

**Monday February 29****1:00 PM to 1:45 PM****Concurrent Sessions A****A1: Surviving the Perfect Storm – Teamwork and Data Recovery****Location:** Conference B**Audience:** 4-year, public, private**Track(s):** Reporting and Decision Support
Planning and Organizing

“In the fall of 2014 the IRRIS Team at UT Austin set sail to complete the coordinating reports as mandated by Texas state law. The events that followed would plunge the IR Team into the midst of a storm that none had ever seen.

The departure of IT and reporting team personnel, sinking of the 12th class day snapshot due to programming failures, incomplete documentation, and newly hired, untrained staff are just some of the events that lead to The Perfect Storm.

See what happens when the crew are all hands on deck at this flagship university. All climb aboard and then luff up directly towards a rogue wave. Learn the importance of detailed documentation, cross-training, communication, team building, and how to eliminate single points of failure that can surely sink any ship.”

Presenters: Al Walser, University of Texas - Austin**Session Coordinator:** _____**A2: Space: The Final Frontier—Visual Representation of Classroom Usage****Location:** Grand Ballroom B**Audience:** 2-year, 4-year, public, private**Track(s):** Reporting and Decision Support

Fluctuating enrollments and growing popularity of off-campus courses make accurate data critical to planning and decision-making related to space needs. IR offices are called upon to provide clear, concise details about classroom usage. Numerical data related to campus space use can be difficult to decipher, particularly when multiple buildings or campuses are involved. Visual representation is one way to improve understanding of space utilization data. This presentation will outline a two-level approach used in one IR office to visually represent detailed space utilization data at the classroom level and at the building/campus level. It will address how the space utilization reports are generated, and how they are used to support program assessment and administrative decision making.

Presenters: Kathy Ledzius; Dr. Tom Martin

Collin County Community College

Session Coordinator: _____**A3: Get your SAS to Work****Location:** Sam Houston**Audience:** 2-year, 4-year, public, private**Track(s):** Technology and Training;
Research

Do you ever have a difficult time getting your SAS to work? If so, come see how we are using SAS to help our office be more efficient and effective! We will discuss and give examples of using Base SAS and Enterprise Guide for standard daily reports, ad hoc reports, state/federal reporting, and making work easier for you. If you have PC Base SAS, then you have access to the versatility in Enterprise Guide. Come by to see how to get your SAS to work!

Presenter: Laura Wichman, Dr. Brandon Moore
McLennan Community College**Session Coordinator:** _____**A4: Developing a Project Management Database using Microsoft Access****Location:** Conference A**Audience:** 2-year, 4-year, public, private**Track(s):** Planning and Organizing

One concern in higher education institutions is using limited resources effectively. Through monitoring projects, we hope to become more productive and efficient in our day-to-day operations. To achieve our goal, we created a project management database (PMDB) to track internal and external requests for services from our office. All office staff post projects as they are received, noting start/end dates, date needed, requestor information and any other project details. We then use the database to track how many projects are completed on time, and compare that information monthly, quarterly and annually. The database also helps us achieve departmental outcomes.

Presenter: Lillian Marshall, Blinn College**Session Coordinator:** _____



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1:00 PM to 1:45 PM (continued)

Concurrent Sessions A

A5: Are You Asking What You Want to Know? A User-Friendly Discussion About Survey Design

Location: Grand Ballroom A

Audience: 2-year, 4-year, public, private

Track(s): Assessment and Effectiveness
Research

This session will discuss strategies for designing internal or “homegrown” surveys. Topics include identifying what you are trying to measure, pitfalls in question design (loaded, leading, etc.... questions), validity, and reliability. Interactive learning strategies include attendee participation in identifying a construct and creating relevant questions, improving poorly constructed questions, and demonstrations of selected validity and reliability methods.

Presenters: Dr. Michael Haynes; Dr. Ashley Tull
Tarleton State University

Session Coordinator: _____

2:00 PM to 2:45 PM

Concurrent Sessions B

B1: Successful Collaboration between Institutional Research and Information Technology in Building a SAS Dashboard at the El Paso Community College

Location: Grand Ballroom F/G

Audience: 2 Year

Track(s): Reporting and Decision Support

The El Paso Community College (EPCC) will demonstrate the achievement of the collaboration between Institutional Research and Information Technology to produce SAS dashboards. We will explain the planning, designing, architecture and implementation of the dashboards which EPCC has been using since 2012. Specific dashboards will be demonstrated including current term demographics, graduation, dual credit/early college high school, and historical enrollment dashboards.

In addition, we will discuss the aspects of the relationship between IR and IT that have contributed to the successful partnership between departments. Our discussion will cover details of responsibilities of each department in implementing the dashboards.”

