TAIR 2013 Concurrent Sessions

Concurrent Sessions A – Monday, February 11, 2:15 PM to 3:05 PM

A1: Navigating a SACS Accreditation Review: Tips for Crafting a Successful Compliance Certification Report
Location: Salon F
Audience: All
Track: Assessment & Effectiveness
Description: This session will provide an overview of the accreditation process and review strategies that colleges and universities have used to successfully demonstrate their compliance with SACS standards and requirements. The areas most-cited for non- compliance will be reviewed along with recommendations to avoid these pitfalls. Actionable suggestions for crafting a successful compliance certification document will also be discussed.
Presenter: Thomas Cleary, Alamo Colleges

A2: Hazlewood Benefits: Do They Really Benefit Our Veterans?
Location: Salon G
Audience: Public
Track: Current Issues
Description: Increasing numbers of veterans are entering higher education as a result of the troop draw-downs occurring in the U.S. Armed Forces. In Texas, veterans have access to Hazlewood benefits, which allow them to attend a state school tuition and fee free. Veterans' dependents also have access to some of these financial benefits. How are these "Hazlewood students" performing in college? This study focuses on students attending a state institution and evaluates whether Hazlewood students perform differently than students not receiving state veteran's benefits.
Presenters: Amanda Clark, Sam Houston State University
Donna Artho, Sam Houston State University

A3: Improving Data Reporting Through Successful Alliances
Location: Salon H
Audience: All
Track: Planning & Organizing
Description: Often IR professionals rely upon data collected and maintained by numerous offices within an institution. As a result, the integrity and validity of such data is dependent upon successful communication and team work between the IR office and various campus units. This presentation will introduce strategies for building effective partnerships in order to improve the accuracy and relevance of data submitted into student information systems. The presenter will discuss an ongoing initiative at Huston- Tillotson University to provide resources to pertinent offices in an effort to clarify reporting needs and to structure data collection, entry, and maintenance practices.
Presenter: Jaya Soni, Huston-Tillotson University

A4: The Proliferation of Prerequisite Courses: Balancing Good Intentions with Rationality

Location: Vine 1
Audience: All
Track: Reporting & Decision Support
Description: Faculty, academic administrators, and THECB staff committed to helping students succeed in courses often see the establishment of prerequisite courses as the best way to ensure that students are prepared for other courses seen as dependent on prior knowledge and skills. Decisions about whether or not to establish course prerequisites are often based on anecdotal information, common sense, or similar subjective criteria. This presentation focuses on two studies at one institution that attempted to introduce data-based rationality to well-intended discussions of course prerequisites. The presentation underscores the significant role that institutional research can play in academic decision making.
Presenter: Thomas Martin, Collin College

A5: Statistical and Political Challenges of Selecting Peer Institutions

Location: Vine 2
Audience: All
Track: Research
Description: A system office has been analyzing data on institutional performance for many years. In 2010, an intensified focus on benchmarking began and the office utilized a nationally recognized best-practice methodology to identify a baseline group of statistically-similar institutions for its nine academic campuses. The utilization of such a technique involves 1) the "business case" or purpose for which the model is created; 2) the data that is available and can be used; 3) the methods and statistical approach(es) best suited to the available data; and 4) the responses of administrators when the results of the peer selection process are presented.
Presenter: Alicia Betsinger, University of Texas System

A6: SQL: The Sequel

Location: Ivy 1
Audience: All
Track: Technology & Training
Description: Data is the lifeblood of institutional research offices, and that data is most often stored in relational databases like Oracle or Microsoft SQL Server. This session will cover the intermediate uses of SQL - Structured Query Language - used to access data in modern databases. Topics covered will include more complex joins (multiple tables and subqueries), updating records, incorporating conditional logic into queries, and more complex reporting. Code examples will be given from SAS, MS Access, Oracle, and SQL Server. The presentation will assume a basic knowledge of SQL equivalent to presentation B4 Basic SQL for Institutional Research from TAIR 2012.
Presenter: Phillip Rhodes, Houston Baptist University

