

2002



Conference Copy
Bring to Conference

Surfing the Rising Tide of Information

Texas Association for Institutional Research

24th Annual Conference

February 20 - 22, 2002

Omni Marina Hotel
Corpus Christi, Texas

Surfing the Tide from Corpus Christi

This year has seen activities and effects that will have far reaching consequences for us all for some time to come. The impact of terrorist attacks may not have a direct influence on many of us, but the concept has provided us with a new prospective to ponder. The fact that we may have too much data to effectively process into meaningful information continues to be a major problem. The 2002 TAIR conference provides us with the opportunity to *surf the rising tide of information* and still be upright when the wave crashes on the shore.

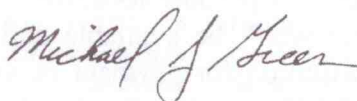
The program committee has worked very hard to put together an outstanding conference program that will provide conference attendees with many opportunities for expanding our horizons. We have scheduled nineteen concurrent sessions, twelve roundtables, six pre-conference workshops, two post-conference workshops, and an excellent Resource Fair. On Thursday afternoon there will, again, be time for sector SIGs. Our general session speakers address the impact of overwhelming data from unique perspectives. Leading off the conference is a familiar face, Dr. David England, now the President of Des Moines Area Community College, speaking on transition from Institutional Researcher to College President. On Thursday morning, Dr. Robert Furgason, President of Texas A&M University Corpus Christi, will expand on Dr. England's presentation and discuss the impact and influence of institutional research while the university moved from upper-level to a comprehensive four-year institution. This year's luncheon speaker, Dr. Patrick Michaud, Professor of the Conrad Blucher Institute of Surveying and Science, will amaze and entertain us with methods used to process huge amounts of data gathered by the Coastal Tide Network. On Friday, Dr. Bill Franklin, past President of the SACS delegate assembly, will give us the latest interpretation and meaning of the revised SACS Criteria.

The Local Arrangements committee has provided many opportunities to see each other and beautiful Corpus Christi. This year's **Meet, Munch and Mingle** will provide us with an opportunity to socialize, get re-acquainted, and to meet the candidates for TAIR offices. The Conference Special Event will be **"Surf and Turf By The Bay."** Join us for an evening of involvement and awareness of the inhabitants of the Texas State Aquarium. The experience will be unique and enjoyable, and the food will be outstanding.

Take this opportunity to attend several informative presentations, get together with colleagues, exchange ideas, and surf more than the internet. You'll have the time of your life in the beautiful jewel of the gulf, Corpus Christi.



Maryann S. Ruddock
President



Michael Green
Vice-President and President-Elect
Program Chair

Registration Information

The conference registration form (centerfold of this brochure) should be completed and postmarked to Jana Marak, TAIR Treasurer, by December 21st. The registration fee of \$100.00 includes membership, breaks, luncheon, and two breakfasts. Special rates are available for qualifying emeritus and full-time graduate student members (see below). Late Registration – a \$20.00 late fee will be assessed for any registration postmarked after December 21st.

Conference Fees:

Individual Members, includes conference registration and membership	\$100.00
Emeritus Member	\$65.00
Graduate Student Member	\$50.00

Pre-Conference and Post-Conference Workshops:

Basic Statistics for Non-Mathematicians	\$25.00
Institutional Effectiveness – Implementing a Model for Improvement	\$25.00
Newcomers' Workshop	\$25.00
Using Focus Group Research in IR	\$25.00
Designing and Implementing Customized Surveys to Address Institutional Issues	\$25.00
Applied Strategic Planning Principles and Techniques	\$25.00
IPEDS Training (includes lunch and transportation)	\$42.00
SPSS (includes lunch and transportation)	\$42.00

Special Memberships:

Emeritus: To qualify for emeritus membership, a person must be retired and must have been an active member of TAIR for a minimum of five years preceding retirement.

Sponsored Full-Time Graduate Student: To qualify for graduate student membership, a person must be actively pursuing a graduate degree, must not be employed full-time, and must (a) be actively engaged in research leading to improved understanding, planning, and operation of institutions of post-secondary education, or (b) be interested in the methodology and results of institutional research, planning, evaluation, and policy analysis related to higher education in Texas.

To receive the discount on the special registration fees, send a letter (with your registration materials) explaining your qualifications for the special applicable membership category. Graduate students must submit a sponsorship letter from a regular, active member of TAIR.

Payment of Fees:

Please make all checks payable to TAIR, and send payment to Jana Marak, TAIR Treasurer. If paying by institutional check that won't be available until after December 21st, please send a copy of the purchase order submitted by your institution for payment of the conference fees before December 21st to avoid paying the late registration fee. The TAIR tax identification number is: 75-1695499. The TAIR vendor identification number is: 17516954991001.

Send completed registration form and payment to:

Jana Marak
Asst. Director/Coordinator of Testing
Baylor University
P. O. Box 97032
Waco, TX 76798-7032

Cancellation of Registration:

Requests for refunds must be made in writing to the Treasurer on or before February 1, 2002. The registration fee less a \$15.00 processing charge will be returned.

"TAIR 2002: Surfing the Rising Tide of Information"

Texas Association for Institutional Research

24th Annual Conference – Corpus Christi

February 20-22, 2002

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↵ Program-at-a-Glance ↵

Tuesday, February 19 (Pre-Conference)

12:00 p.m. – 5:00 p.m. Registration
1:00 p.m. – 5:00 p.m. Pre-Conference Workshops (3)

Wednesday, February 20

7:30 a.m. – 5:30 p.m. Registration
8:00 a.m. – 12:00 p.m. Pre-Conference Workshops (3)
12:00 p.m. – 1:15 p.m. Lunch on your own
1:30 p.m. – 3:00 p.m. General Session I
3:00 p.m. – 3:40 p.m. Meet, Munch, & Mingle
3:40 p.m. – 4:20 p.m. Concurrent Sessions A
4:30 p.m. – 5:30 p.m. Concurrent Sessions B
6:30 p.m. Conference Special Event

Thursday, February 21

7:30 a.m. – 4:00 p.m. Registration
7:30 a.m. – 9:00 a.m. Breakfast
8:00 a.m. – 8:30 a.m. Roundtable Session I
8:30 a.m. – 9:00 a.m. Roundtable Session II
9:00 a.m. – 9:30 a.m. Roundtable Session III
9:00 a.m. – 4:00 p.m. Resource Fair
9:45 a.m. – 10:45 a.m. General Session II
10:45 a.m. – 11:00 a.m. Coffee Break
11:00 a.m. – 11:40 a.m. Concurrent Sessions C
12:00 p.m. – 1:45 p.m. Luncheon and General Session III
2:00 p.m. – 3:00 p.m. Concurrent Sessions D
3:00 p.m. – 3:30 p.m. Resource Fair/Break
3:30 p.m. – 4:10 p.m. Concurrent Sessions E
4:20 p.m. – 5:00 p.m. Sector SIG's
5:15 p.m. – 6:00 p.m. Other SIG's
6:30 p.m. Dinner Caravans

Friday, February 22

7:30 a.m. – 8:00 a.m. Breakfast
8:00 a.m. – 9:00 a.m. Breakfast / Business Meeting
9:15 a.m. – 10:30 a.m. General Session IV
10:45 a.m. – 11:45 a.m. Regional SIG's and Newcomers' Workshop Recap
11:45 a.m. End of Conference
12:00 p.m. – 4:00 p.m. Post Conf. Workshops (boxed lunch and transportation to Del Mar College and airport)

TAIR 2003 CONFERENCE

Camino Real Hotel

El Paso, Texas

February 25-28, 2003

* Invited General Session Speakers *

General Session I - Wednesday, 1:30 p.m. - 3:00 p.m.

"The IR Path to the Presidency: A Success Story"

David England, President, Des Moines Area Community College

Dr. England has recently assumed the presidency of Des Moines Area Community College after serving as president of North Lake College since 1996. A former IR/institutional effectiveness officer at McLennan Community College in Waco, Dr. England knows first hand the importance of accurate data collection, analysis, and dissemination. He will share information on a researcher's climb to the presidency, indicating various pitfalls and successes.

General Session II - Thursday, 9:45 a.m. - 10:45 a.m.

"The 'Four A's' of Managing Academic Change"

Robert R. Furgason, President of Texas A&M University - Corpus Christi

Before assuming the responsibilities as President of Texas A&M University - Corpus Christi in December of 1990, Dr. Furgason was Vice Chancellor for Academic Affairs and Professor of Chemical Engineering at the University of Nebraska - Lincoln. Prior to that he held a series of faculty and administrative positions at the University of Idaho including Vice President for Academic Affairs and Research, Dean of Engineering, and Chairman of the Chemical Engineering Department. Among Dr. Furgason's many professional activities, he has served as President of the Accreditation Board for Engineering and Technology, and as Chairman of the Engineering Accreditation Commission. Dr. Furgason has received numerous awards including, the Corpus Christi Caller Times 1998 Newsmaker of the Year and the Corpus Christi Caller Times 2000 Newsmaker of the Decade. He also received the Council for Advancement and Support of Education District IV Chief Executive Leadership Award, 2001. Dr. Furgason holds B.S. (Ch.E) and M.S. degrees from the University of Idaho, and Ph.D. from Northwestern University.

Lunch & General Session III - Thursday, 12:00 - 1:45 p.m.