Presenter: Christina Frescas, Angeles Vazquez, Carlos Molina
El Paso Community College

Session Coordinator: _____

2:00 PM to 2:45 PM (continued)

Concurrent Sessions B

B2: Serving the Kool-Aid: Using Technology to Document Continuous Improvement Processes

Location: Sam Houston

Audience: 2-year, 4-year, public, private

Track(s): Assessment and Effectiveness
Current Issues in Higher Education

An institution of higher education, as well as each department within that institution, needs to follow a consistent continuous improvement process. Developing and communicating the process and related expectations is only the first step. A few colleagues will adopt the process and be role models for others. But how can you know that all departments, not just most, are engaged in continuous improvement? How can you move beyond anecdotes to reliable evidence that all departments are following the process? At Blinn College, we worked with the developers of our assessment/planning tracking software to create a custom report that tells us just that.

Presenter: Joe Baumann, Blinn College

Session Coordinator: _____

B3: Using CCCSE Raw Data to Calculate Weighted Values In Excel

Location: Conference B

Audience: 2-year, public, private

Track(s): Technology and Training Research

Each year, the Center for Community College Student Engagement (CCCSE) provides participating colleges with a raw data file containing their respondent data for that administration. Also, included in this data set are statistical weights, calculated by the Center and specific to each college. Colleges often wish to analyze their own data, but the only tool they have access to is Excel. As a result, we often get questions about how to correctly apply these weights in Excel. This presentation will provide a step-by-step demonstration on how to calculate weighted means, frequencies and benchmarks in Excel using CCCSE raw data files. We will provide several examples, including analyses with over sample data and multiple breakouts.

Presenter: Kyle Lovseth, CCSSE

Monday February 29

2:00 PM to 2:45 PM (continued)

Concurrent Sessions B

B4: Poverty: It's Not Just Ramen For Dinner. Helping Students Coming from a Culture of Poverty Succeed in Higher Education

Location: Grand Ballroom A

Audience: 2-year, 4-year, public, private

Track(s): Assessment and Effectiveness
Current Issues in Higher Education

Poverty negatively impacts students. This session provides a very brief overview of the impact of poverty and then looks to how higher education institutions can mitigate the impact of poverty upon educational attainment. Support mechanisms enacted by higher education institutions can provide the much needed scaffolding to improve educational outcomes of students. These support mechanisms are also measurable and provide another area for institutions to assess and lead to more attainment of success with regards to higher education goals.

Presenter: Leah Figueroa, Austin Community College

Session Coordinator: _____

B5: 8th Grade Cohort Longitudinal Study

Location: Conference A

Audience: 2-year, 4-year, public, private

Track(s): Reporting and Decision Support

Transitions from middle school to high school and high school to college are critical times for students as they move through the education pipeline. The Texas Higher Education Coordinating Board (THECB), in alignment with national approaches, tracks higher education outcomes for cohorts of students who attend 8th grade in a Texas public school. Outcomes are tracked for 11 years, including the last year of middle school, four years of high school, and six years of higher education. THECB would like to share information with you about the publication of this annual analysis, the structure of the corresponding report, as well as interesting trends over the years and key findings from recent look at the effects of economic status and type of degree earned.

Presenters: Lihong Ma, THECB

Session Coordinator: _____

2:00 PM to 2:45 PM (continued)

B6: Mixed Effect Model Analysis of Factors Correlated to Workforce Students' Graduation

Location: Grand Ballroom B

Audience: 2-year, public

Track(s): Research

Helping workforce students graduate on time and be ready for the job market is one of the major focuses of community colleges. This study examines factors correlated to student's graduation from workforce programs. Demographic, socio-economic, and academic factors are included in the analysis. Mixed effect model instead of traditional regression analysis is employed to capture the complexity of workforce students' data, which are clustered and hierarchical. Programming software is used for modeling the data. Details about the methodology, findings, and recommendations will be presented at the session.

Presenter: Mei Wang, Lone Star College

Session Coordinator: _____

3:00 PM to 3:45 PM

Concurrent Sessions C

C1: Do Non-Traditional Course Offerings Help Students Succeed?

Location: Conference A

Audience: 2-year, 4-year, public, private

Track(s): Research
Current Issues in Higher Education

With the increase in MOOCs and online degree offerings, among other non-traditional course offerings, traditional instruction in college courses is being scrutinized. There are claims that students are not successful in online courses or that the traditional 16-week semester is not beneficial in encouraging students to complete courses or strive for a degree. This session highlights an analysis of courses offered in different session lengths and instructional methods, to determine whether differences in success and retention rates are due to the chance or caused by instructional input.

Presenters: Dr. Amanda Clark, Blinn College

Session Coordinator: _____



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3:00 PM to 3:45 PM (continued)

Concurrent Sessions C

C2: Using 'Big Data' to Support Institutional Effectiveness

Location: Grand Ballroom A

Audience: 2-year, 4-year, public, private

Track(s): Reporting and Decision Support
Assessment and Effectiveness

Do you wonder how “business intelligence” and “data analytics” have impacted IR professions? Are you confused about what to do to keep up with these changes? The purpose of this session is to provide an overview of current IR trends and their impact on large and small IR offices. Session participants will be introduced to a process they can use to develop an action plan for meeting increased information demands and a reporting template incorporating both the “forest and the trees.” For a “hands-on” experience please attend the post conference workshop by the same name.