Concurrent Sessions B – Monday, February 11, 3:15 PM to 4:05 PM

B1: Documenting Assessment & Continuous Improvement for Reaffirmation of Accreditation
Location: Salon F
Audience: All
Track: Assessment & Effectiveness
Description: There has been a lot of interest on TAIR-L about using WEAVEonline for documenting assessment and continuous improvement for reaffirmation of accreditation. Del Mar College has been using WEAVEonline since 2006. Our SACS on- site visit was in October 2010. I will share our experiences, what the SACS team liked about our assessment, and what needed to be improved. I will demonstrate how we are integrating our unit plans in WEAVEonline to the instructional program review and support services administrative review, the Strategic Plan, and the College budget process. I will also address curriculum mapping and new THECB General Education Competencies.
Presenter: Jane Haas, Del Mar College

B2: Graduation Incentive Grants: What Funding Amount Results in the Best Outcomes?
Location: Salon G
Audience: All
Track: Current Issues
Description: Since 2007, the Graduation Initiative has administered a grant paired with case management to help continuing seniors achieve timely graduation. Analysts stay in continuous contact with students guiding them to graduation while providing advocacy for problems encountered along the way. Participants in this program, Late Intervention, have historically graduated at a rate twice as high as similarly situated peers. Over time, changes in funding levels for this program have forced strategic modifications in individual grant awards. This presentation will compare success rates associated with each shift in the amount of Graduation Incentive to determine if an ideal grant amount exists.
Presenter: Jinny Case, University of Texas at San Antonio

B3: Lessons Learned through the Strategic Planning Process
Location: Salon H
Audience: All
Track: Planning & Organizing
Description: Strategic Planning, a systematic process delineating priorities essential to the mission of your College or University. Sounds easy - except when you try to write it down on paper or get diverse audiences to agree. This session focuses on lessons learned as a result of three different planning processes utilized by Tyler Junior College.
Presenter: Cheryl Rogers, Tyler Junior College

B4: The Good, the Bad, and the Ugly: Transitioning from one Business Intelligence tool to Another

Location: Vine 1
Audience: All
Track: Reporting & Decision Support
Description: Our university implemented a new student information system and BI reporting tool within the last 10 years. Shortly after implementation, the product was no longer supported by the vendor, thereby forcing us to change to a new system and reporting tool. In this presentation we will discuss the good, bad, and ugly of transitioning from one BI tool to another. We will discuss the bureaucratic, technical, and manpower issues we experienced while the demand for valid and reliable data continued. This may be helpful to institutions that are designing reports and selecting data elements while implementing or re- implement BI tools.
Presenters: Diana Hooten, University of Texas at Arlington
Sam Stigall, University of Texas at Arlington

B5: Community College Student Retention: The Predictive Validity of the SENSE Survey

Location: Vine 2
Audience: 2 year
Track: Research
Description: The Survey of Entering Student Engagement (SENSE) is increasingly being utilized by a number of colleges. The SENSE survey is based on the premise that the first few weeks of college are critical to the success of entering students. Despite the growing use of the SENSE survey comparatively little research has examined its predictive validity. This presentation will provide an overview of the survey and the results of an analysis of its validity in predicting retention based on a fall 2011 administration at an extra-large community college.
Presenters: Guillermo Martinez, Austin Community College
Richard Griffiths, Austin Community College

B6: Analyzing Qualitative Research in an Educational Setting

Location: Ivy 1
Audience: All
Track: Technology & Training
Description: This presentation will talk about the different ways of analyzing the various forms of qualitative data that are collected in a research setting with an emphasis on using qualitative research software. It will cover analysis of data ranging from transcriptions of interviews and focus groups to photographs and archival documents. It will also cover how to use qualitative research software to organize data files and other materials that are part of your research projects.
Presenter: Monica Alaniz, South Texas College

