce participation. The session will conclude with a discussion of the findings, offering policy implications and recommendations for improving financial aid distribution and student success.

A Coherent Data Model for Learning Assessment

Level: Intermediate

Audience: All

Track: Plan & Evaluate

Presenter(s): Douglas Walcerz - *Lee College*

Insufficient evidence of assessment and continuous improvement remains the most frequent problem during SACSCOC reaffirmation, with about one out of ten schools being required to submit follow-up reports. Despite over twenty years of focusing on outcomes assessment, many colleges and universities still struggle to scale and sustain a meaningful assessment system. The new data model being presented in this session is very different from the systems that have been promoted in the past and overcomes many of the obstacles that cause other systems to fail.

Market Research and Strategic Planning with BLS and IPEDS Data

Level: Intermediate

Audience: All

Track: Collect, Analyze, Interpret & Report

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

In today's rapidly evolving educational landscape, institutional researchers and academic leaders are tasked with making strategic, data-informed decisions to guide academic program planning and resource allocation. Leaders in higher education often face complex questions, such as, 'Do we need more graduates in a particular program within our region to meet local workforce demands?', 'Should this program be offered online, in a traditional residential format, or a blend of both?', 'How do my programs perform in relation to institutional goals?', and 'How can we best allocate resources to maximize program impact?'. Addressing these questions requires a robust understanding of available data sources, such as the Integrated Postsecondary Education Data System (IPEDS) and Bureau of Labor Statistics (BLS) data. This 45-minute presentation is designed to empower institutional researchers at all levels and academic leaders with practical tools and strategies for harnessing IPEDS and BLS data in academic program planning. Participants will see how to retrieve relevant information from IPEDS and BLS databases. They will also see how to utilize this data to address specific program planning questions, such as aligning graduate output with labor market needs or comparing program demand across modalities (online vs. residential). By learning how to synthesize these datasets into actionable insights, participants will be able to deliver impactful recommendations to institutional stakeholders, helping their institutions stay competitive and responsive to evolving educational and economic landscapes.

Building Student Personas with a Focus on Energizing Data Driven Decision Making

Level: Intermediate

Audience: All

Track: Educate Information Producers, Users, & Consumers

Presenter(s): Tom Glenn & Heather Lindley - *Midland College*

Please join us as we discuss how Midland College developed student personas with a focus on not only understanding our students better but also ensuring we came out of the process with a valuable tool to provide actionable data. We will discuss our development process, lessons learned, and how we have started to utilize our personas across the campus.

Thursday, Feb 27 | Networking Lunch/Business Meeting/Awards | 12:15 to 2:00 p.m. Location: Corpus B/C

SESSION F | 2:15 to 3:00 p.m.

Factors Impacting Community College Students' Transfer and Baccalaureate Completions

Level: Intermediate

Audience: All

Track: Current Issues & Research in Higher Education

Presenter(s): Hongxia Fu & Paula Guidry-Zeba & Zhiwei Zhen - *Dallas College*

Student transfer is a key goal of community college education, while Texas public universities continuously engage in outreach to recruit these students. Transfer outcomes are also critical to state funding formulas for institutions. Understanding the factors affecting community college transfer students is essential to enhancing operational effectiveness on both sides of the transfer process. According to the Texas Higher Education Coordinating Board (THECB), 76.3% of community college transfer students were accepted and enrolled in public universities in fall 2022, significantly higher than the 53.5% acceptance rate for new freshmen across Texas. However, THECB data shows that, for the junior cohort of 2018, community college transfer students took two more years to complete their degrees than non-transfer students (7.3 years vs. 5.2 years), and their degree completion rate was 18% lower (68% vs. 86%). This highlights an urgent need to better understand the unique characteristics of this population to support their academic success.

This study addresses two key research questions:
1. What types of students are more likely to transfer to a 4-year university?
2. What types of transfer students are more likely to succeed or face challenges?

The answers to these questions can help both community colleges and universities better allocate resources and provide tailored support services to foster student success.

Key findings of the study include:
- Students transferring in the fall have completed the highest number of credit hours, while those transferring in the summer have the fewest.
- Only 28% of students who transferred had initially indicated that transferring was their primary reason for attending community college.
- Among transfer students, 20% had engaged in "swirling" between multiple institutions. Regarding baccalaureate degree completion:
- Students who earned a credential at a community college had a 14% higher completion rate at 4-year institutions compared to those who did not.
- Students who completed 6, 15, and 18 credit hours showed higher completion rates than others.
- Specific populations such as first-generation students did not show significant differences in completion rates. However, student parents, adult learners, Pell Grant recipients, and out-of-state students had lower completion rates, with student parents having the lowest.

To further refine predictions on transfer likelihood and timing, we are testing predictive models and will share findings on correlations and predictive accuracy at the conference.

Cultivating Data Culture: Data Mindsets & Behaviors to Fuel Success

Level: Beginner

Audience: All

Track: Operations & Leadership

Presenter(s): Jason Simon - *University of North Texas*

Discover how to elevate your institution's data ecosystem by embracing new mindsets and nine essential data-forward behaviors. In this session, you'll learn to navigate campus culture, overcome common barriers, and drive data maturity across your organization. Walk away with practical strategies to enhance data literacy, foster collaboration, and build a data-driven environment that promotes institutional success. Ideal for Institutional Researchers aiming to become leaders in data innovation, this session offers actionable insights for transforming how your campus uses data.

Post-College Financial Outcomes: Am I Better Off Going to (Your) Institution?