"Real-time Data Collection and the Texas Coastal Ocean Observation Network"

Patrick R. Michaud, Director of Nearshore Research at the Conrad Blucher Institute for Surveying and Science

Dr. Michaud is the Director of the Division of Nearshore Research at the Conrad Blucher Institute for Surveying and Science and a professor of Computer Science at Texas A&M University - Corpus Christi. His primary research interests are in software development methodologies and using the Internet for automated collection, analysis, and distribution of environmental data. He is also interested in researching the impact of the Internet in educational, professional, and social contexts. He is presently the principal investigator for the Texas Coastal Ocean Observation Network and the Corpus Christi Real-Time Navigation System. He received a B.S. in Computer Science from Corpus Christi State University, and M.S. and Ph.D. degrees from the University of Southwestern Louisiana.

General Session IV - Friday, 9:15 a.m. - 10:30 a.m.

An Overview of the Commission on Colleges' Principles of Accreditation: Foundations for Quality Enhancement

Bill Franklin, Senior Advisor, Commission on Colleges

Bill Franklin is senior advisor to the Commission on Colleges and retired president of Lamar University-Beaumont, Texas A&M University-Kingsville, and Texas International Education Consortium. He consults on the topics of strategic planning, program evaluation/assessment, accreditation, and institutional development. Dr. Franklin has worked with the Commission of Colleges for the past several years on Foundations for Quality Enhancement, the new standards which will govern accreditation in the Southern region. He will give an overview of the new standards and emphasize those relating to institutional research and effectiveness.

Vote for TAIR Officers & Nominating Committee

Wednesday, 1:00 p.m. - 5:30 p.m.

Thursday, 7:30 a.m. - 4:00 p.m.

Ballot Box Located at the Registration Desk

Riviera Lobby

Resource Fair

Thursday, 9:00 a.m. - 4:00 p.m.

TAIR Officers

President	Maryann S. Ruddock The University of Texas - Austin
Vice President	Michael Green North Harris Montgomery Comm. College District
Secretary	Martha L. Oburn Austin Community College
Treasurer	Jana Marak Baylor University
Past President	James F. Calarco SUNY-Fredonia

Meet the 2002 Executive Committee Candidates

Nominees for Vice President / President Elect

Marilyn Greer

Dr. Marilyn Greer is the Director of Institutional Research at the University of Houston, a position she has held for the last five years. Prior institutional research experience included five years as Director of Institutional Effectiveness at the University of Texas-Houston Health Science Center. She holds a B.S. in Foods and Nutrition from Incarnate Word College in San Antonio, Texas; a dietetic internship at Baylor University Medical Center in Dallas, Texas; and M.B.A. in Finance from St. Mary's University in San Antonio; an M.S. in Administration of Health Services from University of Houston at Clear Lake, Houston, Texas; and a Ph.D. in Management and Policy Sciences from the University of Texas-Houston Health Science Center.

Dr. Greer has been a member of TAIR since 1994 and an AIR member since 1995. She served as local arrangements media chair – 1995, presentation committee member – 1996, conference brochure committee co-chair – 1997, conference brochure committee chair – 1998, Newcomer's Workshop chair – 2001, and Professional Development Committee member – 2000-2001.

Dr. Greer's TAIR presentations include information on a variety of topics, some of which include institutional effectiveness and survey findings pertaining to student, staff and faculty profiles and perceptions. Additionally, she sponsored an IPEDS training workshop in August, 2000. During summer 2001, Dr. Greer was TAIR's recipient of an AIR "Train the Trainer" grant, after which she presented a summer TAIR professional development workshop on "Maintaining an Effective Institutional Research Office."

Dr. Greer's goals are to continue with the expansion of the professional development workshops and ensure that the workshops strongly reflect the interests and diverse needs of the TAIR membership, both for the neophyte institutional researcher as well as the seasoned researcher. She aims to increase institutional knowledge about TAIR by establishing a list of contacts for all public and private institutions and periodically informing this group of TAIR's activities, workshops, and conference. This marketing strategy is intended to inform both TAIR and non-TAIR researchers of the resources and professional support available to them through TAIR.

Cathy J. Lebo

Cathy J. Lebo is Director of Institutional Research at Southern Methodist University, a position she has held for the past seven years. Before coming to Texas, Dr. Lebo held a research and planning position for ten years in the office of the Vice Chancellor for Academic Affairs at Indiana University in Bloomington. She received her Ph.D. in Anthropology from Indiana University. She was elected to Pi Lambda Theta, the national honor and professional association in Education, and to Sigma Xi, the scientific research honor society.

Dr. Lebo has been an active member of many professional associations in higher education, including AAHE, AIR, SCUP, NACUBO, and CUPA. She served on the Regional Leadership Council of the Society for College and University Planning from 1996-2000. She was a member of the Advisory Council for the National Study of Instructional Costs and Productivity from 1995 to 1999. She was an invited participant in the U.S. Department of Education, National Center for Education Statistics seminar on Analyses of Postsecondary Education Databases in 1999.

Dr. Lebo has served TAIR in several roles—as chair of Concurrent Sessions in 2001, chair of General Sessions in 1999, on the Local Arrangements Committee in 1999, co-presenter of a Newcomer's Workshop in 2000, on the Nominating Committee in 2000, and as a member of the Program Committee in 1999 and 2001. She has regularly presented research at annual TAIR conferences on a range of subjects including retention, instructional productivity, faculty compensation, strategic financial analysis, and financial aid discounting.

Dr. Lebo's goals are for TAIR to continue to play a vital role for professionals in institutional research, planning, and evaluation across the state of Texas; to increase communication and foster collaboration across institutional types; and to help members stay abreast of new technologies and develop additional competencies. TAIR must also keep an eye on the future to best serve its members: how to manage the rising tide of information, increased regulatory demands, new state initiatives to expand college enrollment, and changing demographics; and how to develop programs that help TAIR members anticipate and respond to emerging issues in higher education.

Nominees for Secretary

Christopher Benton

Christopher Benton is Director of Institutional Effectiveness and Research at Alvin Community College, a position he has held for the last two years. Dr. Benton holds a B.A. in Mathematics from the University of Texas, and a M.S. and Ph.D. in Mathematics from the University of Houston. He taught college mathematics for twenty years before moving into institutional research.

Dr. Benton has served as president of GCAIR and has worked on committees for both TAIR 2001 and TAIR 2002. He contributed to the TAIR website for both TAIR conferences by providing restaurant reviews for TAIR 2001 and a photo tour for TAIR 2002.

Dr. Benton's writing of an introduction to Einstein's theory of relativity has been posted on the web and has links to it from physics and mathematics departments at places such as Syracuse University, Oxford, and Caltech; and it has been used as reading material for course work at Penn State and University of Oregon.

If elected as secretary, Dr. Benton aims to fulfill all the requirements of the position, clarify with the TAIR treasurer the current membership roster, and take lots of pictures with his digital camera.

Meet the 2002 Executive Committee Candidates

Nominees for Secretary, continued

Rebecca Richter

Rebecca Richter is the Director of Institutional Research and Effectiveness at Blinn College. Prior to moving to Blinn College, Rebecca was the Director of Institutional Research and Effectiveness at Del Mar College and worked in institutional research at San Jacinto College for nearly nine years. She received a B.A. degree in Russian from Miami University in Ohio and an M.A. degree in Sociology from the University of Houston—Clear Lake.

Rebecca has been a member of TAIR since 1992. In that time, she has been a session presenter and facilitator and has served on the Data Advisory Committee. She is the Concurrent Sessions Chair for the TAIR 2002 Conference in Corpus Christi. She is a member of AIR, a former member and past president of the Gulf Coast Consortium for Institutional Research, and a member of the Executive Committee of the LONESTAR+ User Group.

Rebecca's goal as secretary is to help the organization retain its high standards by maintaining accurate records of all TAIR activities, including membership information and meeting records.

2002 Candidates for the Nominating Committee

Hansel Burley

Hansel Burley is an Associate Professor in the College of Education, Division of Educational Psychology and Leadership at Texas Tech University, a position he has held since 1999. He is principal investigator for Intercambios 79415 Electronic Mentoring Project that uses technology to mentor students who live in the 79415 zip code. Hansel received the McLennan Community College's "Extra Mile Award" for help in the development of a computer assisted writing lab. Hansel is a member of AIR and TAIR Professional Development Committee, SAIR, the Texas Faculty Association and the American Association for Higher Education.

Mattie Hunt Carter

Mattie Hunt Carter is District Research Associate with the District Office of Research for the Dallas County Community Colleges. Mattie has been involved in institutional research activities since 1998 and has been a member of TAIR for six years. At past conferences, Mattie has served as a Concurrent Session presenter, Roundtable presenter, and facilitator.

James Dilling

James Dilling is the Program Director for Research and Assessment in the Division of Participation and Success for the Texas Higher Education Coordinating Board. He has over 8 years of experience in institutional research. A TAIR member for four years, James has served on the Registration and Data Advisory committees, chaired the Evaluation committee, and presented at conferences. He has also been active in TACRAO as a conference and workshop presenter.

Margaret Drain

Margaret Drain is the Senior Research Associate for the Houston Community College System (HCCS), a position she has held since 1995. She is currently in the Educational Leadership Doctoral program at the University of Houston.