Presenters: Dr. Teresa Isbell, El Centro College

Session Coordinator: _____

C3: What's so special about Spatial Analysis? Using ArcGIS in the reporting process

Location: Grand Ballroom B

Audience: 2-year, 4-year

Track(s): Research
Reporting and Decision Support

Using ArcGIS and Statistical Analysis to explore spatial relationships on what the underlying factors might be influencing a decline in enrollment at one of our Lone Star College campuses. The goal is to determine and quantify factors that are influencing this decline, predict how it will change in the future, and create reliable inferences that will support informed decision making for our Administrators.

Presenters: Trudi White, Jacqueline Goffney, Dr. Jae Hak Jung
Lone Star College

Session Coordinator: _____



C4: Differences in Online and Face-to-Face Courses from the Student Satisfaction Perspective

Location: Conference B

Audience: 4-year, public

Track(s): Research

This study examined the differences in student satisfaction, as gauged by end-of-semester course evaluations, for individuals who took online courses and those who took face-to-face courses during the same time period. Data was collected across five years from a four-year, Texas public university, and a regression model was developed using two key variables indicating satisfaction: 1) Overall, I rate this instructor as an excellent teacher, and 2) Overall, I rate this course as excellent. Inferential analyses yielded statistically significant results for the differences. Implications of the findings are discussed in this presentation, and suggestions for further research are examined.

Presenter: Xiaohong Li, Donna Artho
Sam Houston State University

Session Coordinator: _____

4:00 PM to 4:45 PM

Concurrent Sessions D

D1: Taking Your Visual Communications to the Next Level with Infographics “A good infographic is worth a thousand words.”

Location: Grand Ballroom B

Audience: 2-year, 4-year, public, private

Track(s): Reporting and Decision Support
Research

Visual communication is very important in relaying information at Lone Star College. We have recently begun utilizing infographics in our visual communications. An infographic (information graphic) is a representation of information in a graphic format designed to make the data easily understandable at a glance. We will discuss this evolution and the impact it has had on Lone Star College as infographics are now being used by all levels of management for high-level views of data. In this breakout session we will showcase our new Fast Facts report, pocket card, department newsletter, and more as we discuss how the use of infographics has taken our reporting and communication to the next level.”

Presenters: Kent McShan, Janet Gladden Flores
Lone Star College

Session Coordinator: _____

Monday February 29

4:00 PM to 4:45 PM (continued)

Legislative Update

Texas Higher Education Coordinating Board

Location: Grand Ballroom F/ G

Audience: 2 Year, 4 year, Public, Private

Track(s): Current Issues in Higher Education

The Coordinating Board's Division of Planning and Accountability will provide a broad overview of what's new in state-level reporting, data reports, Closing the Gaps and state-wide planning for beyond 2015, workforce-related data and workforce needs studies, legislative issues, TSI and developmental education, and other issues of current interest. The staff will be available to address these issues in more detail and to answer targeted questions during the THECB Q & A immediately following the Legislative Update as well as during the THECB SIG on Thursday morning.

Presenters:

Session Coordinator: _____

Meet, Munch, & Mingle

Monday February 29

5:30 PM - 7:30 PM

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Tuesday March 1 Registration
Pre-Conference Workshops
Concurrent Sessions E

Networking Breakfast buffet
Elections
Sponsor Fair and Demos

Conference 2016

Tuesday March 1

Registration (7:30 AM - 12:00 Noon)
Location: Gallery Registration Desk

Networking Breakfast Buffet
7:30 AM - 9:30 AM
Location: Grand Ballroom C,D,E

Sponsor Fair & Demos
8:30 AM - 5:15 PM
Location: Foyer
(Drawings at 2:30 PM in Grand Ballroom C,D,E)

Voting
(Ballots due by 9:00 AM)
Return Ballots to Registration Desk

9:30 AM to 10:15 AM

Concurrent Sessions E

E1: The Life of an Assessment Process: A Primer for IR and Accountability Professionals
Location: Grand Ballroom A
Audience: 2-year, 4-year, public, private
Track(s): Assessment and Effectiveness
Reporting and Decision Support

As accountability in higher education continues to increase, data based decision making will gain more importance as well. Often times, data will be collected internally through a comprehensive assessment project. This session will present a primer on the comprehensive management of an assessment project, including alignment of objectives, selecting the proper instrument, and disseminating the findings.

Presenters: Dr.. Ashley Tull, Dr. Michael Haynes,
Southern Methodist University

Session Coordinator: _____

E2: How do you use Predictive Analytics?
Location: Conference B
Audience: 2-year, 4-year, public, private
Track(s): Current Issues in Higher Education

Recently, institutions and others involved in higher education have expanded their use of analytics from predicting enrollment to addressing other significant challenges such as improving student retention and graduation rates. This discussion is an invitation to share how your organization uses predictive analytics and how you may be thinking of applying analytics in the future. Discussion attendees can hear from each other how common obstacles have been overcome and what innovative uses for predictive analytics are being implemented. The Texas Higher Education Coordinating Board will facilitate the discussion and build relationships with those using predictive analytics to help spread the word on how analytics may be used to address strategic goals in higher education throughout Texas.