Level: Beginner

Audience: All

Track: Plan & Evaluate

Presenter(s): Alexei Matveev - *SACSCOC*

The financial success of college graduates is certainly not the only or primary purpose of post-secondary education. Colleges and universities have traditionally been about enlightenment, self-actualization, the public good, and sustaining an informed citizenship. However, the financial stability and viability of college graduates are increasingly becoming an important focus of various higher education stakeholders. Students and their families are asking questions such as -- Is it financially worth it to go to college? Why is the cost of attending college so high? Will I be able to pay off my student loans? What type of living can I (and my family) expect as a result of going to college? Consequently, the same questions are asked by legislators, government officials, think tanks, and the media. For example, the federal Department of Education is now using multiple metrics related to student borrowing and post-college earnings in its evaluation and recognition reviews of institutional accreditors such as SACSCOC.

It is important to emphasize that this emerging focus on post-college financial outcomes is not replacing the traditional values - enlightenment, self-actualization, public good, and an informed citizenship are still and will be guiding institutional missions - rather, the concept of student achievement and success is expanding to explicitly include the financial component. Thus, colleges and universities should understand postsecondary financial outcomes and their role in how to improve these outcomes for their graduates within the constraints set by individual choices (borrowing, loan repayment, career trajectories), regional differences, labor market conditions, and the state of the overall economy.

To support member institutions and student's post-matriculation financial success, in June 2024, the SACSCOC Board of Trustees approved the Interpretation of Standard 12.6 (student debt and financial literacy) to include the expectation that member institutions identify a Key Post-College Financial Indicator (KPCFI) measure. SACSCOC member institutions are expected to monitor, evaluate, and report on student post-college financial outcomes. Institutions will be asked to identify a KPCFI in early spring 2025 and the Interpretation will go into effect in September 2025 with the submission of Compliance Certifications Reports by the Reaffirmation Class of 2026, Track B institutions.

This session will identify specific KPCFI reporting expectations or compliance components embedded in the new Interpretation of Standard 12.6. In addition, an overview of various KPCFI metrics (and associated data sources) will be provided to facilitate institutional selection of the KPCFI measure for tracking, monitoring, and reporting purposes. These metrics include post-college income, education debt, ratios of earnings to education debt and costs, student earnings contextualized within the institution's state, and a bevy of other measures. The session participants will be encouraged to explore how their institutions perform on various metrics and select one that is the most appropriate given the institution's mission, the nature of the students it serves, and the kinds of educational programs offered.

Credentials of Value Methodology - Community College Finance

Level: Intermediate

Audience: 2-Year Public

Track: Collect, Analyze, Interpret & Report

Presenter(s): Taylor Cox & Xiqian Liu - *Texas Higher Education Coordinating Board (THECB)*

- Discuss key formulas and variables used to determine when students are passing the threshold
- Discuss how our team decided on some of the specific methodology
- Why we look at 10 years of wages post-graduation
- Where our 16 program areas are derived from
- How we determine the opportunity cost and why
- Go through a few case studies of hypothetical students
- Discuss barriers we have come across in our analyses for students and institutions

Proactively Equipping Decision Makers: Tableau Dashboards for Budgeting, Salaries, and Market Research

Level: Intermediate

Audience: All

Track: Educate Information Producers, Users, & Consumers

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

1. Relevance and importance of this research to the field of IR/IE/Assessment:
   - Provost and other academic leaders at any higher education institution need to make budgetary decisions, determining faculty salary and make decisions about new academic programs. This presentation will demonstrate three simple, but effective dashboards to assist Provost/Academic leaders to quickly get the needed information for data-informed strategic decision making. More importantly, this session will demonstrate how IR professionals can identify leaders' needs, be proactive and build tools for leaders to use for daily decision-making.
2. Intended audience of this presentation:
   - The Intended audience of this presentation would be Institutional Researchers at all level and Academic Leaders.

Empowering Excellence: Building an In-House Tool for Academic Program Assessment

Level: Intermediate

Audience: All

Track: Collect, Analyze, Interpret & Report

Presenter(s): Tariq Aziz - *University of Houston - Office of Institutional Research*

In this engaging presentation, we will explore the development of the Academic Program Assessment Reports (APAR) web app, an innovative in-house tool to transform the assessment process for university degree programs. Participants will gain insight into the app's key features, user interface, and integrations with existing systems.

Thursday, Feb 27| Sweets & Greets with the TAMUCC Mariachi Band| 3:00 to 3:30 p.m.

SESSION G | 3:30 to 4:15 p.m.

Texas A&M University's transformation of IR, data strategy and governance and HelioCampus partnership

Level: Intermediate

Audience: Public

Track: Stewards of Data & Information

Presenter(s): Michelle Mitchell & Christopher Huff & Mahmut Gundogdu - *Texas A&M University*

Hear how Texas A&M University is establishing University wide Data Vision, Strategy and Governance, in sync with transforming their Institutional Research (IR) office by leveraging the Helio platforms of:

Benchmarking, Assessment, Student Life Cycle, APM, Workforce Insights Financial Modeling and Data Analytics to produce a new Data Culture at Texas A&M. From this transformation, AGGIE Insights has been developed and is growing and evolving into a highly sought after strategic partner. Hear their journey of this transformation with an all access, unfiltered conversation with the team that has forever changed how data is used at Texas A&M University. The journey can be seen through several key steps to enhance its effectiveness and adaptability.

Revolutionizing Data Access: How Our IR Office Transformed Reporting, Management, and Evaluation (Transforming Data Access)

Level: Intermediate

Audience: All

Track: Educate Information Producers, Users, & Consumers

Presenter(s): Chun Du - *Dallas College*

In today's higher education landscape, the need for efficient and accurate data reporting is critical. We are facing the challenge of discontinuing a software that various departments rely on for professional and federal agency reports, often on tight timelines. One department is grappling with the prospect of meeting compliance requirements without this essential tool. This is where our Institutional Research (IR) office stepped in.