Margaret has been a member of TAIR for six years. She has presented papers on mapping student data and on student satisfaction differences by ethnic groups and conducted both a roundtable and a workshop on GIS mapping. As a member of the TAIR 2001 Planning Committee, she was the Chair for the Resource Fair. At TAIR 2002, she will be hosting a roundtable and facilitating a concurrent session. Since 1997, Margaret has been a member of AIR and other research and planning associations.

Jaime Garcia

Jaime Garcia is Research Analyst in the Office of Institutional Research at Rice University. Jaime has been a member of TAIR since 1998. He served on the TAIR 1999 Program Committee as Secretary; as Moderator at TAIR 2000; Audio/Visual Coordinator at TAIR 2001; and member of the Local Planning Arrangements Committee for TAIR 2001. Jaime is also a member of AIR, the Southwest Sociological Association and the Texas Economic and Demographic Association (TEDA).

Ruben Garcia

Ruben Garcia is the Manager of the Texas Automated Student and Adult Learner Follow-Up System at the Texas Workforce Commission. Prior to joining the Texas Workforce Commission, Ruben worked for four years at the Texas Higher Education Coordinating Board working with community and technical colleges on programs, reporting and student follow-up. A member of TAIR since 1993, Ruben has presented at the annual TAIR conference every year since becoming a member. He recently chaired the TAIR 2001 roundtable sessions, and is continuing in that role for the TAIR 2002 conference.

Teresa Isbell

Teresa Isbell is the Assistant Dean for Planning and Research at North Lake College. She has been practicing institutional research since 1987 in Texas with a brief stint in Arkansas from 1995-97. Teresa has been a member of TAIR for over ten years. She is active in both the North Texas Community College Consortium and SAIR and has presented at SAIR. She has also chaired the Datatel Users' Group since 2000 and has served on several paper review committees.

Jerry Scheerer

Jerry Scheerer is the Director of Institutional Research and Planning at Victoria College, a position he has held since 1997. Jerry is a retired Master Sergeant from the U.S. Air Force. Jerry has been a member of TAIR since 1995. He has made presentations on the State Postsecondary Review Entity (SPRE) and tracking developmental education student outcomes. Jerry also served on the TAIR 2000 program committee. Jerry has been a member of the South Texas Consortium for Institutional Research since 1997 and served as chair in 1998-1999.

Tuesday, February 19

12:00 noon - 5:00 p.m.

REGISTRATION

Foyer

1:00 p.m. – 5:00 p.m.

Pre-Conference Workshops

Riviera 1-3

Basic Statistics for Non-Mathematicians

Presenter:

Hansel Burley, Texas Tech University

Workshop Limit: 30 Participants

Location: Riviera 1

This workshop is designed to help participants understand fundamental concepts and methods of statistics as applied to educational and institutional research problems. Participants will learn about scales of measurement, graphing, central tendency, variation, and correlation. When appropriate, a discussion of research methodology will accompany coverage of statistics. This workshop will focus on the logic of statistics rather than on calculations.

Institutional Effectiveness – Implementing a Model for Improvement

Presenters:

Rusty Waller, North Central Texas Community College

Workshop Limit: 30 Participants

Location: Riviera 2

The workshop will provide an overview of one institution's successful institutional effectiveness (IE) model. The session will detail the design,

implementation, and empowerment of an IE process that, after review by the Southern Association of Colleges and Schools (SACS), resulted in the institution receiving no recommendations related to section III of SACS' criteria. Participants will be provided an IE handbook, and IE training manual, and IE cycle manual, and IE committee minutes.

Using Focus Group Research in IR

Presenters:

Thomas K. Martin, Collin County Community College

Workshop Limit: 40 Participants

Location: Riviera 3

Focus groups have been extensively used in the social sciences and marketing to gain a richness of insight into peoples' preferences and motivations unattainable using quantitative research methods. The potential for focus group research to shed light on the issues addressed by institutional research professionals has resulted in increasing use of the technique in IR. This workshop will give participants an introduction to the application of focus group research in IR, will provide opportunities for participants to experience the roles of facilitator, recorder, and participant in simulated focus groups, and will teach participants how to analyze and report the results of focus group research.

Wednesday, February 20

7:30 a.m. - 5:30 p.m.

REGISTRATION

Foyer

8:00 a.m. – 12:00 noon

Pre-Conference Workshops

Padre Ballroom/Riviera

Newcomers' Workshop

Presenters:

Marilyn Greer, University of Houston

Linda Gibbs, Houston Community College System

Kenneth Dalley, Texas Higher Education Coordinating Board

Ruben Garcia, Texas Workforce Commission

Rosemary Pressly, Wharton County Junior College

Leona Urbish, Rice University

Workshop Limit: 40 Participants

Location: Padre C-D

This workshop is designed for people new to institutional research (IR) and related positions in Texas higher education. The workshop will address topics of interest to those involved in the establishment of an IR office or those new to an existing IR office. The workshop will incorporate perspectives from public and private institutions at both two-year and four-year levels.

Designing and Implementing Customized Surveys to Address Urgent Institutional Issues

Presenters:

Sally Andrade, University of Texas at El Paso

Thomas R. Shoup, University of Texas at El Paso

Elea Uraga, University of Texas at El Paso

Workshop Limit: 40 Participants

Location: Padre A-B

Participants in this workshop will gain conceptual understanding, technical information, and resource materials necessary to develop and implement customized institutional surveys. The presenters will focus particular attention on designing surveys to address critical institutional issues that may require rapid completion and analysis of results. Topics for discussion will include building relationships with potential users of survey results, practical considerations in survey implementation, database construction, facilitation of high response rates, and presentation of results.

Applied Strategic Planning Principles and Techniques

Presenters:

Joe Meyer, Southwest Texas State University

Susan Thompson, Southwest Texas State University

Lisa Garza, Southwest Texas State University

Workshop Limit: 30 Participants

Location: Riviera 1

Southwest Texas State University has been using principles of strategic planning since the late 1980's. The presenters will discuss the principles of strategic planning used at Southwest Texas, how these principles were used in designing a Web-based "Automated Strategic Planning Monitoring System," and how the system was ultimately created with the help of a senior capstone class of the Department of Computer Information Systems and Quantitative Methods in the College of Business Administration.

1:30 p.m. – 3:00 p.m.

GENERAL SESSION I

Riviera 2-5

“The IR Path to the Presidency: A Success Story”

David England, President, Des Moines Area Community College

3:00 p.m. – 3:40 p.m.

☛ Meet, Munch, & Mingle ☛

Foyer

3:40 p.m. – 4:20 p.m.

CONCURRENT SESSIONS A

Riviera/Padre

A1 – Incorporating Texas Higher Education Coordinating Board Data in an Institutional Data Warehouse

Presenters:

James McBroom, Texas A&M University-Commerce
Jeremy McMillen, Texas A&M University-Commerce
David Wierschem, Texas A&M University-Commerce

Facilitator:

Nasreen Ahmad, Collin County Comm. College District

Location: Riviera 1

Time: Wednesday, February 20 • 3:40–4:20 p.m.

Institutions of higher education in Texas, both public and private, two-year and four-year, are recognizing the value of stable, reliable, data warehouses to serve as sources of information for data-driven decision making, and to chart historic trends. A valuable source of stable, historic data lies in Texas Higher Education Coordinating Board (THECB) reports. Specific topics covered include a review of data reports available, frequency of reports, format of reports, and methods of incorporating these reports into an institutional data warehouse database, as well as problems and issues encountered in this process.

A3 – Using Grades in a Subsequent Course to Evaluate the Effectiveness of a Developmental Education Class

Presenter:

Stanley Adelman, Amarillo College

Facilitator:

Tami Reeves, Southwest Texas State University

Location: Padre C-D

Time: Wednesday, February 20 • 3:40–4:20 p.m.

Since 1985, Amarillo College has evaluated the effectiveness of developmental education courses by comparing the performance of remediated students in the subsequent class to the performance of students who tested into that subsequent class. Tabulations from the College's Strategic Plan show the results for the final developmental courses preceding College Algebra and Freshman Composition. This presentation will review the decisions to use this method to evaluate developmental education courses, the decisions to use percentage of grades rather than GPA, factors which have interfered with the initial choice of comparison group for use as a standard, and the data required to produce this kind of analysis.

A2 – The Student Aid Challenge: Reward Talent, Meet Need, and Increase Revenue

Presenter:

Cathy Lebo, Southern Methodist University

Facilitator:

Margaret Drain, Houston Community College System

Location: Padre A-B

Time: Wednesday, February 20 • 3:40–4:20 p.m.

Financial assistance is one of the fastest growing expenditures for many universities. Federal aid for low-income families has not kept pace with tuition increases. Student loan indebtedness has escalated. Competition for talented students has intensified. These pressures shift the burden to institutional aid and divert a larger proportion of aid to the best and brightest. Private universities have turned to the practice known as tuition discounting. This policy research critically examines the extent to which tuition discounting supports sometimes conflicting enrollment management goals – e.g. raise the academic profile, provide accessibility, and increase net revenue.

A4 – Planning and Assessment: Pulling It All Together

Presenters:

Richard Roach, Texas A&M University-Texarkana

Sandra Shingleur, Texas A&M University-Texarkana

Facilitator:

Jerry Scheerer, Victoria College

Location: Riviera 2

Time: Wednesday, February 20 • 3:40–4:20 p.m.