Presenters: Bill Abasolo, THECB
Session Coordinator: _____

E3: The Pirate's Code
Location: Conference A
Audience: 2-year, 4-year, public, private
Track(s): Technology and Training
Reporting and Decision Support

This presentation is a primer for those considering the use of R for Institutional Research reporting. R is a free software environment for statistical computing and graphics. This presentation will explain how to obtain the software along with some of its advantages and disadvantages. It will also discuss some of the basic R functions and demonstrate their use.

Presenters: Faron Kincheloe, Baylor University
Session Coordinator: _____





Tuesday March 1

Concurrent Sessions E

E4: Graduating on Time: Financial Benefits to Students and the State

Location: Grand Ballroom F/G

Audience: 2-year, 4-year, public, private

Track(s): Current Issues in Higher Education
Research

The Texas State Legislature has limited the number of degree program semester credit hours (SCH) to 120 SCH for a Bachelor's degree to encourage students to complete degrees in fewer hours, and lower the cost of education for students and the State. In this presentation, analysis results will be shared which estimate the expense of excess hours and the potential savings of on-time graduation in terms of tuition and fees, state appropriations, and financial aid for students earning a Bachelor's degree at Texas public universities. The study focuses on two groups of graduates: those who started and completed at a Texas public university and those who started at a Texas public community college and completed at a Texas public university.

Presenters: Gabriela Borcoman, Paul Turcotte, THECB

Session Coordinator: _____

E5: Performance Funding using the NCCBP

Location: Sam Houston

Audience: 2-year

Track(s): Current Issues in Higher Education
Reporting and Decision Support

Colleges are developing & implementing innovations in developmental education. While these innovations ultimately improve student performance & completion, they can also have a negative impact on college performance funding metric. This session will inform researchers about the work of MO CCs & their impact on state performance funding models. To respond to this dilemma a task force was formed to work w/ the MO Dept. of Ed. & to develop new metrics to replace the 2 developmental success measures in Missouri's current Performance Funding Criteria. The task force selected other metrics to study before a final recommendation is made to the state. The specific metrics and the process of testing & evaluating these metrics will be shared.

Presenters: Dr. Lou Guthrie,

National Higher Education Benchmarking Institute

Session Coordinator: _____

Concurrent Sessions F

F1: Developmental Education and Race: Success and Retention

Location: Conference A

Audience: 2-year, 4-year, public, private

Track(s): Research
Current Issues in Higher Education

The purpose of this study was to examine the extent to which differences were present by ethnicity in graduation and persistence rates as a function of developmental education enrollment in Texas community colleges and public universities using archival data from the Texas Higher Education Coordinating Board (THECB) statewide data sets. Specifically, 6-year graduation and persistence rates at Texas public universities and 3-year graduation and persistence rates at Texas community colleges were examined for students requiring developmental education and students not requiring developmental education.

Presenters: Amanda Clark, Blinn College

Session Coordinator: _____

F2: Collecting and Using Feeder High School Graduates Data to Better Prepare and Support Students in Their First Semester of College

Location: Conference B

Audience: 2-year, 4-year

Track(s): Research
Planning and Organizing

Important to our system and to our feeder ISDs and high schools is how many students enroll at Lone Star College in the fall following high school graduation. Each spring we create a report for each of our ISDs that includes the yield of the ISDs and high schools, placement into Developmental or College Level English and Math and completion and success of these students. We also include student demographics, overall success, the number of students who were dual credit students at Lone Star College, and persistence to the spring term. These data are beneficial for the college preparation and support in first semester of college.

Presenter: Cathy Hooper, Felix Herrera; Lone Star College

Session Coordinator: _____

Tuesday March 1

10:30 AM to 11:15 AM (continued)

Concurrent Sessions F

F3: The Evolution of The UT System Dashboard

Location: Grand Ballroom A

Audience: 2-year, 4-year, public, private

Track(s): Reporting and Decision Support
Technology and Training

Since its initial release 2011, the University of Texas System Dashboard has been recognized as a model for transparency and accountability. In 2014, the System embarked on a year-long process to design the next version of the System's dashboard to increase user-friendliness and access to key data points. Features of the dashboard include a new interface that simplifies the user experience, highlighting key metrics across UT System mission areas, context for the metrics to further the user's understanding of the relevance and importance of measures, and other new methods for conveying information to stakeholders, while still providing easy access to basic trend and fact book information.

Presenter: Jessica Shedd, The University of Texas System

Session Coordinator: _____

F4: The Rise of Intrusive Assessment in Higher Ed

Location: Grand Ballroom F/G

Audience: 2-year, 4-year, public, private

Track(s): Assessment and Effectiveness
Research

This session will be exploring the idea of what I call "Intrusive Assessment"- when the measurement becomes more important than the learning and when assessment starts to interfere with the academic process. The rise of such ideas of having a "culture of evidence" has also lead to the use of "Perverse Incentives" to obtain data and student feedback at the cost of student learning.

