

## TAIR 2012 Pre-Conference Workshops

### **W1 Title: IPEDS Data and Benchmarking: Supporting Decision Making and Institutional Effectiveness**

Day: Tuesday, February 21

Time: 9:00 a.m. -- 5:00 p.m.

Location: Laguna Madre

Description: This workshop will consist of two modules.

Module 1 is designed for participants with little to no experience in the area of conducting benchmarking studies or with the IPEDS Data Center. This module introduces the fundamentals of creating benchmarks to measure institutional effectiveness. The module provides an overview of the types of comparison groups that can be constructed using IPEDS data, with examples of appropriate use. Participants will use actual data from the IPEDS Surveys, including the IPEDS Data Feedback Report and Executive Peer Tool. Exercises and resources will demonstrate processes to establish key performance indicators and identify variables to refine comparison groups. Module 2 is designed for participants familiar with the concepts of benchmarking and building comparison groups, the IPEDS surveys, and the IPEDS Data Center. This module focuses on practical applications for using IPEDS data in an institutional effectiveness (accreditation) self-study. Participants will use IPEDS survey data to create a benchmarking study, discuss specific research questions, and identify the types of comparison groups and key performance indicators that could address each. Exercises will focus on using the IPEDS Data Center to extract and analyze data.

Presenter: TBD.

**NOTE: The IPEDS pre-conference workshop is offered at no cost to attendees, but registration must be completed separately through a separate AIR registration site at:**

<http://www3.airweb.org/?page=2270>

### **W2 Title: Integrating Qualitative Methods into Institutional Research**

Day: Tuesday, February 21

Time: 1:00 p.m. – 4:00 p.m.

Location: Matagorda

Description: This workshop will highlight the importance of using qualitative research as part of a post-secondary research agenda and how it can be integrated and used by an institution's research department. Qualitative research can expand on quantitative data that is already gathered by institutions leading to in depth mixed methods studies. It can also stand alone, providing a different view point when it comes to areas such as grant development and evaluation, program studies, and interventions. Qualitative research allows institutional stakeholders ranging from students and faculty to staff and community members to have a more distinctive voice about different things that occur in the post-secondary institutions they work for, attend, and rely on.

Presenter: Mónica Alaniz, South Texas College

### **W3 Title: Beginning SAS Programming**

Day: Tuesday, February 21

Time: 1:00 p.m. – 4:00 p.m.

Location: Copano

Description: This hands-on workshop is targeted at beginning or inexperienced SAS programmers in institutional research. During the workshop, participants will focus on the basics of SAS programming (DATA steps and PROCs), with a focus on skills commonly needed in institutional research. We will cover reading and writing text files and SAS datasets using basic DATA step programming, including subsetting data and creating new variables. Additionally, we will use SAS procedures for basic statistics (PROC MEANS) and reporting (PROC PRINT and PROC FREQ).

Presenter: Phil Rhodes, Houston Baptist University

**W4 Title: National Student Clearinghouse StudentTracker**

Day: Wednesday, February 22

Time: 8:30 a.m. – 11:30 a.m.

Location: Laguna Madre

Description: This workshop provides an overview of the StudentTracker service from the National Student Clearinghouse. Topics include a general overview of StudentTracker, how to choose the appropriate query option, how to read the aggregate report, a conceptual overview of how to work with the student unit-level data in the detail report, and a review of the new enrollment and degree variables that were added to the student-level detail report at the end of 2011 including the current data coverage for these new variables and suggestions for ways they could be used.

Presenter: TBD, National Student Clearinghouse

**W5 Title: Building a Sustainable Knowledge Infrastructure to Support Student Success**

Day: Wednesday, February 22

Time: 8:30 a.m. – 11:30 a.m.

Location: Aransas

Description: Presenters will guide participants through the iterative process of conducting a student-success research project. We will cover data retrieval, validation, restructuring, statistical analysis, advanced modeling, and interpretation. Given the longitudinal nature of student persistence, we will highlight event-history models. We will emphasize the importance of using database and analytical codes (SQL, SPSS, SAS, R) and of keeping a documentation system for project efficiency and sustainability. The session will enhance institutional researchers' capacity to support evidence-based practices through ongoing studies that are quickly adapted to different questions and easily updated for new student cohorts. **Participants should bring a laptop to this workshop, loaded with SPSS software if possible. Those who do not have SPSS installed on their laptop will be able to download a trial version of the software during the workshop.**

Presenter(s): Anthony Abrantes and Yan Xie, The University of Texas at El Paso

**W6 Title: SAS Enterprise Guide: The Point-and-Click Interface to SAS**

Day: Wednesday, February 22

Time: 8:30 a.m. – 11:30 a.m.

Location: Copano

Description: This workshop is for analysts and managers who may or may not have SAS programming experience but need to access, manage, and summarize data from different sources, present results in tables and graphs, and perform statistical analysis. Although you can write, submit, and generate SAS programming code using SAS Enterprise Guide, this workshop will not teach the SAS programming language. Demonstrations in the workshop will use institutional research type data and tasks in illustrating the functionality of Enterprise Guide.

Presenters: Tom Bohannon and Jerry Oglesby, SAS Institute

**W7 Title: Newcomers to Institutional Research**

Day: Wednesday, February 22

Time: 8:30 a.m. – 11:30 a.m.

Location: Matagorda

Description: The TAIR Newcomer's Workshop will focus on maintaining an effective institutional research office. Topics include the various roles and key responsibilities of institutional research, necessary skills needed for a researcher, primary dogmas of assessment (surveys and focus groups), research resources, academic accreditation, financial analysis and presentation of data. Included in the workshop will be guest panelists representing key areas of institutional research (THECB, public four-year and two-year, private four-year institutions) who will be presenting the "hot topics" for their areas of expertise.

Presenter: Marilyn Greer, M.D. Anderson Cancer Center