Institutional Research must maintain a perspective that keeps all institutional effectiveness processes in focus while completing the myriad responsibilities of the office. If misplaced priorities in administrative planning don't derail you, the deluge of requests for academic assessments will swamp you. Either way, your job can become a frustration, and the information you supply to administrators can miss the intended target. Whichever problem you have, the “Chicken and the Egg,” or the “Forest and the Trees,” you will learn how to maintain a balanced perspective of assessment processes in the complex university/college environment.

Wednesday, February 20

4:30 p.m. – 5:30 p.m.

CONCURRENT SESSIONS B

Riviera/Padre

B1 – Easy and Inexpensive: South Texas Community College's Experience in Developing and Using an Intranet System for IE Planning and Reporting

Presenters:

Gail Dantzker, South Texas Community College
Brenda Cole, South Texas Community College
Carl Spratt, South Texas Community College
Jorge Gomez, South Texas Community College

Facilitator:

Susan Brown, Texas Higher Ed. Coordinating Board

Location: Riviera 1

Time: Wednesday, February 20 • 4:30–5:30 p.m.

Using widely available and inexpensive tools—internally networked personal computers and Microsoft Access—South Texas Community College Office of Institutional Research and Effectiveness developed an in-house approach to planning and reporting on IE that is effective, easy to use, and inexpensive to develop and maintain. Faculty, staff, and administrators at STCC find IE planning and reporting easier to manage with this system, because it requires no special technical knowledge to work with the online reporting system and the screens serve as prompts for content. The staff of OIRE will discuss development, testing, and implementation of this system. Examples and samples will be provided.

B3 – New Directions and Challenges for the IR Office

Presenters:

Sue Herring, Baylor University
Tom Bohannon, Baylor University

Facilitator:

Verna Dewees, Texas A&M University System

Location: Padre C-D

Time: Wednesday, February 20 • 4:30–5:30 p.m.

Gone are the “good ole days” when all one had to do in an IR office was complete state and federal paper forms, fill out external survey and information requests, and freeze census files. No longer do we only produce factbooks and trend information. Now we are being asked to do more and to do it differently. This presentation will lead a discussion into the new directions IR offices are moving and some of the challenges that face IR offices as they face these new directions.

B2 – Surfing the Rising Tide of Information With National Longitudinal Databases

Presenter:

Denise Young, University of Dallas

Facilitator:

Vickie Natale, Del Mar College

Location: Padre A-B

Time: Wednesday, February 20 • 4:30–5:30 p.m.

Information about five national longitudinal databases available from the National Center for Education Statistics (NCES) and National Science Foundation (NSF) will be presented. Issues of interest to institutional researchers will be addressed using data from the following national longitudinal databases: Beginning Postsecondary Students, Baccalaureate and Beyond, National Educational Longitudinal Study, Survey of Doctorate Recipients, and National Survey of College Graduates. This presentation is based upon work supported by the Association for Institutional Research (AIR), NCES and NSF through a grant awarded to the author to participate in the 2001 AIR Summer Data Policy Institute on Databases of NCES and NSF.

B4 – Emerging and Evolving Occupations

Presenters:

Doug Edwards, Texas Workforce Commission
Marc Anderberg, Texas Workforce Commission

Facilitator:

Gabriela Borcoman, Mountain View College (DCCCD)

Location: Riviera 2

Time: Wednesday, February 20 • 4:30–5:30 p.m.

Because post-exit performance measures of student's labor market outcomes are playing a larger role, educational administrators must pay more attention to the occupational targeting process. Many tools, which identify job opportunities that should be addressed by the postsecondary curriculum, overlook occupations that are too new to be captured in existing taxonomies. To better serve educational and business needs, the Career Development Resources studies changing technology to find emerging and evolving occupations. By detailing the knowledge, skills, and abilities employers require of their applicants in these occupations, the CDR provides educators a laundry list of expected learning outcomes around which they can tailor the curriculum. This session will explain the CDR's methodology and recent findings.

Conference Special Event – “Surf and Turf by the Bay”

6:30 p.m.

Meet in the Hotel Lobby



Texas Association for Institutional Research
2002 Conference Registration Form
Tuesday, February 19 – Friday, February 22, 2002
Corpus Christi, Texas

(Please type or print)

Dr./Mr./Mrs./Ms. _____

First

MI

Last

Badge Name _____ Type of Institution: ☐ Public ☐ Private ☐ 2-year
(check all that apply) ☐ 4-year ☐ Other

Institution _____

Department _____

Full Title _____

Address _____
Mailing Address City, State Zip Code

Telephone () _____ FAX () _____

E-Mail _____

Is this your first TAIR Conference? Yes () No ()

If you need special accommodations (Regarding Diet or Disability), contact Mike Green.
Phone: (281) 260-3521; Fax: (281) 260-3513; E-Mail: mike.green@nhmccd.edu

Payment or Purchase Order Postmarked:

By

After

Dec. 21

Dec. 21

Amount

Individual Conference Registration Fees (includes 2002-2003 TAIR Membership)

Individual Member	\$100	\$120	\$ _____
Emeritus Member (see registration information, page ii)	\$65	\$85	\$ _____
Graduate Student Member (see registration information, page ii)	\$50	\$70	\$ _____

Pre- and Post-Conference Workshops

Tuesday Afternoon (1:00 p.m. – 5:00 p.m.):

W1-Basic Statistics for Non-Mathematicians	\$25	\$25	\$ _____
W2-Institutional Effectiveness—Implementing a Model for Improvement	\$25	\$25	\$ _____
W3-Using Focus Group Research in IR	\$25	\$25	\$ _____

Wednesday Morning (8:00 a.m. – 12:00 noon):

W4-Newcomers' Workshop	\$25	\$25	\$ _____
W5-Designing and Implementing Customized Surveys...	\$25	\$25	\$ _____
W6-Applied Strategic Planning Principles and Techniques	\$25	\$25	\$ _____

Friday Afternoon (12:00 p.m. – 4:00 p.m., Del Mar College*):

W7-IPEDS Training*	\$42	\$42	\$ _____
W8-SPSS for Institutional Research: A Beginners' Workshop*	\$42	\$42	\$ _____

*Transportation and a box lunch are included in the cost of the workshop.

Conference Special Event "Surf and Turf by the Bay" \$30 \$30 \$ _____

Bringing a guest to the Special Event? Yes () No ()

Guest's Name: _____ \$30 \$30 \$ _____

2002-2003 TAIR Membership Only (for those NOT attending conference) \$15 \$15 \$ _____

(Continued on back)

TOTAL: \$ _____

MAKE CHECKS PAYABLE TO: TAIR

Mail completed registration form and payment to:

Jana Marak, TAIR Treasurer

Baylor University

P.O. Box 97032

Waco TX 76798-7032

Phone: (254) 710-8859; Fax: (254) 710-2062; E-Mail: jana_marak@baylor.edu

TAIR Tax ID: 75-1695499

TAIR Vendor ID: 17516954991001

If your institutional check will not be ready by December 21, 2001, please send a copy of the purchase order for the amount of your conference fees before December 21 to avoid paying the late registration fee. Send institutional check as soon as possible thereafter.

Cancellation Policy:

Refunds, minus a \$15.00 processing fee, for the TAIR Conference registration and workshops will be made if the request is made on or before February 1, 2002. No refunds will be made after this date except in cases which involve the death or serious injury of an immediate family member or which serve the best interest of the Association. Requests should be made in writing to the TAIR Treasurer, who will in turn present the matter to the Executive Committee whose decision shall be final.

Office use only: Postmark Date: _____ Date Rec'd: _____

P.O. No.: _____ Amount: _____ Date Rec'd: _____

Check No.: _____ Amount: _____ Date Rec'd: _____

TEXAS ASSOCIATION FOR INSTITUTIONAL RESEARCH

February 19-22, 2002

CUT-OFF DATE: January 28, 2002

State Government Single - \$80.00/Non-Government Single - \$96.00

Double - \$116.00/Triple - \$126.00/Quad - \$136.00

RESERVATIONS RECEIVED AFTER CUT-OFF DATE WILL BE ACCEPTED AT PREVAILING RACK
RATES ON SPACE AVAILABLE BASIS

HOTEL CHECK-IN TIME 3:00 PM – CHECK OUT TIME 12 NOON

OMNI CORPUS CHRISTI HOTEL

OMNI MARINA TOWER

707 NORTH SHORELINE BOULEVARD

CORPUS CHRISTI, TX 78401

(361) 887-1600

Name(s) _____

Company Name _____

Address _____

City, State, Zip _____

Work Phone # _____

Home Phone # _____

Special Requests:

_____ Wheelchair accessible room

_____ Hearing impaired

_____ Visually impaired

_____ Other (please specify) _____

Accommodations:

Number of Rooms	<u>Single</u>	<u>Double</u>	<u>Triple</u>	<u>Quad</u>

Sharing Room With _____

Room Type (circle): King DBL/DBL

Preference (circle): (Accommodations based on availability)

Smoking Non-Smoking

Special Requests _____
(Type of accommodation is based on availability)

Method of Arrival: Fly _____ Drive _____

I will arrive on _____ I will depart on _____

Arrival Time: _____

GUARANTEE

All reservations must be guaranteed as follows:

GUARANTEED BY CREDIT CARD – Please fill in American Express, Diner's Club, Master Card, Visa, Discover Card number, name of cardholder and expiration date on the space provided:

Cardholder's Name: _____

Card Number: _____

Expiration Date: _____
Month/Year

In the event you are unable to cancel this reservation within 72 hours of the arrival date, a charge equal to one night's room rate will be assessed on the credit card above, or the advance deposit forfeited.