Presenter: Robert Lorick; Tarrant County College District

Session Coordinator: _____

Sponsor Fair & Demos

8:30 AM - 5:15 PM

Location: Foyer

(Drawings at 2:30 PM in Grand Ballroom C,D,E)

F5: Modernizing IR: Empowering Users with Interactive Reports

Location: Sam Houston

Audience: 2-year, 4-year, public, private

Track(s): Reporting and Decision Support
Technology and Training

The Office of Institutional Research and Data Management at Texas Woman's University (TWU) is building a new campus-wide data warehouse to provide a single source for historical data. This presentation demonstrates how using this data and SAS® Visual Analytics, TWU is able to quickly design, create and disseminate reports related to students, faculty, courses, degrees, and more. It also showcases how they can easily distribute these interactive and meaningful dashboards via the web, or through mobile devices. Thus, administrators are now armed with essential information and can make data-informed decisions, whenever or wherever needed.

Presenter: Tracy Stegmair, Greg Gengo, John Berry
Texas Woman's University

Session Coordinator: _____

Networking Luncheon Plated Meal

and

TAIR Awards Presentation 11:30 AM - 12:30 PM

Location: Grand Ballroom C,D,E



Tuesday March 1

12:30 PM AM to 1:15 PM

Concurrent Sessions G

G1: Ya... so if you could have this data to me first thing in the morning... that would be greeaaaaaat.

Location: Conference A

Audience: 2-year, 4-year, public, private

Track(s): Reporting and Decision Support

For years, IR professionals have been in the business of data and data driven decision making. In recent years, upper management and even the general population on our campuses have been increasingly interested in data. ALL the data. This is much due to the fact that society is generally becoming more informed and more cognisant of data about our institutions that is being provided to them via the internet. We are constantly looking for that one number that might make our institution more attractive to the prospective student and their increasingly involved parents. So, how do we as IR professionals navigate these waters to ensure data that is requested from our offices is meaningful, accurate and understood while serving our campus communities efficiently. Angelo State University has been working over the past year to put tools and processes in place to provide and protect our data to meet these demands and not have to come in on Saturday. This presentation will explore some of the people processes surrounding data dissemination.

Presenter: Crystal Braden; Angelo State University

Session Coordinator: _____



G2: Tools for Tracking Developmental Math Students Across Semesters

Location: Grand Ballroom F/G

Audience: 2 Year, Public

Track(s): Assessment and Effectiveness
Current Issues in Higher Education

A current priority of 2-year institutions is moving developmental students “to and through” their college math requirements. This session will describe methods for tracking developmental student completion of college level math courses. In Summer 2015, the presenters worked with institutional researchers at all colleges participating in the New Mathways Project initiative to track the college math completion rates of developmental math students. The participants will describe the process of working together across institutions and will present tools for tracking students across semesters as well as suggestions for those who want to track this information at their colleges. These tools could be used in tracking any developmental group’s progress towards gateway course completion.

Presenters: Jennifer Dorsey, Christy Frescas
The Charles A. Dana Center; UT Austin

Session Coordinator: _____

G3: The Accreditors are Coming! Research Findings on SACSCOC Recommendations

Location: Conference B

Audience: 2 Year, 4 year, Public, Private

Track(s): Assessment and Effectiveness
Current Issues in Higher Education

Let’s all panic, the accreditors are coming! Sounds familiar to many of us. After growing weary with the accreditation process, I decided to study its impact on colleges. If you’ve ever wondered if accreditation drives change, this session will include the results of the dissertation study that examined the role that SACSCOC recommendations play in institutional changes at community colleges. Specifically, the predictors for the likelihood of receiving a recommendation, predictors for institutional changes/improvements, and common recommendations received will be discussed. This session is applicable to anyone undergoing accreditation, anyone who wants to stop ramping up for accreditation, and anyone who is interested in the pitfalls/successes of accreditation in community colleges.

Presenters: Dr. Kara Larkan-Skinner,
Our Lady of the Lake University

Session Coordinator: _____



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Tuesday March 1

12:30 PM AM to 1:15 PM (continued)

Concurrent Sessions G

G4: Data-Informed Recruiting: Predictive Analytics Improves Recruitment Practices

Location: Gand Ballroom A

Audience: 4-year, public, private

Track(s): Planning and Organizing
Current Issues in Higher Education

Universities are in competition to entice the best and the brightest students. However, with increasingly restrictive budgets, recruitment officers must proficiently focus their limited resources on those students who are most likely to enroll. While intuition and instinct have been sufficient in previous years, predictive modeling offers a robust analytical approach to identify students with a high likelihood of enrollment. This presentation will demonstrate how the University of Oklahoma uses SAS® Enterprise Miner™ to assess the probability that an admitted student will enroll and determine what actions recruitment officers should take to entice students to enroll.