Our presentation will highlight how our IR office embarked on a mission to develop a dynamic tool to replace the software, resulting in substantial annual savings. We didn't stop at creating a reporting solution; we transformed the way the business office manages day-to-day tasks, reporting, and evaluation. This not only streamlined their reporting processes but also yielded more accurate data, user-friendly interfaces, and increased support for their everyday operations, ultimately reducing their workload and enhancing work efficiency.

We harnessed live data directly from student-submitted forms and linked students with their respective staff members. The result? A custom-designed dashboard that puts data at their fingertips. This dashboard is updated every day, ensuring the most current data is always available, and reports can be generated as needed. We extended our efforts by developing another customized dashboard, enabling different offices and department groups to monitor student progress, course enrollment, grades, retention, financial aid, and graduation outcomes, all with constantly updated data by themselves stored on their own drives. This empowers them to identify students requiring targeted support and provide customized services, ultimately enhancing student success.

IPEDS Flat file uploading

Level: Intermediate

Audience: All

Track: Collect, Analyze, Interpret & Report

Presenter(s): John Carroll - *Tarleton State University*

Are you looking to save time and reduce errors when entering data into IPEDS? Join us for an informative session designed to simplify your data management processes. Manual data entry can be tedious and prone to mistakes, but by learning how to create and upload flat files, you can streamline your IPEDS submissions and improve accuracy.

In this session, you will:
- Recognize the Benefits: Understand the advantages of uploading files into IPEDS, including time savings and enhanced data integrity.
- Locate Resources: Discover where to find essential online documentation for creating flat files tailored for IPEDS uploads.
- Create Your Files: Follow a step-by-step guide on how to generate files ready for upload to IPEDS, ensuring you cover all necessary variables.
- Define Key Variables: Learn about the specific variables required in your files for successful submission to IPEDS.
- Upload with Confidence: Gain insights into the upload process, including best practices for ensuring your data is accurately reflected in the IPEDS portal.

We'll also delve into practical examples, including reviewing SAS code used to create these files, empowering you to implement these strategies at your institution. Don't miss this opportunity to enhance your IPEDS data management skills and make the submission process smoother and more efficient!

Changing Tides: Moving SACSCOC Standards 6.1 and 6.2b from Excel to Tableau

Level: Intermediate

Audience: 4-Year Public/Private

Track: Collect, Analyze, Interpret & Report

Presenter(s): Jiashi Zhao & Erin Mulligan-Nguyen - *Texas A&M University - Corpus Christi*

Our presentation will start with a short introduction of our university and department as well as providing an overview of our role in institutional research and assessment. The main focus will be on SACSCOC Standards 6.1 and 6.2b in Tableau, which we will break down into four components:

1. Discussing why we need to move from Excel to Tableau
2. Reviewing available data sources and custom data development
   - THECB CBM008 & CBM00S
   - Banner forms
   - Custom data development including:
     - PAIRS Course Inventory
     - Decode Course Degree
3. Developing the dashboard
4. How we deployed the dashboards and to whom

The presenters will leave time at the end of the presentation for questions and answers.

Pathways from K-12 into the Labor Market

Level: Intermediate

Audience: All

Track: Current Issues & Research in Higher Education

Presenter(s): Chrys Dougherty & Christina Zavala - *Texas Higher Education Coordinating Board*

At the Texas Higher Education Coordinating Board we have embarked on a project to analyze pathways from high school graduation through various post-high-school pathways into the labor market: for example, what is the wage distribution seven years after high school graduation for students following this pathway? This will expand on this year's TAIR presentation where we showed transfer and completion probabilities of community college students based on their post-high-school academic readiness and full-time status.

The session will present results from analyses of the numbers of students passing through various gateways immediately after high school graduation, and the higher education completion and labor market outcomes of students following subsequent pathways.

Legitimizing Affective Learning Outcomes Assessment

Level: Intermediate

Audience: All

Track: Plan & Evaluate

Presenter(s): Misty Song & Vince Nix - *West Texas A&M University*

Researchers will present and demonstrate a novel approach to evaluating efforts toward assessing affective learning outcomes. Ever since the development of Bloom's Taxonomy, educational institutions have primarily focused on the cognitive learning domain, concerned with the transmission and acquisition of knowledge and skills. Recently, educators and researchers have become more interested in the affective domain-concerned with attitudes, emotions, and values-and how it affects student learning outcomes. While it is important to address affective-domain learning in any educational setting, one discipline giving it particular attention is nursing; their accrediting bodies are increasingly incorporating affective learning outcomes (ALOs) in their criteria. Thus, examining how nursing programs assess for ALOs may give insight into how to successfully integrate affective-domain learning into all curricula.

SESSION H | 4:30 to 5:15 p.m.

Charting Our North Star: The Role of the Office of Institutional Research and Analytics in Developing Austin Community College's Theory of Change

Level: Beginner

Audience: All

Track: Educate Information Producers, Users, & Consumers

Presenter(s): Susan Burkhauser & Jenna Cullinane Hege - *Austin Community College*

The presenters will first introduce the concept of a Theory of Change and its use in strategic planning. Next, they will share Austin Community College's journey to develop a Theory of Change to achieve their "North Star" for improving student success and the collaborative process the College used to build and refine it. Finally, they will share the role the Office of Institutional Research and Analytics (OIRA) played in the development of the Theory of Change, with particular attention to the data supporting it, and how OIRA partnered with College stakeholders to facilitate opportunities for employees to dive deeply into the data supporting the ToC and engage with one another in doing so. They will also discuss lessons learned in the process.

