

TAIR 2013 Pre-Conference Workshops

W1 Using Accountability Board Data

Day: Sunday, February 10

Time: 1:00 p.m. – 4:00 p.m.

Location: University of Texas-Medical Branch (Rebecca Sealy 1.124)

Description: Accountability continues to rise in importance and the data available from the Coordinating Board can be extremely useful for the Institutional Researcher who understands the report and the content that is presented. Colby Stoeber is a former member of the Coordinating Board and has volunteered to share his insight into these reports, answering questions and providing some insight on how the information in many of the reports can be used and shared on college and universities campuses. This workshop is appropriate for those IR professionals who are new to the career field and will open some insights for experienced IR professionals.

Presenter: Colby Stoeber, Texas A&M University – Corpus Christi

W2 Developing Measurable Outcomes 1

Day: Sunday, February 10

Time: 1:00 p.m. – 4:00 p.m.

Location: University of Texas-Medical Branch (Rebecca Sealy 1.124)

Description: This workshop will focus on various methodologies and processes that are used by institutions when developing learning outcomes. Processes and techniques will be discussed such as the acronyms SMART and DUMB and application on how to determine strong outcome measures opposed to weaker measures. Attendees should acquire the basic skills necessary to successfully write outcome measurements that would be applicable to their campus cultures whether working at a university or small college. This workshop is appropriate for new and experienced IR professionals who work with assessment programs, have assessment related responsibilities, or are just curious and wish to know more about this subject area.

Presenters: Kara Larkan-Skinner, Amarillo College and Tom Corll, Midland College

Note: This workshop is offered independently from Developing Measurable Outcomes 2; attendees may register for either or both workshops.

W3 Developing Measurable Outcomes 2

Day: Monday, February 11

Time: 8:30 a.m. – 11:30 a.m.

Location: Moody Gardens Hotel (Salon G)

Description: This hands-on workshop will focus on the development of measurable learning outcomes following the ABCD model currently used at Amarillo College. Designed as a follow-up workshop for those who attended the Measurable Outcomes session presented at the summer workshop in San Marcos, workshop attendees will have the opportunity to develop measurable outcomes for divisions, departments and offices across a broad spectrum of the campus. Attendees will be provided opportunities to critique anonymous outcomes from other institutions, hands-on experience developing outcomes unique to their own institutions, and

evaluate peer assessments developed during this workshop. This workshop is appropriate for new and experienced IR professionals who work with assessment programs or have assessment related responsibilities.

Presenters: Kara Larkan-Skinner, Amarillo College Tom Corll, Midland College

Note: This workshop is offered independently from Developing Measurable Outcomes 1; attendees may register for either or both workshops.

W4 Getting Organized: Controlling Email and Managing Workflow, Priorities and Projects

Day: Monday, February 11

Time: 8:30 a.m. – 11:30 a.m.

Location: Moody Gardens Hotel (Salon H)

Description: Drowning in email? Desk a mess? Projects running late? All of us in higher education are under constant pressure to produce more with less at a faster pace. This workshop will present some common-sense tools to deal with the flood of email, projects, and tasks that cross our paths every day. The workshop will cover four major topics: controlling email, establishing productive workflow, identifying priorities and horizons of focus, and a framework for project planning. Attendees should bring a list of their current projects and a current to-do list for in workshop review. This will be a working session, not a lecture – the result will be an updated, clarified project list and actionable to-do lists.

Presenter: Phil Rhodes, Houston Baptist University

W5 Newcomers to Institutional Research

Day: Monday, February 11

Time: 8:30 a.m. – 11:30 a.m.

Location: Moody Gardens Hotel (Vine 1)

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 colleges, private four-year institutions) who will be presenting "hot topics" for their area of expertise.

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

W6 Strategic Planning from the Outside – In

Day: Sunday, February 10

Time: 9:00 a.m. – 12:00 p.m.

Location: University of Texas-Medical Branch (Rebecca Sealy 1.130)

Description: In these competitive times, institutions are increasingly measured by performance and their proven ability to anticipate and respond to the unique and changing needs of their community, region and world. To thrive in such a dynamic climate requires strategic planning based on researched trends that are accurate, relevant and far-reaching – trends that position your institution for whatever challenges and opportunities lie ahead. This workshop will

emphasize strategic planning (i.e. external "outside-in" rather than internal "inside-out") and techniques to engage the larger communities we serve in the strategic planning process.

Presenter: Joel Lapin, The Community College of Baltimore County

W7 Beginning SQL and Database Management

Day: Sunday, February 10

Time: 9:00 a.m. – 12:00 p.m.

Location: University of Texas-Medical Branch (Library 238)

Description: This workshop will start with the fundamentals of database management. Basic terminology and structure will be covered. Participants will learn how to create a simple database. Using that database, participants will then learn how to extract and manage the data with visual query builders and SQL. This workshop will be using Microsoft Access and SQL Developer; however, instruction will be tailored for use with any database and SQL client. Participants can expect to learn how to create a database using point-and-click methods and SQL, insert and update data in tables, select/query data, join tables, filter data, and many other SQL query basics.

Prerequisites: None

Presenter: Kate Proff, Texas State University – San Marcos

Note: This workshop is offered independently from Intermediate SQL and Database Management; attendees may register for either or both workshops.

W8 Intermediate SQL and Database Management

Day: Sunday, February 10

Time: 1:00 p.m. – 4:00 p.m.

Location: University of Texas-Medical Branch (Library 238)

Description: This workshop will take participants to the next level in their SQL and database knowledge. A basic overview of database design and SQL syntax will be covered. Participants will create MySQL database. With that database, participants will learn how to manage multiple tables and joins. Participants will retrieve and manage data efficiently through subqueries, grouping, case logic, functions, date manipulation, and other SQL commands. Participants will also learn how to troubleshoot query errors and ensure they are extracting exactly the data they need. Given time, participants will be shown how to pull data directly into Excel, Access, and SPSS through an ODBC connection.

Prerequisites: Basic knowledge of databases and SQL (participant knows how to create a simple SQL query using a select statement and table joins)

Presenter: Kate Proff, Texas State University – San Marcos

Note: This workshop is offered independently from Beginning SQL and Database Management; attendees may register for either or both workshops.