Presenters: Lisa Moore; University of Oklahoma

Session Coordinator: _____

G5: Tracking your Faculty and Maintaining the Data Behind the Scenes

Location: Sam Houston

Audience: 2-year, 4-year, public, private

Track(s): Reporting and Decision Support
Technology and Training

IR offices pull information from a variety of data stores. Some offices have centralized data to form their own data warehouse which is used to perform University Wide reporting. But what if you wanted to track Faculty Data that is maintained by the faculty themselves? Come learn strategies to maintain data quality and the Software-as-a-Service (SaaS) product that prompted the initiative.

Presenter: Philip Jou; Baylor University

Session Coordinator: _____

1:30 PM to 2:15 PM

Concurrent Sessions H

H1: Marketing Assessment: How to Make an Impression with an Unpopular Process

Location: Grand Ballroom A

Audience: 2-year, 4-year, public, private

Track(s): Planning and Organizing
Assessment and Effectiveness

The purpose of this workshop is to see how best to reach disinterested folks on campus in regards to IE communication. In making announcement emails fun the IE process is being embraced by more people today on campus than ever before.

Presenters: David Brown; North Central Texas College

Session Coordinator: _____

H2: Texas Core & Its Assessment - Commonalities and Unique Characteristics Across Texas Colleges

Location: Sam Houston

Audience: 2-year, 4-year, public

Track(s): Assessment and Effectiveness
Current Issues in Higher Education

All Texas public institutions of higher education submitted new core curriculum effective fall 2014 along with 10-year assessment plans. In addition, colleges submitted 10-year core assessment plans. This presentation will describe the unique characteristics and similarities of courses selected by two and four year Texas schools to comprise their core curriculum. In addition, the types of assessment models, measures, sampling, analysis, and action planning proposed by the Texas colleges will be described and compared.

Presenters: Dr. Kathleen Fenton,, Dr. Larry King;

Collin County Community College

Session Coordinator: _____

Sponsor Fair & Demos

8:30 AM - 5:15 PM

Location: Foyer

(Drawings at 2:30 PM in Grand Ballroom C,D,E)

Tuesday March 1

1:30 PM to 2:15 PM (continued)

Concurrent Sessions H

H3: Use of Assessment Data and the Relationship to Assessment Cycle Length

Location: Conference A

Audience: 4-year, public

Track(s): Assessment and Effectiveness
Planning and Organizing

Use of assessment results is the crux of continuous improvement and is dependent upon a well-planned and efficiently implemented assessment cycle. The purpose of this session is to share how one large, research intensive university leverages its biennial assessment cycle to promote thoughtful reflection on assessment activities. In this interactive session, participants' analysis of the biennial approach will be used as the basis for discussion of faculty/staff engagement in assessment activities as well as the strengths of the biennial approach to program assessment. Among the resources to be shared is a detailed time line for the biennial assessment process as well as sample assessment reports.

Presenters: Dr.. Rebecca Lewis;

The University of Texas at Arlington

Session Coordinator: _____

H4: Enhanced UI Wage Records: the Key to Solving the Riddle of Jobs related to Majors

Location: Grand Ballroom F/G

Audience: 2-year, 4-year, public, private

Track(s): Current Issues in Higher Education
Research

The clamor for enhanced UI Wage Records has reached a crescendo across the US and Texas. This presentation will provide an update on developments in Texas and other states that may someday have a significant impact on creating enhanced UI Wage Records nationwide. Among those developments are the recently completed study of Texas employer sentiment and associated costs in submitting additional information such as occupational title, number of hours worked and the zip code location of the job as part of the UI Wage Record. In addition, the presenters will share lessons learned in translating employer submitted occupational titles to standard occupational codes using Autocoder.

Presenters: Ruben Garcia, James Tanner, Hiwot Berhane;
Texas Workforce Commission

Session Coordinator: _____

**Sponsor Fair
Refreshments/Drawings
2:30 PM to 3:15 PM
Location: Grand Ballroom C,D,E**



**Business Meeting
3:00 PM - 3:50 PM
Location: Grand Ballroom F/G**





DRAFT

Conference 2016

Tuesday March 1

4:30 PM to 5:15 PM

Concurrent Sessions I

I1: A Simple Framework For Assessing Student Services and Administrative Departments

Location: Grand Ballroom B

Audience: 2-year, 4-year, public, private

Track(s): Assessment and Effectiveness
Research

While virtually all institutions have developed and implemented systems for assessing student learning, fewer have dedicated the same level of attention to non-academic assessment (or the assessment of student services and administrative departments). Many institutions use the academic assessment framework for non-academic assessment, leading to limited results. This presentation will focus on a simplified framework that is tailored to non-academic units, and is focused on the larger goal of achieving meaningful, continuous improvement.

Presenters: Edward Hummingbird;
Southwestern Indian Polytechnic Institute

Session Coordinator: _____

I2: Distance Education Annual Report to Prepare for SAC-SCOC Reaffirmation

Location: Conference B

Audience: 2-year

Track(s): Assessment and Effectiveness
Current Issues in Higher Education

The purpose of the Distance Education Identification Report is to provide information for various internal and external constituencies regarding Duplicate Enrollment data in Distance Education courses at St. Philip's College from Fall 2011 to Fall 2015. This report provides descriptive, quantitative data on online and hybrid courses, in addition to SPC student duplicated enrollment and trends. To prepare for the SAC-SCOC 2015 On-Site visit, St. Philips College will conduct a four phase process: Identification, Assessment, Awareness and Continuous and Customized Improvement based on findings.