Concurrent Sessions C – Tuesday, February 12, 9:45 AM – 10:35 AM

C1: The Unexpected Benefits of Getting Ready for SACS
Location: Salon F
Audience: All
Track: Assessment & Effectiveness
Description: Central Texas College serves over 70,000 students at 100+ locations, from military installations to ships at sea. Realizing that a more global solution was needed for institutional effectiveness, CTC was prompted by the success of another Texas institution to choose TaskStream as its digital assessment system. CTC transformed its program review and created a repository for faculty resources and training. TaskStream's collaborative nature engaged faculty, helped create a culture of assessment, and now supports the faculty's work on the new Texas Core Curriculum. Come see how CTC uses its digital assessment system to gain benefits beyond accreditation and compliance.
Presenter: Amy Bawcom, Central Texas College
Lauren McCarty, Taskstream

C2: What's Happening with the DAC? A Conversation with Members of the TAIR Data Advisory Committee
Location: Salon G
Audience: All
Track: Current Issues
Description: The TAIR Data Advisory Committee (TAIR DAC) was established as a representative group of members who identify, discuss and advise on data- related issues of common interest to our institutions. Members of the 2012 DAC will provide information on the TAIR Data Dictionary that was launched in fall 2012 as well as topics related to graduation rates, THECB Accountability reports, and Gainful Employment reporting. There will also be opportunity for discussion and input from session attendees.
Presenter: Martha Oburn, Houston Community College
TAIR DAC Members

C3: Combining Prioritization of Academic Programs and Program Review: A Hybrid Approach
Location: Salon H
Audience: All
Track: Planning & Organizing
Description: Many institutions are challenged to examine the viability of programs and departments and often this challenge needs IR support. AC revisited the program review process by combining numerous data sources for the purposes of resource allocation, program review, departmental assessment, and program improvement. Using a hybrid approach, AC is successfully using data in the prioritization of academic programs through combining data sources, providing a holistic look at program health, and keeping a transparent process. This session will discuss the
entire process of leadership involvement, creating buy- in, data sources, and making assessment and evaluation meaningful to the institution.
Presenter: Kara Larkan-Skinner, Our Lady of the Lake University

C4: Free Open-Source Reporting/Dashboards using Google Charts and R

Location: Vine 1
Audience: All
Track: Reporting & Decision Support
Description: The Texas Workforce Commission has developed new reports and dashboards using open-source software such as Google Charts and R. The impetus on data visualization is to provide the public and program managers with a quick and easy way to look at data for program management and continuous improvement. To accomplish these tasks, wherever possible, TWC used technology using free open- source software to promote transparency and cost savings. The presenters will discuss and demonstrate the development of back-end data, front-end tools and the resulting product.
Presenters: Ruben Garcia, Texas Workforce Commission
Jesse Sampson, Texas Workforce Commission
Hiwot Berhane, Texas Workforce Commission

C5: Longitudinal Analysis with CCSSE Data

Location: Vine 2
Audience: 2 year
Track: Research
Description: The Community College Survey of Student Engagement (CCSSE) has remained unchanged since 2005 to facilitate longitudinal analysis of results. Many colleges administer CCSSE every three years and some, more frequently. Therefore, these colleges have sufficient data to explore longitudinal trends. But how do you approach this? The CCSSE website says you can't do longitudinal research using the standardized benchmark scores. This presentation will discuss why the standardized benchmark scores are not appropriate for use in longitudinal analyses and will provide an example of how to look at CCSSE results over time.
Presenter: Michael Bohlig, Center for Community College Student Engagement, Univ of Texas at Austin

C6: Using Software to Do More with Less

Location: Ivy 1
Audience: All
Track: Technology & Training
Description: Especially in this current financial climate, many of us are being asked to do more with less. For several years, the office of Institutional Research at Baylor University has developed a data management, reporting and advanced analytical infrastructure to increase the efficiency of the office and the university as a whole. Reports that were once prepared manually have been automated. Data quality processes have been implemented to reduce the number of duplicate mailings. Predictive modeling is used to focus recruiting efforts on those prospective students most likely to respond. A web based portal has been created to provide self-service report generation for many administrators across campus. Along with this, a number of data processing functions have been centralized eliminating the need for additional programming skills and software support. This presentation will discuss these improvements in more detail and provide examples of the end results that have enabled the 15,000 student Baylor University to improve the bottom line with effective use of data.
Presenter: Faron Kincheloe, Baylor University