Signature: _____

Print Name: _____

How to Make Reservations

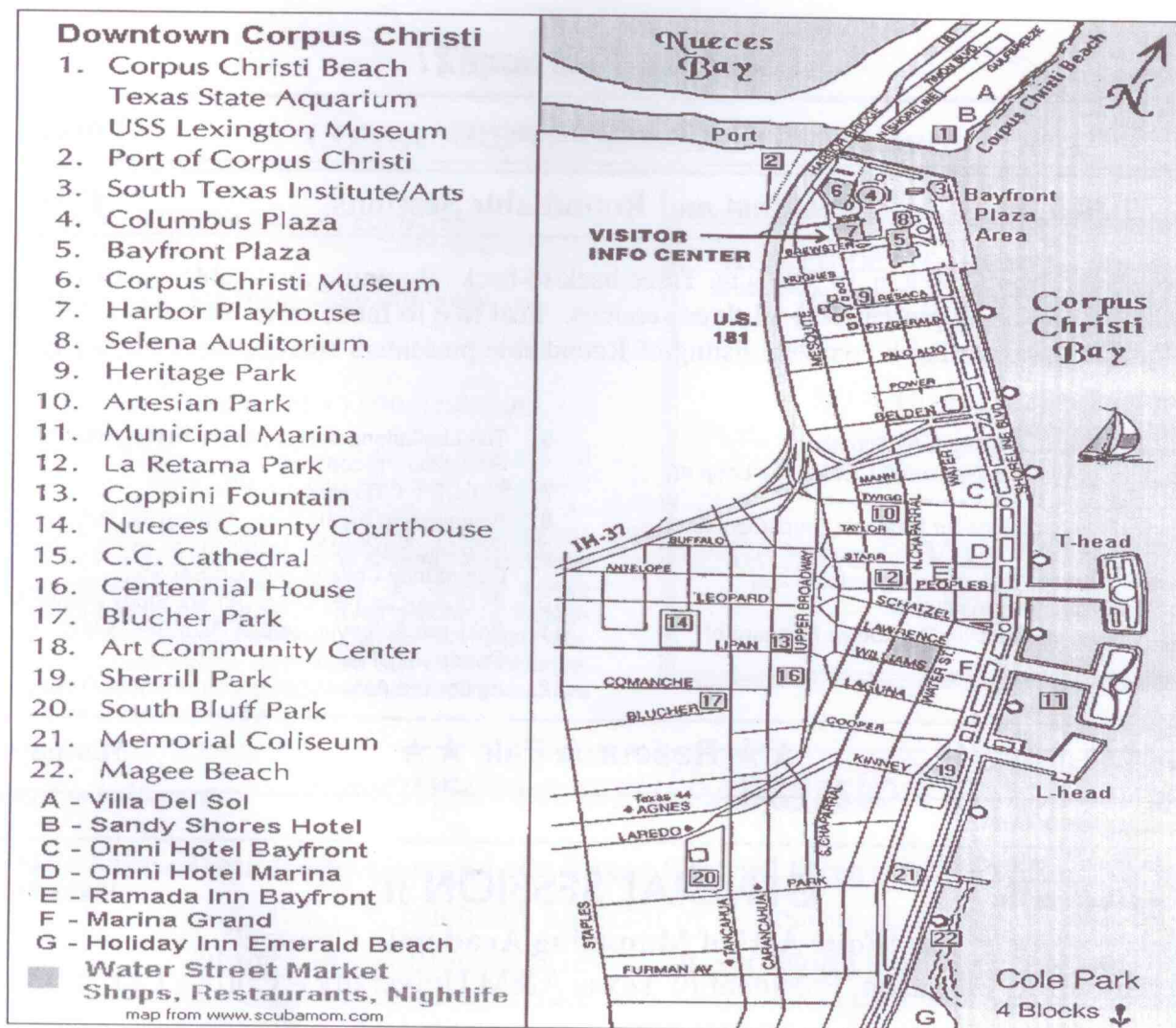
ALL HOTEL ROOMS MUST BE RESERVED BY JANUARY 28, 2002 TO INSURE GROUP RATE

FAX to Omni Corpus Christi Hotel at (361) 886-3593 or

MAIL to Omni Corpus Christi Hotel, Attn: Reservation Dept.

900 N. Shoreline Blvd.

Corpus Christi, TX 78401



Come to Corpus Christi in February!

Surf on down to Corpus Christi in tropical South Texas for TAIR 2002! Located on Corpus Christi Bay and adjacent to the Gulf of Mexico, Corpus Christi is the second most popular vacation destination in Texas. It is the gateway to Padre Island National Seashore, with over 130 miles of white sand beaches, just a short drive from downtown. North Padre Island and Mustang Island are popular beach-front getaways year-round for native as well as winter Texans. Golf, fishing, tennis, sailing, windsurfing, and surfing are popular outdoor activities year-round. The mean temperature range for February is a high of 70 degrees and a low of 49 degrees.

Corpus Christi is home to several singular attractions, including the USS Lexington Museum on the Bay, a retired aircraft carrier with over 40 years of distinguished duty, and the Texas State Aquarium, where we will enjoy the TAIR 2002 Special Event on Wednesday evening of the conference.

For more cultural pursuits, visit the South Texas Institute for the Arts located right on Corpus Christi Bay downtown. World-class exhibits are housed in a striking building designed by internationally renowned architect Philip Johnson. Nearby is the Corpus Christi Museum of Science and History. Permanent exhibits include a Spanish shipwreck from 1554; an interactive children's learning area; and an outdoor state-of-the-art xeriscape garden. The Asian Cultures Museum and Education Center next door is the only museum of its kind in Texas. It provides educational programs as well as extensive exhibits of Asian arts and crafts.

The Omni Marina Hotel is a 347-room, 20 story hotel located in the heart of downtown and across the street from the marina. Every room has a view of Corpus Christi Bay. Its over 10,000 square feet of meeting space is arranged in comfortable and elegant ballrooms and facilities. The hotel has indoor and outdoor pools, a whirlpool and a dry sauna, as well as a fully equipped fitness center. The Coastline Café overlooking the Bay on the first floor offers quality cuisine in a casual atmosphere. TAIR participants beware: the Omni Hotel does not provide coffee makers in your room, so java lovers need to bring their own or make other arrangements.

For an excellent pictorial tour of this beautiful city and its attractions, please visit "Dr. Benton's Tour of the Town" at the TAIR Web site under the 2002 Conference button.

Thursday, February 21

7:30 a.m. – 4:00 p.m.

Registration

Foyer

7:30 a.m. – 9:30 a.m.

Breakfast and Roundtable Sessions

Riviera

Breakfast will be served from 7:30 a.m. to 9:00 a.m. Three back-to-back 30-minute roundtable sessions begin at 8:00 a.m. with each roundtable being presented at all three sessions. Feel free to move from one table to another during each of the 30-minute sessions. For a complete listing of Roundtable presenters and abstracts, go to page 17 of the program brochure.

1. Planning and Assessment: Pulling It All Together
2. Castles in the Sand or Pirate's Treasure? Closing the Loop on Effectiveness Assessment
3. Using Community Demographics for Strategic Enrollment and Recruiting
4. Using a Community Survey to Assess Awareness and Approval of a Post-Secondary Institution
5. Focus Groups: A Fun, Informative, Qualitative Measure of Research

6. The Limitations of Hypothesis Testing and Other Cool Statistical Procedures
7. THECB – CTC Update
8. Schmoozing the IR Way: Getting the Buy-in to Assure Quality
9. Hispanic Student Expectations of and Satisfaction with Urban Community College Support Services
10. IR Budget and Salaries: A Pilot Study Among Medical Schools
11. Post-exit Achievements of Participants in a Health Careers Opportunity Program
12. Agility and Assessment – Performance Baldrige Style

9:00 a.m. – 4:00 p.m.

★ ★ Resource Fair ★ ★

Marina View

9:45 a.m. – 10:45 a.m.

GENERAL SESSION II

Riviera 2-5

“The ‘Four A’s’ of Managing Academic Change”

Robert R. Furgason, President of Texas A&M University – Corpus Christi

10:45 a.m. – 11:00 a.m.

Coffee Break

Foyer

11:00 a.m. – 11:40 a.m.

CONCURRENT SESSIONS C

Riviera/Padre

C1 – Measuring the Impact of Tutorial Services on Students

Presenters:

*Sam Stigall, University of Texas-Arlington
Pam Haws, University of Texas-Arlington
Karen Scott, University of Texas-Arlington
Michael Tomed, University of Texas-Arlington
Xin Meng, University of Texas-Arlington*

Facilitator:

Teresa Miller, Texas Workforce Commission

Location: Riviera 1

Time: Thursday, February 21 • 11:00 – 11:40 p.m. .

This project will explore the methodological considerations in evaluating the success of students who participate in tutorial services and look at the ability of these services to assist students to be retained and graduate. Profiles of students served in the tutorial program in 1998 and 1999 were compared with other enrollees. The tutoring participants are expected to be retained and graduate at rates higher than non-participants who have similar academic characteristics.

C2 – “Where Are We?” Report

Presenters:

*Charles Orsak, San Jacinto College District
Peggy Johnson, San Jacinto College District*

Facilitator:

Paula Cox, Rice University

Location: Padre A-B

Time: Thursday, February 21 • 11:00–11:40 p.m.