Presenter: Dr.. Maria Hinojosa; St. Philip's College

Session Coordinator: _____

I3: Millennial Employees in Higher Education: their workplace, employers, and future

Location: Grand Ballroom A

Audience: 2-year, 4-year, public, private

Track(s): Reporting and Decision Support
Assessment and Effectiveness

An aging workforce, changing work-life balance expectations, competing for the best talent, and understanding younger employees has placed a strain on obtaining relevant employee data for institutional leadership to craft environments that attract, engage, and retain employees. A growing number of institutional researchers are asked to provide answers. This session looks at employee engagement data from over 50 institutions of higher education with a focus on comparing millennials to other employees. Specifically this session will cover what millennials value, what aspects of the workplace encourage career retention, and what tends to deter engagement.

Presenter: Dr.. Noel Landuyt, UT Austin

Session Coordinator: _____

I4: Assessing the New State Core at Stephen F. Austin

Location: Sam Houston

Audience: 2-year, 4-year, public

Track(s): Assessment and Effectiveness

This session will provide an overview of one university's core curriculum assessment plan. The presentation will cover the multi-method approach adopted by Stephen F. Austin State University. The focus will be on how Stephen F. Austin State University has used LiveText to collect signature assignments using locally developed university rubrics. After attending this session, attendees will be able to explain how local rubrics can be developed for use in core assessment and explain how signature assignments can be used in core assessment.

Presenters: Dr.. Rachel Jumper, Dr.. Larry King,
Jennifer Stringfield
Stephen F Austin State University

Session Coordinator: _____

Save the Date!

TAIR 2017

Houston/ Clear Lake, Texas

February 25 - March 2



DRAFT



Conference 2016

Tuesday March 1

4:30 PM to 5:15 PM (continued)

Concurrent Sessions I

16: Tableau Mobile

Location: Conference A

Audience: 2-year, 4-year, public, private

Track(s): Reporting and Decision Support
Technology and Training

Tableau Server is a business intelligence application that provides browser-based analytics anyone can use. The session will cover a brief demonstration on setting up a tableau server, configuring users/projects and accessing the dashboards via a remote pc/mac. Demonstration will also include accessing student level dashboards using Tableau iPad app. Handouts will be provided with some useful resources and instructions on installing/configuring Tableau Server.

Presenters: Sushil Pallemo, Del Mar College

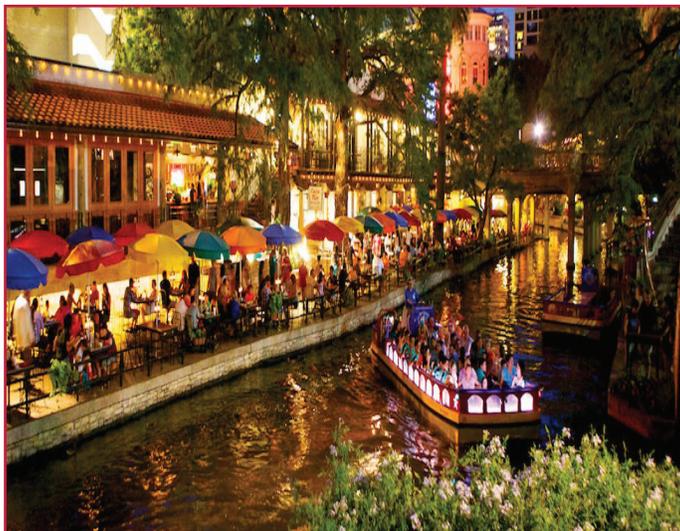
Session Coordinator: _____

6:30 PM to 9:30 PM

Special Event

Dinner and Riverboat Tour

Bus Shuttle Service Begins at 5:30 PM
Meet in Hotel Lobby by 5:15 PM



The next TAIR professional development opportunity will be the summer workshop scheduled for August 2016

Watch your email for details!

Stay tuned for information also about the ListServ updates and changes



Wednesday March 2



Breakfast Buffet

7:30 AM - 9:15 AM

Location: Grand Ballroom C,D, E

Past Presidents' Breakfast

8:00 AM - 9:15 AM

(by Invitation only)

Location: Colonnade B

8:30 AM to 9:15 AM

Concurrent Sessions J

J1: Aligning Data-Informed Decision Making – The Role of Institutional Effectiveness/Research to Institutional, Academic, and Support

Location: Grand Ballroom A

Audience: 2-year, 4-year, public, private

Track(s): Assessment and Effectiveness Research

Richland College will describe how it aligns its data-informed decision-making process to continuously improve key institutional level processes, academic programs and disciplines, and support service areas for increased student success. Attendees will learn (1) how Richland College's aligned measurement systems support its mission, vision, values, and strategic plan; (2) how Richland College systematically reviews data for academic programs and disciplines and student support services to develop improvement plans supported by administration and faculty leads; (3) how faculty use data to make course-level improvements building cross-walks with student services.