Concurrent Sessions D – Tuesday, February 12, 10:45 AM – 11:35 AM

D1: Root Cause Analysis: Systematically Identifying the Factors which Undermine Performance and Effectiveness
Location: Salon F
Audience: All
Track: Assessment & Effectiveness
Description: Quantitative data helps us identify the problem areas in the performance of our institutions but if we hope to identify effective strategies for improving effectiveness, we need to know the "why" that underlie those performance levels. This session is an introduction to strategies which allow us to drill down through the data to identify specific factors which contribute to performance. Examples drawn from student success in areas such as developmental, gatekeeper courses, retention and graduation rates will be used to illustrate how these strategies have been used at a large, open admissions university to improve performance.
Presenter: Lea Campbell, University of Houston-Downtown

D2: Developing a Texas Tool Kit for Assessing the New Core Curriculum
Location: Salon G
Audience: Public
Track: Current Issues
Description: In May 2012, a group of core curriculum faculty and college administrators responded to a preconference survey and attended the final session of the C5 Conference to develop a "Texas Tool Kit" for contributing their varied measures of the upcoming new Texas Core Objectives. This TAIR session will provide a status report and some preliminary results of assessments used or piloted. Our plan is to assemble a variety of measurement tools for, especially, the esoteric objectives of Teamwork, Personal Responsibility, and Social Responsibility. We expect
to receive contributions from about 20 institutions over the course of the fall.
Presenter: Jane Zimmerman, Central Texas College

D3: How Three Institutions Handle End of Course Evaluations
Location: Salon H
Audience: All
Track: Planning & Organizing
Description: A panel will discuss how three institutions handle end of course evaluations. Included in the discussion will be: (1) background details, including information on the scope of the surveys, types of software used, the number of forms used, etc. (2) process, including survey formats and administration and time frames of planning and communication, and (3) results, including response rates, incentives, types of reports generated, and improvements made. Time will be reserved for questions and comments from the audience.
Presenters: Araya Maurice, University of Texas at Arlington
Tina Rummel, Trinity Valley Community College
Douglas Atkinson, University of Texas at San Antonio

D4: Student Learning Outcome Analysis Made Easy with New Analytical Tool

Location: Vine 1

Audience: All

Track: Reporting & Decision Support **Description:** Brazosport College has been implementing Student Learning Outcomes for several years but analysis and reporting was cumbersome and time consuming using existing software and processes. With the installation of ZogoTech (ZT), the college is able to analyze the data much more effectively and efficiently using the ZT analytics. Differences among faculty, day-night sessions, dual/credit and non-dual/credit, etc. can be examined at the click of the mouse with the goal of improving instruction and eventually improving student success. This analytical tool has been quite revealing and helpful as well as easy to use.

Presenters: Cindy Ullrich, Brazosport College

David Preston, Brazosport College

D5: A Study of Student Persistence Using Logistic Regression

Location: Vine 2

Audience: All

Track: Research

Description: This study uses student demographic and educational background variables, as well as academic transcript data in a logistic regression analysis that models student persistence. The study will also assess the impact of key student academic experiences on student persistence. The study findings will be discussed in light of existing theoretical models on student persistence, and include the practical ramifications and challenges for increasing student persistence in higher education.

Presenter: Joseph Schlichting, San Jacinto College

D6: Fun with Excel: Time-Saving Tips and Tricks

Location: Ivy 1

Audience: All **Track:** Technology & Training

Description: This presentation will share tips and tricks to improve efficiency when working in MicroSoft Excel. Topics include working with pivot tables, working with filtered data, using "arrange all", sparklines, and other fun time-savers.

Presenters: Lisa Haynes, Texas Woman's University

Tracy Stegmair, Texas Woman's University

Concurrent Sessions E – Tuesday, February 12, 2:15 PM – 3:05 PM

E1: Using CAS as a Foundation to Create A Culture of Assessment in Student Service Programs

Location: Salon F

Audience: All

Track: Assessment & Effectiveness

Description: This program will demonstrate how the CAS Self-Study process can be used as a foundation to create a culture of assessment on campus. Attendees will learn how one university developed a plan to meet the immediate needs of accreditation preparation and how that plan has evolved since its initial implementation. Methods of identifying and overcoming obstacles as well as methods of obtaining buy-in will be discussed and participants will be requested to share experiences and results.