This presentation will describe the methodology used to create an electronic annual report using very accessible and comparable data to review multi-campus institutional performance. We will also explain how the “Where Are We” Report is used as a fact book, in program review, and as a resource for college staff. Data on the “Where Are We” reports eighteen performance measures that correspond to District Goals and will be tracked for five years. Data sources will also be discussed. Discover how you can determine “Where Are We” in terms of institutional effectiveness at your institution.

Thursday, February 21

CONCURRENT SESSIONS C (continued)

C3 – Surveying in the Age of Technology

Presenter:

Tami Reeves, Southwest Texas State University

Facilitator:

Don Wood, Texas A&M University

Location: Padre C-D

Time: Thursday, February 21 • 11:00–11:40 p.m.

With all of the surveying methods available in the Age of Technology, which are most efficient and effective? Southwest Texas State recently used three survey methods to complete an Image Survey that was distributed to a sample of over 29,000 individuals. Survey techniques included a scannable instrument distributed through the US Postal System, an Internet survey distributed through e-mail, and a paper survey distributed through campus mail. We will compare and contrast the response rate, cost, hours, and data entry errors associated with each technique. We hope to demonstrate that today's technological advances have made surveying more efficient and effective.

Remember to Vote ☒ for TAIR
Officers and Nominating
Committee
by 4:00 p.m. Today!

★ ★ ★

**Be Sure to Visit the Resource
Fair!**

12:00 noon – 1:45 p.m.

LUNCHEON & GENERAL SESSION III

Riviera 2-5

“Real-time Data Collection and the Texas Coastal Ocean Observation Network”

Patrick R. Michaud, Director of Nearshore Research
at the Conrad Blucher Institute for Surveying and Science

2:00 p.m. – 3:00 p.m.

CONCURRENT SESSIONS D

Riviera/Padre

**D1 – The Relationship Between Student
Satisfaction, Performance, and Retention at a
Two-Year College**

Presenters:

Nasreen Ahmad, Collin County Com. College District
Meeta Goel, Collin County Comm. College District

Facilitator:

Sandra Shingleur, Texas A&M University-Texarkana

Location: Riviera 1

Time: Thursday, February 21 • 2:00 - 3:00 p.m.

Students have diverse expectations regarding the college experience. A positive experience may instill more favorable attitudes towards learning and the institution, whereas unsatisfactory experiences may lead to attrition. Student satisfaction data are increasingly being utilized for improving institutional effectiveness. This study will examine the relationship between student goals, satisfaction, performance, and retention at a two-year college by analyzing Fall 2001 Noel-Levitz' Student Satisfaction Inventory data, GPA, and Spring 2002 retention. This study seeks insight into the interplay of various personal, institutional characteristics, and outcome variables, which will be instrumental in closing the gap between student expectations and their college experience.

**D2 – An Interactive Factbook: A Practical Application for
Opening Up Data to Decision-Makers**

Presenters:

Cindy Dutschke, Texas A&M University
Dennis Ignatenko, Texas A&M University

Facilitator:

Sue Herring, Baylor University

Location: Padre A-B

Time: Thursday, February 21 • 2:00 - 3:00 p.m.

The Interactive Factbook previews a groundbreaking use of new technology that brings information of the web directly to the desktops of primary decision-makers. The combined use of Internet Explorer, an existing data warehouse, and a Microsoft Office 2000 license permits the user to employ an online analytical processing (OLAP) system to develop a fact book that uses drag-and-drop operations to drill and dice the data. Decision-makers can then use the Interactive Factbook to perform real-time, ad-hoc querying using interactive tables and charts to discover trends and critical factors affecting the success of their organization.

Thursday, February 21

CONCURRENT SESSIONS D (continued)

D3 – The Science and Art of Using Statistics to Profile At-Risk Students

Presenters:

Christopher Benton, Alvin Community College
Linda Gibbs, Houston Community College System

Facilitator:

Dale Christopherson, Sul Ross State University

Location: Padre C-D

Time: Thursday, February 21 • 2:00 - 3:00 p.m.

A model will be presented for identifying the characteristics of students who are at-risk for failure in particular courses and students who are not likely to be retained the following semester. This model will utilize simple descriptive statistics, ANOVA procedures, and correlation analysis of the relationship between placement test scores and academic performance. Additionally, the model is flexible enough to be adapted to the needs of any institution, and it can be a valuable tool in the development of an institution's strategic enrollment management plan.

D4 – Methodological Issues in Survey Research

Presenters:

Jeremy McMillen, Texas A&M University-Commerce
James McBroom, Texas A&M University-Commerce
Barbara Langham, Texas A&M University-Commerce

Facilitator:

Elena Torres, DCCCD Central Office

Location: Riviera 2

Time: Thursday, February 21 • 2:00 - 3:00 p.m.

This paper will discuss the various methodological choices a researcher must make when given the responsibility of conducting research on a wide variety of topics with diverse populations. The presenters believe that sound methodological choices provide the necessary foundation for meaningful data collection, and will influence the outcome of the research project. Ultimately, sound methodology is a tool that can provide a truer understanding of our Universities. Specific topics covered include a discussion of the pros and cons of various research methodologies, a comparison of mail surveys and e-surveys, and a presentation of practical examples of research conducted at Texas A&M University—Commerce.

3:00 p.m. – 3:30 p.m.

Resource Fair Break/Dessert ☺

Marina View

3:30 p.m. – 4:10 p.m.

CONCURRENT SESSIONS E

Riviera/Padre

E1 – Science, Math, Engineering and Technology Majors: A Comparison of Academic Characteristics to Other Majors

Presenter:

Denise Young, University of Dallas

Facilitator:

Karen Laljani, El Centro College (DCCCD)

Location: Riviera 1

Time: Thursday, February 21 • 3:30–4:10 p.m.

Cohorts of first-time, degree-seeking students from Fall 1993 through Fall 1999 were tracked over a period of 1 to 7 years. Students were classified into two groups: 1) majors in science, math, engineering, and technology (SMET) and 2) all other majors. Academic characteristics such as high school class rank, SAT scores, college GPA, change of major, year-to-year retention rates, and graduation rates were compared between the two groups. Outflows of students from SMET majors and inflows of students to SMET majors were examined. Students matriculating in one of the SMET majors exhibited higher university-wide retention rates than other majors.

E2 – Models for Institutional Effectiveness Process

Presenters:

Gabriela Borcoman, Mountain View College (DCCCD)
Barbara Jones, Mountain View College (DCCCD)

Facilitator:

Cathy Lebo, Southern Methodist University

Location: Padre A-B

Time: Thursday, February 21 • 3:30–4:10 p.m.

The accreditation process for each higher education institution will require an institutional effectiveness process implemented and used for the development of "excellence" in the institution. The presentation is a review of the literature, illustrating models of the institutional effectiveness process that can be used based on the institution's needs and tradition. The target audience for this session is the newcomers to TAIR. A short discussion at the end of the presentation will allow for an exchange of information between researchers.

Thursday, February 21

CONCURRENT SESSIONS E (continued)

E3 – TASP and Closing the Gaps

Presenter:

James Dilling, Texas Higher Ed. Coordinating Board

Facilitator:

Meeta Goel, Collin County Community College District

Location: Padre C-D

Time: Thursday, February 21 • 3:30–4:10 p.m.

Ensuring participation and success in undergraduate programs is critical to Closing the Gaps. How can TASP data contribute to the achievement of these goals? Recent data on TASP performance as a predictor of participation and success are presented. The relationships between participation, initial preparation, demographic, and socioeconomic characteristics are explored. The effect of developmental education on retention, transfer, performance, and completion is also presented. Open discussion of the meaning of the data and future courses of action will be encouraged.

E4 – Wow Your Administration with Course Revenue Estimates

Presenter:

Christopher Vinger, Austin Community College

Facilitator:

Carol LaRue, Del Mar College

Location: Riviera 2

Time: Thursday, February 21 • 3:30–4:10 p.m.

Have you ever been asked to provide instructional revenue estimates based on formula funding or tuition? This session illustrates one process of wedding institutional course information with state formula funding in a database environment to prepare section-based revenue estimates. The database application is a useful tool for budget planning and for developing revenue and cost analyses. The database can also be used to facilitate estimating future formula appropriations from base-year reporting terms. Some tables and coding will be made available after the session. This presentation uses public community and technical college formula funding information, but the concepts are applicable to public universities as well.

4:20 p.m. – 6:00p.m.

SPECIAL INTEREST GROUPS

Riviera/Padre

4:20 p.m. – 5:00 p.m.

Sector Special Interest Groups:

- **Independent Colleges and Universities Sector SIG**
Chair: *Norm Hood*, Independent Colleges and Universities of Texas
Location: Riviera 1
- **Public Universities Sector SIG**
Chair: *Susan Brown*, Texas Higher Education Coordinating Board
Location: Riviera 2
- **Public Community Colleges Sector SIG**
Chair: *Peggy Johnson*, San Jacinto College
Location: Padre A-B
- **Health Science/Medical Sector SIG**
Chair: *Christine Stroup-Benham*, UTMB at Galveston
Location: Padre C-D

5:15 p.m.– 6:00 p.m.