Presenters: Rick Leyva, Dr. Guyla Blaylock; Richland College

Session Coordinator: _____

9:30 AM to 10:15 AM

Concurrent Sessions K

K1: Rapid-fire Excel Reports with Fabulous Formulas & Mini Macros

Location: Grand Ballroom A

Audience: 2-year, 4-year, public, private

Track(s): Technology and Training

You or someone you know may be the victim of requests to generate reports on a bulk scale. How about average class size for your college's Culinary Arts program... for each term over the past 5 years... now for each of your college's other 47 programs? There is help. This session will provide examples and information on how you can use Excel macros along with formulas you may already know and love to fulfill these requests without spending much of your valuable time and wellbeing to do it. Prior familiarity with formulas is recommended to get the most from this session. You don't have to suffer alone.

Presenter: David Liska; Collin County Community College

Session Coordinator: _____

The next TAIR professional development opportunity will be the summer workshop scheduled for August 2016
 Watch your email for details!



Wednesday March 2

9:30 AM to 10:15 AM (continued)

Concurrent Sessions K

K2: From the Basement to the Pedestal: Elevating Your Status with Self-Service Stats

Location: Grand Ballroom B

Audience: 2-year, 4-year, public, private

Track(s): Reporting and Decision Support

Recently, we've moved to self-service stats and we think you should too. As our office has started implementing Tableau dashboards, we have learned a lot, endured some challenges, and received a lot of positive feedback. In this session, we will discuss the reasons for adopting a dashboard system and the challenges that small IR offices and resource constrained colleges and universities may face when trying to do so. In addition, we will talk about what has worked for us, why we think you should join the self-service stats world, and what we plan to do in the future.

Presenter: Dr. Michael Albert, Frances Frey, Dr. Kara Larkan-skinner
Our Lady of the Lake University

Session Coordinator: _____

K3: Benchmarking Community College Costs

Location: Grand Ballroom F/G

Audience: 2-year, 4-year, public, private

Track(s): Reporting and Decision Support
Research

Decreasing state funding, pressure to reduce tuition costs, declining enrollment, performance funding, and the "free" community college movement have all contributed to a climate of increased internal needs and external demands on college finances. You need to know your costs and how they compare to other community colleges' costs before you can improve productivity, decrease spending without impacting student success, and reallocate your \$ based on your priorities. This session will present data from several benchmarking projects that focus on community college costs and illustrate how this type of data can assist in decision-making.

Presenter: Michelle Taylor,
National Higher Education Benchmarking
Institution

Session Coordinator: _____

General Session II 10:30 AM - 11:50 AM

"Reauthorization, Regulation, and Reporting: What's in store in the next HEA"

FEATURING: Ben Miller

Location: Grand Ballrooms C, D, E

Networking Luncheon Buffet

12:00 PM - 1:00 PM

Location: Collonnade C

Executive Committee Meeting

(by Invitation Only)

1:00 PM - 5:00 PM

Location: Hospitality Suite 2021

Wednesday March 2

1:00 PM to 4:00 PM

Post Conference Workshops

W14: Best Practices in Higher Education: Conducting a Formal Close Out Report for the Institutional Quality Enhancement Plan (QEP) to transition into a new Quality Enhancement Plan (QEP) Topic

Location: Collonnade A

Abstract: The purpose of this workshop is to introduce a Quality Enhancement Plan (QEP) Close Out Report. The purpose of a Quality Enhancement Plan (QEP) Close Out Report is to align with best practices in higher education and to pioneer the first, unique and informative Quality Enhancement Plan Close Out Report of its kind. This research project was conducted through compilation of descriptive, quantitative, longitudinal data that formally concluded the Southern Association of College and Schools Commission on Colleges (SACSCOC) Quality Enhancement Plan (QEP) topic of Critical Thinking. The years investigated in this Critical Thinking Close Out Report align with Quality Enhancement Plan (QEP) project dates 2005-2015. The Critical Thinking Close Out Report provides descriptive, quantitative data on post-implementation activities for 2011-2012 through 2013-2014 as a formal close out report to the Critical Thinking QEP and as a precursor to the new Quality Enhancement Plan (QEP) topic of Ethical Decision-Making.

Presenters:

Dr.. Maria Hinojosa, Sonia Valdez
Alamo Colleges

W15: Using Big Data to Support IE

Location: Collonnade B

Abstract: Do you wonder how “business intelligence” and “data analytics” have impacted IR professionals? Are you confused about what to do to keep up with these changes? If you answered “yes” to these questions please attend this post conference workshop. Participants will receive an overview of current IR trends and their impact on large and small IR offices. Participants will also participate in a compression planning session to create an action plan for meeting increased information demands. Participants will leave with an action plan for use at their institutions and a new reporting template for visual data presentations.

Presenters:

Dr.. Teresa Isbell,
El Centro College

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