Presenter: Amanda Chesser Drum, Texas A&M University - Corpus Christi

E2: Accountability System for Texas Non-Public Institutions: A New Tool for Evaluation of Higher Education in Texas

Location: Salon G
Audience: All
Track: Current Issues
Description: As required by the Texas Legislature, the Coordinating Board developed an accountability system for Texas non-public institutions. This group includes for-profit career schools such as ITT, for-profit universities such as University of Phoenix, non-profit colleges/universities such as Western Governor's University, and religious and alternative medicine institutions. For the first time these institutions' performance may be evaluated using the same measures as for public institutions and a more complete picture of the state of higher education in Texas can be drawn.
Presenter: Gabriela Borcoman, THECB

E3: Data Driven SWOT Analysis to Inform Comprehensive Program Review

Location: Salon H
Audience: All
Track: Planning & Organizing
Description: SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis has become a common component of the comprehensive program review process and the data Institutional Research supplies is often crucial to a successful SWOT Analysis. This presentation will define SWOT, describe how it works and why it is valuable to programs. It will also connect the kinds of questions SWOT seeks to answer with the type of data IR provides and suggest ways in which programs and IR can more effectively work together to assure data are requested and provided in a timely manner.
Presenter: Angela Koponen, University of Houston – Downtown

E4: GIS in Institutional Research

Location: Vine 1
Audience: All
Track: Reporting & Decision Support
Description: Geographic Information System (GIS) is a powerful tool that has not been widely utilized in Institutional Research. GIS has the ability to improve Institutional Research analysis in many areas by targeting recruitment efforts, mapping data on enrolled students, evaluating space and facilities management, survey research in higher education, coordinating university strategic planning, and tracking institutional advancement. This presentation will detail how GIS can be used to create visual outcomes that are easily understood by data consumers.
Presenter: Rebecca Bowyer, Sam Houston State University

E5: The Examination of Factors Impacting Hispanic Students' College Success

Location: Vine 2
Audience: All
Track: Research
Description: The Hispanic population in the United States is experiencing tremendous growth.   Helping to raise Hispanic educational success is important to the quality of life and economic competitiveness in the nation. This paper examines the factors that impact Hispanic students' persistence and graduation at Sam Houston State University (SHSU). The data analyses provide information to help expand our understanding of the barriers faced by Hispanic students. This study will develop recommendations for SHSU policy initiatives by providing courses of action or programs to assist these students in attaining their educational goals.
Presenters: Xiaohong Li, Sam Houston State University
Amanda Clark, Sam Houston State University

E6: We "Did It Our Way" - Writing and Implementing an In-House Course Evaluation System

Location: Ivy 1
Audience: All
Track: Technology & Training
Description: Mayhem prevailed--there was no unified campus system for course evaluations, and our office was drowning in paper processing with outdated equipment and software. The passage of HB2504 forced a move to a comprehensive system that would enable us to get organized. Result--our own custom module within PeopleSoft Campus Solutions featuring:
* student priority grade viewing incentive
* evaluation results reported on university website
* faculty reports retrievable through self-service for all terms since implementation
Discussion will include conceptualization of the course evaluation system, the decisions made along the way, problems encountered and solved, and the glories of changing institutional culture. Although work still remains, we now have a centralized system that provides usable data to faculty and administration.
Presenters: Shari Koukl, University of Texas at Tyler
Cindy Strawn, University of Texas at Tyler

Concurrent Sessions F – Tuesday, February 12, 3:30 PM – 4:20 PM

F1: Determining De Facto Degree Plans: An Approach to Responding to CR 2.8

Location: Salon F
Audience: All
Track: Assessment & Effectiveness
Description: In preparing the 5th Year Report for Compliance Certification, institutions must respond to Core Requirement 2.8: The number of full-time faculty members is adequate to support the mission of the institution and to ensure the quality and integrity of each of its academic programs. The SACS expectation is to dis-aggregate the SCH taught for each major/program by faculty status (FT/PT) and by location. We found the biggest challenge to be identifying the "required" courses for each major/program. This session describes our process and the challenges posed by the existence of nearly 400 academic plans in our SIS, plus multiple electives/substitutions.
Presenters: Pam Haws, University of Texas at Arlington
Dennis Ignatenko, University of Texas at Arlington