The presenters will encourage audience engagement using Mentimeter or Poll Everywhere and allow time for questions at the end of the session.

Utilize SAS to support course scheduling and faculty pay data

Level: Beginner

Audience: All

Track: Collect, Analyze, Interpret & Report

Presenter(s): Daniel Le - *Dallas College*

Dallas College is currently running parallel two ERPs: Colleague and Workday, until Workday fully goes live in Fall 2025. In February 2022, Workday HCM went live which put Finance and HR data were maintained in Workday while other Dallas College's functions, including course schedule data still live in Colleague. Due to the disconnection between the two systems, Dallas College needs a solution to pay Adjunct Faculty (data in Workday) based on their teaching assignments (data in Colleague).

Taming the Data Tides: Streamlining Database Workflows with Stored Procedures and GenAI

Level: Intermediate

Audience: All

Track: Collect, Analyze, Interpret & Report

Presenter(s): Farazuddin Mohammed & Jiashi Zhao - *Texas A&M University - Corpus Christi*

Join us as we explore how the Analytics team at the PAIRS department of Texas A&M University - Corpus Christi (TAMUCC) tackled challenges in database management by streamlining workflows and implementing automation solutions. This session will cover the strategic use of Stored Procedures and Generative AI tools like ChatGPT and Perplexity to automate tasks, optimize query efficiency, and elevate overall productivity.

Benchmarking Dallas College's Key Performance Indicators: Integrating Diverse Data Sources to Assess Institutional Success - MOVED TO SESSION E

Level: Intermediate

Audience: All

Track: Plan & Evaluate

Presenter(s): McKenna Griffin & David Mahan - *The Research Institute at Dallas College*

The presenters will explain how Dallas College leadership conceptualized a benchmarking schema to proactively identify areas of success and improvement, outlining the institution's Blue Sheet KPIs. They will show the process by which the College's KPIs were aligned to THECB and IPEDS metrics and how these datasets were merged with the institution's internal data. The visualization tool's multi-layered design will be showcased to emphasize how various data sources are connected to form a narrative of institutional progress. The session will end with a 10 to 15-minute discussion on future plans to evolve the interactive tool and Q&A.

Enhancing Research Insights: Leveraging Power BI to Empower End-User

Level: Intermediate

Audience: 4-Year Public/Private

Track: Collect, Analyze, Interpret & Report

Presenter(s): Bushra Tasnim Zahed - *The University of Texas at San Antonio*

The session "Enhancing Research Insights: Leveraging Power BI to Empower End-User" offers an in-depth look at using interactive dashboards for research management. It highlights three Power BI-driven reports:

1. Keyword-Based Award Tracking Report: This tool allows for filtering research awards based on keywords found in titles, abstracts, and keywords of an award. For example, end users can search for key words such as 'cancer', 'AI', 'cybersecurity,' to retrieve a full list of research awards with their principal investigator(s), award timeframe, award sponsor, and project focus details.
2. Award Summary Report: A compilation of recent grants that emphasizes interdisciplinary collaborations and substantial funding from prestigious sponsors over selected timeline.
3. Award Addendum Report: This report monitors awarded projects that are awaiting an official Notice of Award, which signifies final approval and documentation from the funding sponsor. By identifying these pending projects, it helps manage timelines and prepares for upcoming grants, offering insights into waiting periods and any potential delays in receiving official notice.

CBM Reporting 101: A Newcomer's Guide to Data Reporting for Texas Higher Education Institutions

Level: Beginner

Audience: All

Track: Collect, Analyze, Interpret & Report

Presenter(s): Torca Bunton - *Texas Higher Education Coordinating Board (THECB)*

Understanding the reporting process is essential for effective data management within Texas higher education institutions. This session provides a comprehensive overview of the CBM reporting system, including key data reports, submission timelines, and common challenges. Attendees will also gain valuable insights into navigating the portal for data submission, ensuring compliance, and identifying opportunities to improve the submission and editing process.

Friday, Feb 28 | Breakfast | 7:30 to 9:00 a.m.
Location: Corpus B/C

SESSION I | 9:00 to 9:45 a.m.

Dynamic Retention Model Deployment: Scalable, Cloud-Based Solutions for Timely Interventions

Level: Advanced

Audience: All

Track: Current Issues & Research in Higher Education

Presenter(s): Zhiwei Zhen - *Dallas College*

In this session, we will walk through the creation of a cloud-based, scalable student retention model designed to provide real-time risk assessments and insights for early interventions. Key topics include data integration, using Python for automated daily updates, and leveraging multiple data sources such as academic performance, student engagement, and financial aid. The session will outline the practical steps for deploying retention models at scale, ensuring institutions have the tools to target at-risk students effectively. Participants will also learn how to address the challenges of integrating various data sources and ensuring model accuracy in large educational settings. Attendees will leave with an understanding of how to develop retention models that are flexible, dynamic, and capable of improving student outcomes through data-driven strategies.

Using Confluence to Stay Organized and Improve Productivity

Level: Beginner

Audience: All

Track: Current Issues & Research in Higher Education

Presenter(s): Liza Farrell & Erin Mulligan-Nguyen & Whitney Kessinger - *Texas A&M University - Corpus Christi*

Discuss the value of creating a living document referencing step-by-step guidelines in achieving the best quality of results while increasing the efficiency of the process.

Examine how IR utilizes Confluence as a centralized repository for easy collaboration while ensuring consistency and standardization.

Discuss how Confluence empowers team members by providing the tools and information they need to perform their jobs effectively, leading to higher job satisfaction and productivity.