Other Special Interest Groups:

- **Texas A&M University System**
Chair: *Glenn Dowling*, Texas A&M Univ. System
Location: Riviera 1
- **University of Texas System**
Chair: *Mike Kerker*, UT System
Location: Riviera 2
- **Datatel Colleague Users**
Chair: *Christopher Benton*, Alvin Community College
Location: Padre A
- **PeopleSoft Users**
Chair: *Kathy Friedrich*, Univ. of Houston-Clear Lake
Location: Padre C
- **SPSS Users**
Chair: *Rebecca Richter*, Blinn College
Location: Padre B
- **North Texas Community College Consortium**
Chair: *Kim Kramer*, Collin Cnty. Comm. College Dist.
Location: Padre D

6:30 p.m.

☞ ☞ ☞ Meet in the Lobby for Dinner Caravans ☞ ☞ ☞



Friday, February 22

7:30 a.m. – 9:00 a.m.

Breakfast & Business Meeting

Riviera Ballroom

7:30 a.m. – 8:00 a.m. Breakfast

8:00 a.m. – 9:00 a.m. TAIR Business Meeting – Presiding: Maryann Ruddock, President

9:15 a.m. – 10:30 a.m.

GENERAL SESSION IV

Riviera Ballroom

**“An Overview of the Commission on Colleges’ Principles of Accreditation:
Foundations for Quality Enhancement”**

Bill Franklin, Senior Advisor, Commission on Colleges

10:45 a.m. – 11:45 p.m.

SPECIAL INTEREST GROUPS

Regional SIGs

Gulf Coast Association for Institutional Research

Chair: *Peggy Johnson*, San Jacinto College
Location: Marina View

South Texas Consortium for Institutional Research

Chair: *Ken Stevenson*, Coastal Bend College
Location: Padre A-B

Newcomers’ Workshop Recap

• **Newcomers’ Wrap-up Session**

Chair: *Marilyn Greer*, University of Houston
Location: Padre C-D

12:00 p.m. – 4:00 p.m.

Boxed Lunch/Post-Conference Workshops

Del Mar College

IPEDS Training

Presenter:

TBA (Provided by NCES and AIR)

Workshop Limit: 80 Participants

Location: Del Mar College, Library 433

Cost: \$42

This will be a demonstration workshop rather than a hands-on workshop. The presenter will provide an introduction to IPEDS for those who are less familiar with the reporting system. The workshop will also include an overview of the fall 2001, winter 2002, and spring 2002 report, the COOL Web page, and the peer analysis system.

Please note that we will meet in the hotel lobby to board the bus for Del Mar College. Fee includes bus trip to Del Mar College, boxed lunches, and transportation to the airport after the workshops.

SPSS for Institutional Research: A Beginners’ Workshop

Presenter:

Paul Illich, McLennan Community College

Workshop Limit: 25 participants

Location: Del Mar College, Library 103

Cost: \$42

Statistical Package for the Social Sciences is a widely used software package for statistical analysis. This workshop is specifically designed for IR professionals with very limited or no experience with SPSS. Its purpose is to give IR professional a solid grounding in the use of SPSS for institutional research. This hands-on workshop will illustrate elementary statistical techniques presented on Tuesday using real data. Participants will work at a computer and learn to read or import data into SPSS system files, create and run SPSS command (syntax) files, manipulate SPSS system files, transform SPSS variables, execute statistical procedures, read SPSS output, and, if time allows, there will be brief exposure to graphing procedures.

Roundtables

Thursday, February 21, 8:00 am – 9:30 am

1. Planning and Assessment: Pulling It All Together
Dick Roach, Sandra Shingleur: Texas A&M University

Institutional Research must maintain a perspective that keeps all institutional effectiveness processes in focus while completing the myriad responsibilities of the office. If misplaced priorities in administrative planning don't derail you, the deluge of requests for academic assessments will swamp you. This session will present an overview of the Institutional Effectiveness process at TAMU-T, address challenges in engaging faculty and administrators, and illumine the complementary roles of IR and Assessment's Committee in building a culture of improvement on campus.

2. Castles in the Sand or Pirate's Treasure? Closing the Loop on Effectiveness Assessment
Roslyn Wallace: Austin Community College

The reason we assess the effectiveness of programs is to discover information that can be used to improve them. But do we really use that information and make improvements that are visible? Attend this roundtable discussion to share ways assessment information at your institution has been used to create improvements.

3. Using Community Demographics for Strategic Enrollment and Recruiting
Peggy Johnson, Charles Orsak: San Jacinto Community College District

This roundtable discussion will describe the variables and methodology used to create an electronic community demographic report for strategic enrollment and recruitment planning at a multi-campus institution. Items for discussion will include: Claritas data used, timelines of the report, 5 mile radius of the campus extraction methods, trend projections, mapping of the data and layout of the report.

4. Using a Community Survey to Assess Awareness and Approval of a Post-Secondary Institution
Tom Martin: Collin County Community College District

Whether in response to a need to pass a bond election or to simply cultivate positive public relations, effective post-secondary institutions keep a finger on the pulse of the community, particularly as the community relates to the institution. This roundtable will chronicle one institution's development and use of a short instrument for measuring community perceptions. The presentation will summarize longitudinal data from three administrations of the instrument over five years to describe what survey results say about community perceptions about the institution.

5. Focus Groups: A Fun, Informative, Qualitative Measure of Research
Cindy Rowe, Teresa Isbell: North Lake College

North Lake College conducted the Noel Levitz Student Satisfaction Survey to assess the levels of student importance and student satisfaction on various areas within the institution. It was determined to combine this quantitative data with a qualitative study in order to formulate a more comprehensive understanding of the needs and desires of the students. Focusing on three major issues related to communication, three focus groups were conducted. Information collected from these focus groups provided qualitative data necessitating the answers to "when, where and why" of the quantitative study.

6. The Limitations of Hypothesis Testing and Other Cool Statistical Procedures
Chris Benton: Alvin Community College

Don't get me wrong! I'm a big fan of hypothesis testing and all sorts of fancy multivariable procedures. However, there are also limitations to these procedures, and there are issues to be considered during interpretation. Join me for an informal discussion on the pros and cons of hypothesis testing, multiple regression, and ANOVA, and find out what to do when your SSCP matrix goes bad!

7. THECB – CTC Update

David Gill: Texas Higher Education Coordinating Board

An update on current events at the Community and Technical Colleges Division of the Texas Higher Education Coordinating Board. Comments, suggestions, and questions are welcome.

8. Schmoozing the IR Way: Getting the Buy-in to Assure Quality
Ben Passmore, Raquel Cortez: University of Texas at El Paso

Discussion will focus on identifying key stakeholders and fostering partnerships with University departments to assure accuracy and validity of institutional data. Specifically, discussion of how this process can improve data input and extraction processes, and insure that they align with the requirements of mandated state and federal reports.

9. Hispanic Student Expectations of and Satisfaction with Urban Community College Support Services
Margaret Drain: Houston Community College System

Closing the Hispanic education gap, requires information on how to attract and keep Hispanics through to graduation. Since support services are less of a draw to college than they are a dissatisfier to persistence, this study describes Hispanic students' expectations and satisfaction with large urban community college support services. The results of a cross-sectional survey research design on Hispanic students will be presented and discussed.

10. IR Budget and Salaries: A Pilot Study Among Medical Schools
Chris Stroup-Benham: University of Texas Medical Branch at Galveston

The University of Texas Medical Branch at Galveston established an Office of Institutional Analysis in September of 2000. As part of the budgeting process, queries to the TAIR and SAIR listserv and a survey were conducted to collect budget and salary benchmarking data for medical school-affiliated IR offices. The results of the queries and survey will be presented along with discussion on benchmarking and directions for the future.

11. Post-exit Achievements of Participants in a Health Careers Opportunity Program (HCOP)
Teresa Miller, David Snyder: Texas Workforce Commission – Career Development Resources

The HCOP at a large Texas public university provided intensive academic training in three health fields. HCOP is targeted toward minority students who are educationally or economically disadvantaged. This session will describe the general achievements of five years of participants exiting from this HCOP.

12. Agility and Assessment – Performance Baldrige Style
Shellie Heard: Bill Priest Institute/DCCCD

Successful implementation of the Baldrige criteria in the workplace requires organization specific synthesis and alignment. Workplace application requires evaluating not only the overall performance of the institution, but the workgroups, individual staff, and the processes within work systems. This roundtable will discuss performance measures, indicators and objectives used by the Bill Priest Institute, a continuing education campus of DCCCD. The Bill Priest Institute was the first-ever, higher education institution in the state to receive a site visit from the Texas Award for Performance Excellence in April 2001.

Each session will be offered at 8:00 a.m.,
8:30 a.m., and 9:00 a.m.