F2: Developmental Education Accountability Measures: The Logic Behind the Scenes
Location: Salon G
Audience: Public
Track: Current Issues
Description: Texas public higher education institutions report developmental education (DE) data for their students on the CBM002 and CBM00S. The THECB utilizes the reported data to develop three DE accountability measures: 1) the percent of prepared and underprepared students who successfully complete a college-level course in math, reading, and writing, 2) the number and percent of underprepared students who satisfy TSI obligation, and 3) the number and percent of prepared and underprepared students who return the following fall. The presentation offers a detailed look at the logic and specific report elements that THECB uses to calculate the DE accountability measures.
Presenters: Julie Eklund, Texas Higher Education Coordinating Board
Jana Cossairt, Texas Higher Education Coordinating Board

F3: Update on a System-wide Approach: Improving Graduation Rates
Location: Salon H
Audience: All
Track: Reporting & Decision Support
Description: Representatives from a system office and institutional research directors from diverse campuses will participate on a panel discussion to give an update on the original system-wide initiative to improve graduation rates (2006) in terms of what worked and what were the roadblocks institutions encountered. They will also provide an overview of the new goals in the systemwide Framework for Excellence recently adopted by the Board of Regents. Primary topics of discussion will focus on: 1) are the traditional graduation metrics broad enough to measure student success, and 2) what are best practices for setting goals and measuring progress against comparable peers.
Presenters: Cathy Delgado, University of Texas System
Kristi Fisher, University of Texas at Austin
Roy Mathew, University of Texas at El Paso
SJ Sethi, University of Texas Pan American
Trish Norman, Research & Analysis Consultant

F4: Designing Successful Data Presentations
Location: Vine 1
Audience: All
Track: Reporting & Decision Support
Description: A recent survey indicated that many senior level college/university administrators struggle with presentations that involve data. The three major reasons mentioned were: 1.) the presentation and data were confusing, 2.) there was too much data, and 3.) there was too much technical jargon or math. While data managers, researchers, and analysts have the expertise to execute complex operations and procedures, the actual presenting of the results requires a different skill set to be effective. This program will provide a toolset of basic data presentation techniques that allow the viewer to remain engaged and leave enlightened rather than mystified and bewildered.
Presenter: Steven Hagstrom, Tarrant County College

F5: Gathering Direct Evidence of Student Engagement via ID Card Systems
Location: Vine 2
Audience: All
Track: Research
Description: In Demonstrating Student Success, Bresciani, Gardner and Hickmott (2009) argue that institutions should use Astin's (1993) Input- Environment-Output model as an ideal approach to examine retention. Understanding the environmental impacts of a student's experience presents challenges that most traditional data cannot address. UNT relied almost exclusively on indirect evidence to measure these environmental variables. This did not accurately paint a complete picture of the relationship between student services usage, persistence and success. This session outlines the institutional approach, lessons learned and technology utilized to gather well over 80K+ interactions in a single year and how we plan to utilize the data.
Presenter: Jason Simon, University of North Texas

F6: From the Outhouse to the Un-repentant Warehouse
Location: Ivy 1
Audience: All
 Track: Technology & Training
Description: "Sorry I'm late with this, but we are up to our #$% in requests!" "Sorry, I can't get to that right now; we are in the middle of something else." Ever get these types of excuses from your IR office? We had some of the same time issues with trying to provide our users with the information needed, when needed, and to the extent needed. Our solution was a data warehouse solution using Zogotech as the interface. The difference this product has made on production for the IR Office has been nothing short of phenomenal. This presentation will tell the story of how we migrated to using this product and some of the lessons we learned that may be of help if you do migrate.
Presenters: David Preston, Brazosport College
Cindy Ullrich, Brazosport College