Make a Dashboard in minutes with Tableau and Power BI - CANCELLED

Level: Beginner

Audience: All

Track: Collect, Analyze, Interpret & Report

Presenter(s): Cara Hogan & Patrick Sanger - *Alvin Community College*

This session will provide a step by step, live demonstrations of both Tableau and Power BI and how they can create a course level enrollment dashboard ready for publication and use. Course level enrollment patterns are a key way to identify and analyzed to provide answers to key enrollment questions before the semester starts. A dashboard can provide a quick overview for decision makers and this session will show how quickly data can be explored in Tableau or Power BI.

Understanding Graduate Student Completion Rates and Student Success

Level: Intermediate

Audience: All

Track: Collect, Analyze, Interpret & Report

Presenter(s): Moumita Mukherjee & Susan Moreno - *University of Houston*

Graduate completion rates have increased over the years (Council of Graduate Schools, 2017); however, research shows that there are differences in graduation and completion rates for underrepresented and racial/ethnic sub-groups. For instance, Solinas-Saunders et al. (2024) found that overtime there has been a significant increase in graduation rates for Hispanic students. In this context, it is important to understand how graduation rates and timely completion serve as important student success measures. The proposed presentation utilizes the Texas Higher Education Coordinating Board (THECB) definition of graduation rates to examine the 5-year graduation rates for master's and 10-year graduation rates for doctoral and professional students. Using certified longitudinal data for graduate students who started in 2012 and/or in later cohorts at the institution, we will analyze graduate student graduation rate trends as an outcome of students' background characteristics and their program level. In this proposed session, the presenter(s) will share the statistical analyses that were utilized and the key results from such analyses. Future implications and limitations for graduate student graduation and completion rates will be discussed. This presentation is a continuation to the study that was presented last year at TAIR that showcased the graduate student graduation rates data model and an interactive dashboard.

THECB Internal DMR Onboarding + Ongoing Hub for Employee Resources

Level: Intermediate

Audience: All

Track: Operations & Leadership

Presenter(s): Brian Cordeau & Kim De La Cruz - *Texas Higher Education Coordinating Board*

Where is that procedure guide? When do we need to start running data for the Fall? Hey, remember that Learning Café we did last week? -- Where is the recording? What is the process for our Public Information Requests? How many requests are open right now? All these questions and more can be answered in our internal one stop shop for the DMR team. This session will talk about the history of building the DMR Hub, key elements that are included in the site, the continuous iteration and improvement, and how staff members value the Hub in their daily work. Also included in this session will be a discussion of how it has aided in onboarding new employees, making the transition to their new role as seamless as possible by putting everything in one, easily accessible location. Some key contributors on this project who are not attending TAIR this year are Alexis Karlson, Cheryl Rosipal, Karla Vazquez Lopez, and the agency's Project Management and Improvement team. Thank you, Team!
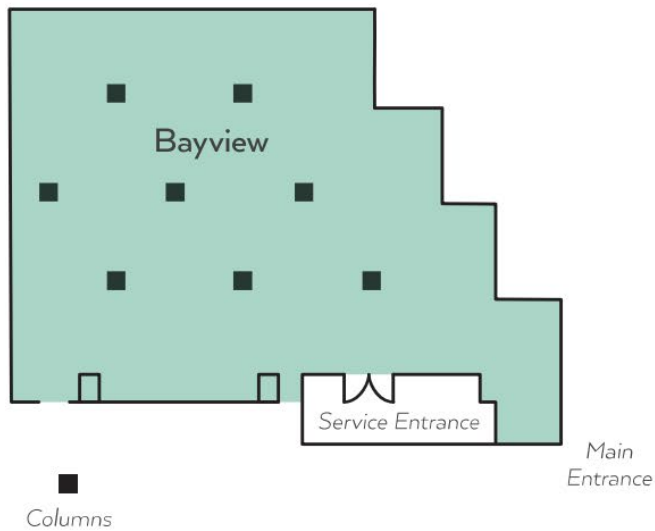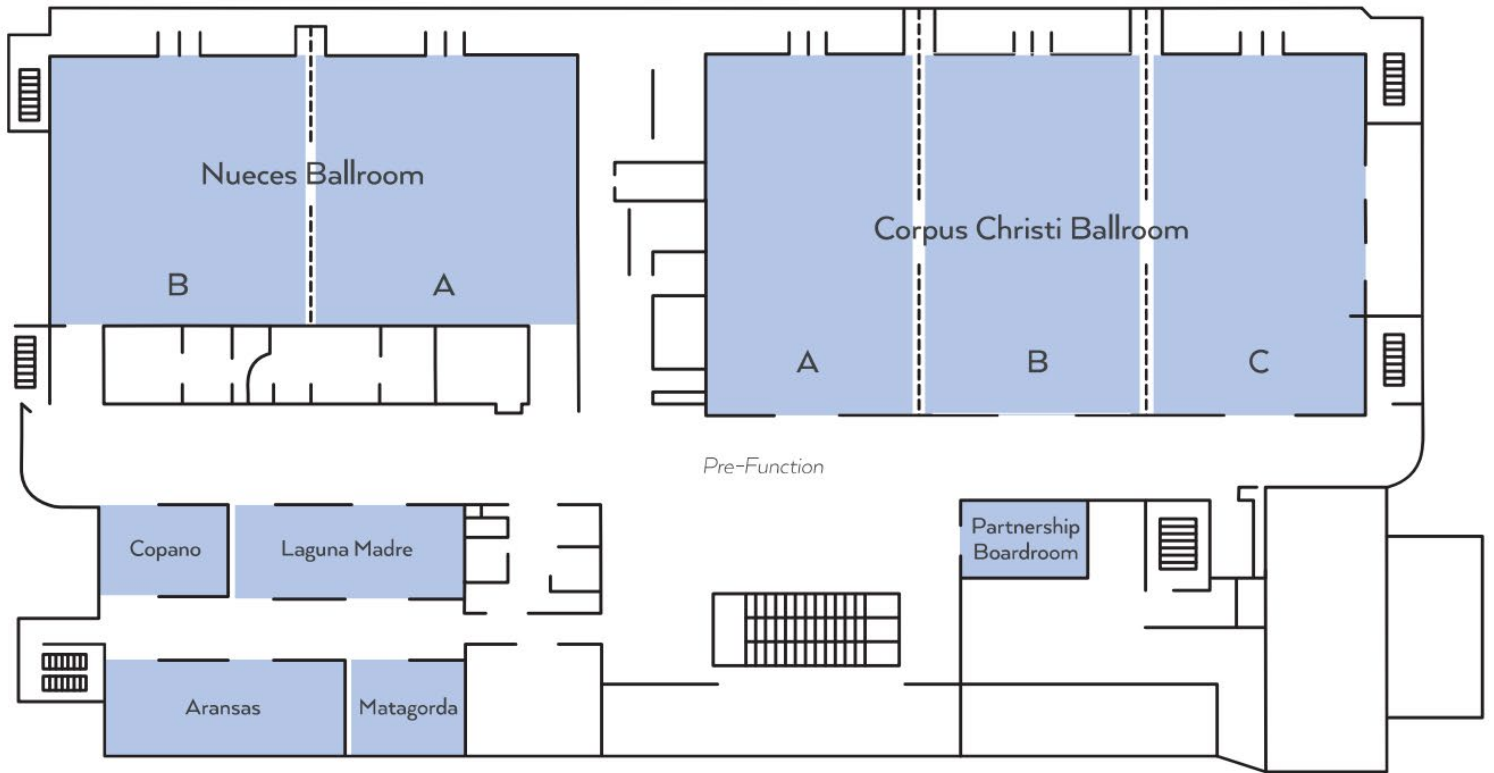
THECB Update | 10:00 a.m.