2002 Program Committee

Program Chair	Michael Green North Harris Montgomery Community College District
Concurrent Sessions	Rebecca Richter Blinn College
Evaluation	Bishar Sethna Lama State College-Orange
Finance	Jana Marak Baylor University
General Sessions	Rose Austin Kingwood College
Local Arrangements	Gale Stuart Texas A&M University – Corpus Christi
Newsletter Editor/ Publicity	Karen Laljiani El Centro College
Program Brochure	Rose Austin Kingwood College
Registration	Martha Oburn Austin Community College
Resource Fair	Iris Sawyer Prairie View A&M
Roundtables	Ruben Garcia Texas Workforce Commission - Career Development Resources
Special Interest Groups	Chris Benton Alvin Community College
TAIR Webmaster	Sam Stigall University of Texas – Arlington
Workshops	Tom Martin Collin County Community College
Advisors	Maryann Ruddock University of Texas-Austin Leona Urbish Rice University

Conference History

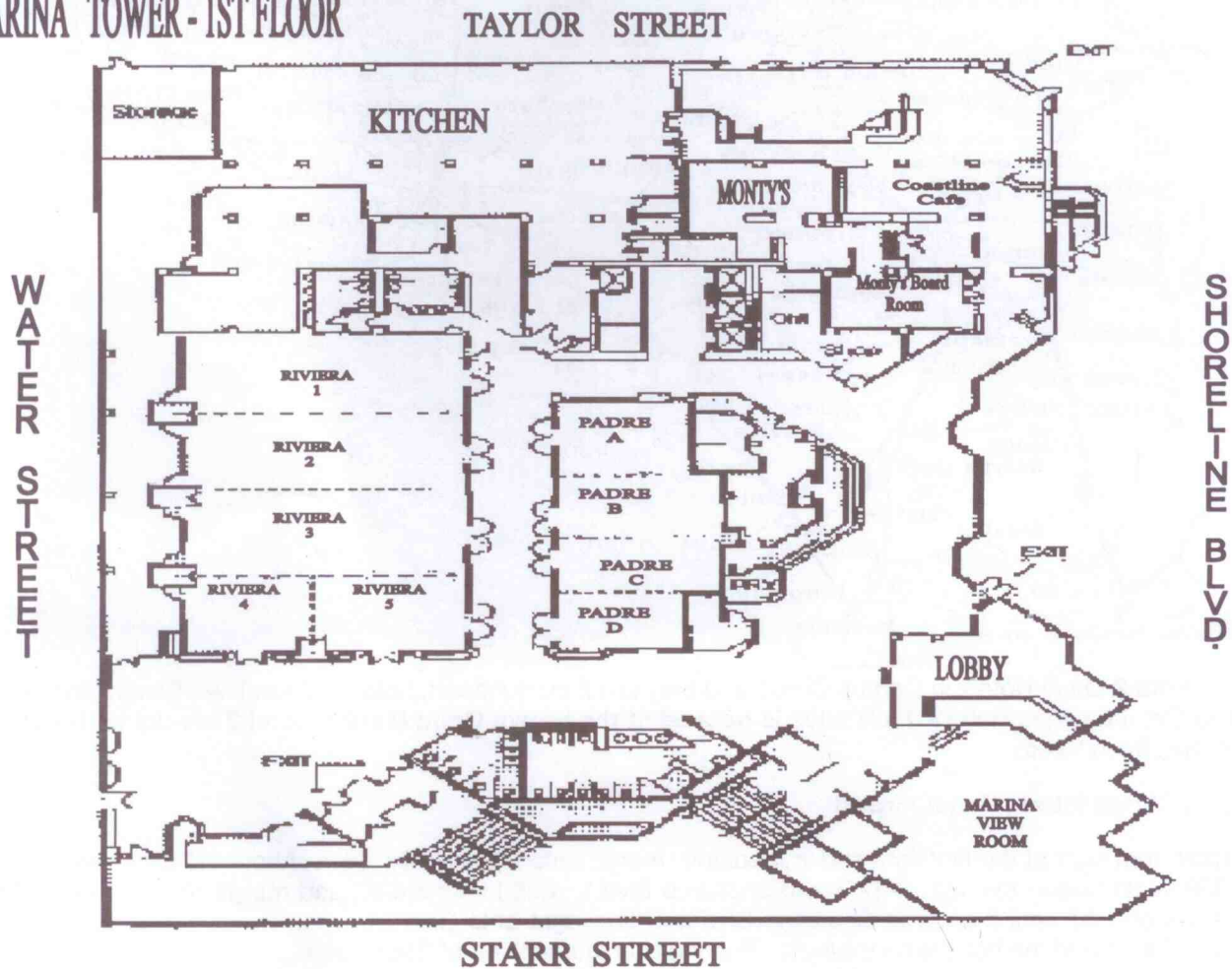
Year	Site	President	Vice President	Secretary and Treasurer*
1979	Austin	Program Committee	Horace Griffiths, Rude Gaedke Bill Lasher, Joe Szutz	
1980	Austin	Program Committee	Ann Sewell, Larry Luce, Paul Thomas, Henry Zachringer	
1981	Houston	Program Committee	Don Norris, Doug Wright, Margaret Reap, Jean Garwood, Leon Spivey	
		Constitution Committee	Bill Lasher (chair), Ross Clark, Les Kincaid, Pritchly Smith, Maryann Steele (Ruddock)	
1982	San Antonio	Don Norris	Vicki Mason	Paul Thomas
1983	Ft. Worth	Vicki Mason	Joe Szutz	Paul Thomas
1984	El Paso	Joe Szutz	Marsha Ivery (Moss)	Martha Lee
1985	Austin	Marsha Ivery (Moss)	Bill Nylin	Martha Lee
1986	San Antonio	Bill Nylin	Robert Cullins	Su-Zan Harper
1987	Austin	Robert Cullins	RoJean Starke	Su-Zan Harper
1988	Austin	**	Clinton Hurley	Denise Watts
1989	Austin	Clinton Hurley	Dennis Hengstler	Denise Watts
1990	San Antonio	Dennis Hengstler	Todd Hutton	Vickie Natale
1991	Corpus Christi	Todd Hutton	James Hale	Vickie Natale
1992	Galveston	James Hale	Susan Griffith	Sidney Prewitt (S) Karlease Clark (T)
1993	Bryan/ College Station	Susan Griffith	Mary Korfhage	Deryl Clark (S) Karlease Clark (T)
1994	El Paso	Mary Korfhage	Glenn James	Sidney Prewitt (S) Lizabeth Elkins (T)
1995	San Antonio	Glenn James	Vickie Natale	Patricia Duhon (S) Lizabeth Elkins (T)
1996	Houston	Vickie Natale	Richard Bailey	Patricia Duhon (S) James Calarco (T)
1997	South Padre	Richard Bailey	Verna Dewees	Cindy Dutschke (S) James Calarco (T)
1998	Austin	Verna Dewees	Thomas Martin	Cindy Dutschke (S) Dennis Brandt (T)
1999	Dallas	Thomas Martin	Leona Urbish	Lillian Young (S) James Calarco (T)
2000	San Antonio	Leona Urbish	James Calarco	Lillian Young (S) Karen Laljiani (T)
2001	Clear Lake	James Calarco	Maryann Ruddock	Martha Oburn (S) Karen Laljiani (T)
2002	Corpus Christi	Maryann Ruddock	Michael Green	Martha Oburn (S) Jana Marak (T)

* The Secretary / Treasurer position was divided into two separate positions in 1992.

** The President moved out of state; Vice President served as Acting President.

Hotel Layout & Room Map

MARINA TOWER - 1ST FLOOR



Location, Location, Location:

The meeting rooms are all located on the first floor side-by-side or across the hall from each other behind the Front Desk. The Marina View Room is off the main entrance to the hotel (on Starr Street). The Foyer (where we will hold coffee breaks) is located outside the Riviera Ballroom toward the exit to the parking garage.

Hotel Conveniences

- Dual phone lines with dataports and voice mail
- High-speed Internet access at a flat rate
- Fitness Center
- Gift shop
- Complimentary local and national newspapers
- Photocopying and faxing services available at a nominal fee

DIRECTIONS AND MAP



NOTE: There are 2 Omni Hotels in Corpus Christi and they are 2 blocks apart, both on Shoreline. Please don't try to check into the white Omni Bayfront Hotel – **TAIR 2002 is booked at the brown Omni Marina Hotel 2 blocks to the south of the white Omni Bayfront Hotel.**

From Corpus Christi International Airport:

Exit the Airport, turn right at the first light and immediately merge onto Highway 44 East. About 1.5 miles you will merge left onto Hwy 358 West (follow the sign "I-37 South/Shoreline Blvd"). Exit Interstate 37 and merge right onto I-37 South. Go about 4.5 miles on I-37 until it ends at Shoreline Blvd and turn right onto Shoreline (the water will be on the left). Go 4 blocks to Starr Street and the hotel is on the right. Parking is in the back off of Starr Street.

Coming in from Portland, TX on Hwy 181:

Traveling south on US 181/TX-35 East, follow the highway through Portland and across the causeway/bridge towards Corpus Christi. You will go over the Harbor Bridge. After the bridge, take the exit on the left towards "CC Museums, Shoreline Blvd., Bayfront Plaza" – remember to keep left. You will exit onto Twigg Street and will drive for about 3 blocks until you get to Shoreline Blvd. Turn right on Shoreline and go 2 blocks to Starr Street. Turn right on Starr and parking for the hotel is in the back off of Starr Street.

Coming in on I-37:

Follow I-37 south until it ends at Shoreline Blvd and turn right onto Shoreline (the water will be on the left). Go 4 blocks to Starr Street and the hotel is on the right. Parking is in the back off of Starr Street.

Coming in from the South on Hwy 77:

Northbound on Hwy 77, turn right (East) onto Hwy 44 at Robstown and follow it into Corpus Christi. Continue on Hwy 44 East until it splits and merge left onto Hwy 358 West (follow the sign "I-37 South/Shoreline Blvd"). Exit Interstate 37 and merge right onto I-37 South. Go about 4.5 miles on I-37 until it ends at Shoreline Blvd and turn right onto Shoreline (the water will be on the left). Go 4 blocks to Starr Street and the hotel is on the right. Parking is in the back off of Starr Street.