Closing Session | 10:45 - 11:00 a.m.

Executive Committee Meeting | 11:00 a.m. - 1:00 p.m.

HOTEL MAP

OMNI CORPUS CHRISTI HOTEL MEETING SPACE

Nueces Ballroom

B A

Corpus Christi Ballroom

A B C

Pre-Function

Copano Laguna Madre

Partnership Boardroom

Aransas Matagorda

Bayview

Service Entrance

Main Entrance

■

Columns

Tabel Topics

THECB Formula Funding Model

Predictive Analytics

Data Tools/ Resources

Power BI & Data Dashboards

Learning Outcomes and Assessment

SQL

OpenXLSX in the R Language

AI Prompts

Equity in Data Use

Qualitative Data in R

Measuring Institutional Effectiveness

Data and Strategic Planning

Future Trends in Analytics

Automation Tools

Advanced Analytics to Expand IR

Data Analytics Infrastructure on Campus

Work-Life Balance

IPEDS Reporting

Newcomers to IR/TAIR

CBM Reporting

Accreditation & Assessment

Data Governance

Corpus Christi Local Destinations

Republic of Texas Bar & Grill
- Cuisine: Steakhouse, Seafood
- Price: $$$$ (High-end, entrees $50+)
- Details: Located at the top of the Omni Hotel, the Republic of Texas Bar & Grill offers a fine dining experience with a focus on steaks, seafood, and wild game. Known for its panoramic views of Corpus Christi Bay, the restaurant is perfect for special occasions and up-scale dining. Their signature dishes include prime cuts of steak, lobster, and other fresh seafood options.

Water Street Oyster Bar
- Cuisine: Seafood, Sushi
- Price: $$-$$$ (Moderate, entrees $15-$30)
- Details: This downtown Corpus Christi seafood staple is famous for its fresh oysters and sushi, along with other Gulf seafood dishes. The menu features a wide range of seafood items like crab cakes, shrimp, and fish tacos. The sushi selection is also notable, with rolls like the Black Pearl and the Padre Island Roll being popular choices.

Blackbeard's On The Beach
- Cuisine: Seafood, American
- Price: $$ (Moderate, entrees $12-$25)
- Details: Blackbeard's on the Beach is a pirate-themed restaurant located near the Corpus Christi beach. It's a casual spot that's known for its seafood dishes and margaritas, offering a fun, family-friendly atmosphere with live music.

Dokyo Dauntaun
- Cuisine: Asian, Sushi
- Price: $$-$$$ (Moderate, entrees $15-$30)
- Details: Dokyo Dauntaun is a modern sushi and Asian-inspired restaurant in downtown Corpus Christi. Its menu includes sushi rolls, sashimi, and fusion dishes such as Korean BBQ beef don and pork belly fried rice. The sleek, contemporary interior and inventive dishes make it a trendy dining spot for sushi lovers and those looking for a more upscale Asian dining experience.

Railroad Seafood Station & Brewing Co.
- Cuisine: Seafood, American
- Price: $$ (Moderate, entrees $12-$25)
- Details: This restaurant offers a casual dining experience with fresh seafood and craft beer brewed in-house. Located in downtown Corpus Christi, Railroad Seafood Station is known for its Gulf Coast-style seafood dishes, including shrimp, oysters, and catfish, as well as a variety of beer on tap.

Elizabeth's at the Art Museum
- Cuisine: Mediterranean, Fusion
- Price: $$-$$$ (Moderate, entrees $15-$25)
- Details: Nestled within the Art Museum of South Texas, Elizabeth's offers a refined dining experience with Mediterranean-inspired dishes. The menu features items like flatbreads, hummus, and creative salads, all while guests enjoy stunning harbor views. This restaurant is known for its bright, bohemian atmosphere and is ideal for those looking for a mix of art, culture, and delicious food.

Executive Surf Club
- Cuisine: American, Bar & Grill
- Price: $-$$ (Affordable, entrees $10-$20)
- Details: Known for its laid-back surf-themed atmosphere, the Executive Surf Club is a popular hangout spot in downtown Corpus Christi. It offers classic American pub fare, including burgers, sandwiches, and fish tacos. The restaurant also features live music, a large outdoor patio, and a variety of craft beers. It's a great place to enjoy a casual meal or drinks with friends while listening to local bands.

Harrison's Landing
- Cuisine: Seafood, American
- Price: $$ (Moderate, entrees $15-$30)
- Details: Situated on the waterfront in Corpus Christi Marina, Harrison's Landing is both a restaurant and a marina. It offers a nautical dining experience with fresh seafood, burgers, and American classics. The restaurant features a large deck for outdoor seating, perfect for enjoying the sea breeze and watching the boats. Popular dishes include shrimp po' boys, seafood platters, and grilled fish. They also have a bar and often host live entertainment.

U&I Steak and Seafood
- Cuisine: Steakhouse, Seafood
- Price: $$-$$$ (Moderate to higher-end, entrees $20-$40)
- Details: U&I Steak and Seafood is a well-known family-run steakhouse that has been a local favorite for years. It offers a range of high-quality steaks and fresh seafood, including options like ribeye, filet mignon, lobster, and shrimp. The restaurant has a cozy, traditional ambiance with attentive service. It's popular for both casual dining and special occasions, providing a balance of hearty steak and seafood dishes.

Landry's Seafood
- Cuisine: Seafood, American
- Price: $$-$$$ (Moderate, entrees $20-$40)
- Details: Landry's Seafood is a well-known chain restaurant that specializes in fresh Gulf Coast seafood. Located along Corpus Christi Bay, this restaurant offers a classic seafood dining experience with a scenic waterfront view. The menu includes a variety of seafood dishes such as grilled fish, shrimp platters, oysters, and crab cakes, along with non-seafood options like steaks and pasta.

Thai Spice
- Cuisine: Thai
- Price: $$ (Moderate, entrees $10-$20)
- Details: Thai Spice offers a cozy, authentic Thai dining experience with a variety of flavorful dishes. The menu features traditional Thai cuisine, including curries, stir-fries, noodle dishes like Pad Thai, and soups such as Tom Yum. The restaurant has a warm and inviting atmosphere, perfect for casual dining. Thai Spice is known for its use of fresh ingredients and balanced flavors, with dishes that range from mild to spicy, catering to different taste preferences.

Vietnam Restaurant
- Cuisine: Vietnamese, Asian
- Price: $$ (Moderate, entrees $12-$25)
- Details: Vietnam Restaurant is a local gem offering authentic Vietnamese cuisine in a charming, family-owned setting. The menu includes traditional Vietnamese dishes such as Pho (Vietnamese noodle soup), fresh spring rolls, Banh Mi (Vietnamese sandwiches), and various rice and noodle dishes. Known for its fresh ingredients and homemade sauces, the restaurant provides a balance of light and hearty dishes. It's a favorite for those seeking authentic and flavorful Vietnamese meals in a relaxed, welcoming environment.

Mesquite Street Pizza and Pasta Co.
- Cuisine: Pizza, Italian-American
- Price: $-$$ (Affordable, entrees $10-$20)
- Details: Mesquite Street Pizza and Pasta Co. is known for its fun, casual atmosphere, specializing in hand-tossed pizzas and pasta dishes. The menu features a variety of creative pizza options, along with hearty pastas, subs, and appetizers like wings and mozzarella sticks. They also offer gluten-free pizza options. It's a great place to enjoy a laid-back meal with family or friends, and the restaurant is often a hub for local entertainment, including comedy shows and live music.

Frida's
- Cuisine: Mexican, Latin American
- Price: $$ (Moderate, entrees $12-$25)
- Details: Named after the famous Mexican artist Frida Kahlo, this restaurant offers a modern take on traditional Mexican cuisine. The vibrant and artistic décor reflects Frida Kahlo's influence, creating a colorful and inviting dining experience. The menu includes dishes like tacos, enchiladas, fajitas, and a variety of Mexican street food-inspired options. Frida's also has a well-curated selection of cocktails, including margaritas and other tequila-based drinks, making it a great spot for both meals and drinks.

El Camino
- Cuisine: Food Trucks, Eclectic
- Price: $-$$ (Affordable to moderate, entrees $8-$20)
- Details: El Camino is an outdoor food truck park that has quickly become one of the trendiest spots in Corpus Christi. It offers a rotating selection of food trucks serving a variety of cuisines, including tacos, burgers, and other street food favorites. With picnic-style seating and a lively outdoor setting, it's perfect for a casual night out. The park also has a bar offering a selection of local beers and cocktails, and they often host live music or other entertainment.

Southside Corpus Christi (Approximately 15 Minute Drive from Hotel)
Hu-Dat Noodle House
- Cuisine: Vietnamese, Asian
- Price: $$ (Moderate, entrees $10-$20)
- Details: Hu-Dat Noodle House is a local chain that specializes in Vietnamese cuisine, particularly pho and noodle-based dishes. The menu offers a variety of options including beef, chicken, and shrimp pho, as well as other traditional Vietnamese dishes like vermicelli bowls, banh mi, and fresh spring rolls. Known for its flavorful broths and generous portions, Hu-Dat is a popular choice for those seeking a hearty and authentic Vietnamese meal in a casual setting.

North Padre Island (Approximately 20 Minute Drive from Hotel)
Snoopy's Pier
- Cuisine: Seafood
- Price: $$ (Moderate, entrees $10-$25)
- Details: A casual seafood restaurant with outdoor seating and beautiful bay views.

Doc's Seafood & Steaks
- Cuisine: Seafood, Steakhouse
- Price: $$-$$$ (Moderate, entrees $15-$35)
- Details: Located under the JFK Causeway, this restaurant offers fresh seafood, steaks, and a beautiful view of the Intracoastal Waterway. It's a perfect spot to catch the sunset while enjoying a variety of seafood, from shrimp to crab-stuffed flounder, and steaks.

Padre Pizzeria
- Cuisine: Italian, Pizza
- Price: $-$$ (Affordable, entrees $10-$20)
- Details: Padre Pizzeria is a popular spot on North Padre Island known for its hand-tossed pizzas and Italian-American favorites. They offer a wide variety of specialty pizzas with fresh toppings, as well as pasta dishes, salads, and calzones. The restaurant has a casual, family-friendly atmosphere and is a go-to choice for both dine-in and takeout. The menu includes fan favorites like the "Padre Special" pizza, which is topped with pepperoni, sausage, and vegetables.

Island Time Sushi Bar & Seafood Grill
- Cuisine: Sushi, Seafood
- Price: $$ (Moderate, entrees $15-$30)
- Details: A popular sushi spot on North Padre Island, known for its fresh rolls and seafood dishes. The laid-back atmosphere makes it a great choice for casual dining. It features a variety of sushi rolls, sashimi, and traditional seafood entrees.

Padre Island Burger Company
- Cuisine: American, Burgers
- Price: $-$$ (Affordable, entrees $10-$15)
- Details: This local burger joint is known for its handcrafted burgers, hearty portions, and casual vibe. It's a great place for families and those looking for a relaxed meal. Popular items include the jalapeño burger and the garlic parmesan fries.

Scuttlebutt's Seafood Bar & Grill
- Cuisine: Seafood, Bar & Grill
- Price: $$ (Moderate, entrees $12-$25)
- Details: A lively spot offering seafood, steaks, sushi, and bar favorites like wings. They often have live music, adding to the energetic atmosphere.

Dragonfly Restaurant
- Cuisine: American, Eclectic
- Price: $$-$$$ (Moderate, entrees $15-$30)
- Details: Offering a diverse menu that includes seafood, steaks, and gourmet burgers with a creative twist. Dragonfly combines American and international flavors in a trendy, casual setting.

Committees

Conference Program Committee

Program Chair - Morgan Carter, *Tarleton State University*
Conncurrent Session - Emily Rhodes, *UT Health Science Center - San Antonio*
Katie Robinson, *Collin College*
Sponsor Liaison - Dina Sosa-Hegarty, *Dallas College*
Keynote Liaison - Michele Hancock, *Tarleton State University*
Conference Brochure Editor - Alison Bolton, *Tyler Junior College*
Session Facilitators - Katie Robinson, *Collin College*
Discussion Tables - Kawan Jaramillo, *Lone Star College - Tomball*
Pre-Conference Workshops -Miriam Qumsieh, *University of Houston - Clear Lake*
Photographer - Sushil Pallemoni, *Del Mar College*
Local Liaisons - Sushil Pallemoni, *Del Mar College*
Erin Mulligan-Nguyen, *Texas A&M Corpus Christi*
Newman Wong, *Our Lady of the Lake University*

Elected Committee

Nominating Committee

Tracy Stegmair, *Texas Woman's University (Chair)*
David Brown, *Tyler Junior College*
Liza Farrell, *Texas A&M University – Corpus Christi*
Aaron Majek, *Sul Ross State University*
Dina Sosa-Hegarty, *Dallas College*

Membership Records *Committee*

Susan Moreno, *University of Houston (Chair)*
April Adams, *Austin Community College*
Bao Huynh, *Dallas College-Richland*
Jiashi Zhou, *Texas A&M University-Corpus Christi*
Kawan Jaramillo, *Lone Star College-Tomball*
Amon Seagull, *Austin College*

Financial Review Committee

Rick Levya, *Dallas College (Chair)*
Kate Proff, *Texas State University*
Bonnie Hurford, *Tarrant County College District*

Individual Appointments

Electronic List Manager
Faron Kincheloe, *Baylor University*
Historian
Morgan Carter, *Tarleton State University*
AIR Liaison
Tracy Stegmair, *Texas Woman's University*
SAIR Liaison
G. Marc Turner, *Texas State University*

Executive Committee

PRESIDENT
Faron Kincheloe
Baylor University
Waco, Texas
president@texas-air.org

VICE PRESIDENT/PROGRAM CHAIR
Morgan Carter
Tarleton State University
Stephenville , Texas
vice-president@texas-air.org

SECRETARY
Meghan Kajihara
North Central Texas College
Gainesville, Texas
secretary@texas-air.org

TREASURER
John Gonzalez
North Central Texas College
Flower Mound, TX
(940) 668-7731 ext. 4959
treasurer@texas-air.org

PAST PRESIDENT
Tracy Stegmair
Texas Woman's University
Denton, Texas
past-president@texas-air.org

PROFESSIONAL DEVELOPMENT OFFICER
Miriam Qumsieh
University of Houston – Clear Lake
Houston, Texas
professional-development@texas-air.org

COMMUNICATION OFFICER
Xiqian Liu
Texas Higher Education Coordinating Board
Austin, TX
communications@texas-air.org