



# Newsletter

Texas Association for Institutional Research

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## A Letter From Your President Darline Morris



TAIR 2011 in Austin was Terrific! Special thanks to Lincoln Holmes – UT Austin and the Austin Local Arrangements Committee, Kristi Fisher, TAIR President and each member of the Planning Committee for all their hard work in supporting a professional and inspirational 2011 TAIR Conference in Austin. Evidenced at the conference were many informative workshops, concurrent sessions, inspirational general sessions, roundtables, vendors, special interest groups and opportunities to network with peers. A big thanks of appreciation towards Kate Amorella, Secretary and Rick Leyva, Treasurer for their great job of registering participants, distributing packets and running interference when needed. Thanks to Bao Huynh - Richland College who provided great technical support where it was needed throughout the conference. Marcelo Paredes of the University of Texas Pan American took terrific care of our vendors who financially supported our conference in so many ways. Please do not allow me to forget to thank all the members/leaders of a workshop, concurrent session, roundtable, vendors, and special interest groups. After all, because of their self-less spirits as volunteers we all came away richer in knowledge that was shared to the benefit of all participants. What an enjoyable special event for a successful conference was our "Texas Styled Dinner and Texas Hold 'Em Casino Party."

Looking to the future, our TAIR Executive Committee formally convened on April 28, 2011 in Corpus Christi, Texas to initiate plans for Summer 2011 Workshops and the February 21 – 24, 2012 Annual TAIR Conference. The 2012 conference will be hosted by our colleagues in Corpus Christi (Texas A&M University-Corpus Christi and Del Mar College) who have joined forces to coordinate hotel accommodations, meals, and entertainment to ensure continued success for our annual

*Continued on page 2*

symposium. I want to welcome suggestions from our constituency regarding any improvements to the conference arrangements or logistics, volunteer opportunities, or even to share a kind word and thank you for the hard work from our TAIR Program Committee members. Contact information is listed on our TAIR web site <http://www.texas-air.org> and on page 3 of this newsletter.

From the Treasurer's Report for the 2011 TAIR Conference in Austin, the total expenditures were \$73,301 (including 13 travel grants provided by TAIR). As president, I want to convey personal and corporate thanks to Kristi Fisher for such a successful conference, and also Marcelo Paredes, as he led the charge for over \$12,630 in sponsorships from vendors. Way to go Marcelo!

TAIR member evaluations from the 2011 conference have been received and reviewed. Ratings were positive in all areas, including variety of sessions offered, diversity of the general sessions, networking opportunities, and our special events. Still, the 2012 planning committee will work on a couple of areas for improvement and cost reduction, such as starting the conference with an opening session at noon to allow travel time and reduced nights at the hotel and a few session timing issues. A more detailed report is on page 5 of this newsletter.

The April Executive Committee meeting discussion topics included a review of the 2011 conference evaluation summaries and various conference logistics; a review of the prior two years' budgets; summer workshop location; future conference locations; and potential roles and initiatives for the TAIR Data Advisory Committee. Minutes from this meeting will be posted on the TAIR web site, but please feel free to contact any one of the Executive Committee Members if you have questions or would like more information.

Mark your calendar for the TAIR Summer Workshops at Texas State University-San Marcos' Round Rock Campus (north of Austin) on August 5, 2011. Susan Thompson, our member-at-large for Professional Development, and her Professional Development Committee are planning for a well-organized and cost-effective summer professional development opportunity to benefit our TAIR Membership.

Looking forward to seeing you in Corpus Christi.

Cordially yours,

Darline Morris, President  
Texas Association for Institutional Research



Photo Courtesy of Chuck Hays

## TAIR 2012 Program Committee

VP and Program Chair	Carol Tucker, University of Houston - Downtown
Concurrent Sessions	Rebecca Richter, Temple College
Evaluations	Mary Barton, University of North Texas
General Sessions	Tom Corll, Midland College
Local Arrangements	Bridgette Hardin, Texas A&M University - Corpus Christi
Brochure & Tri-fold	Tracy Stegmair, Dallas County Community College District
Registration/Secretary	Kate Amorella, Texas State University - San Marcos
Vendor Contact	Marcelo Paredes, University of Texas - Pan American
Roundtables	Rita Caso, Sam Houston State University
SIGs	Trish Norman, The University of Texas System
Session Coordinators	Faron Kincheloe, Baylor University
Workshops/Prof Develop	Susan Thompson, Texas State University - San Marcos
Technology	Dave Downing, University of North Texas

## Appointed Committees

### Data Advisory Committee

Martha Oburn, Houston CC System -- Chair

Public 4-Year: Vicki West, Texas Tech University  
Roy Matthew, University of Texas-EI Paso  
Kate Amorella, Texas State University-San Marcos  
Carol Tucker, University of Houston-Downtown

Public 2-Year: Kathy Friedrich, College of the Mainland  
Darline Morris

Private 4-Year: Sue Herring, Baylor University  
Phil Rhodes, Houston Baptist University

### Professional Development Committee

Susan Thompson, Texas State University-San Marcos -- Chair  
Janet Beinke, THECB  
Tom Corll, Midland College  
Salma Ferdous, University of Texas-San Antonio  
Danica Frampton, St. Edward's University  
Joe Meyer, Texas State University-San Marcos

### Awards Committee

Kristi Fisher, University of Texas at Austin -- Chair  
Members to be selected over the summer

### Nominating Committee

Kristi Fisher, University of Texas at Austin -- Chair  
Danica Frampton, St. Edward's University  
Jaime Garcia, M.D. Anderson Cancer Center  
Bao Huynh, Richland College  
Jana Marak, Baylor University

## Executive Committee

### President

**Darline Morris**  
Waco, Texas  
(254) 694-2267  
[dbaldwin@hillsboro.net](mailto:dbaldwin@hillsboro.net)

### Vice President

**Carol Tucker**  
University of Houston – Downtown  
Houston, Texas  
(713) 221-8269  
[TuckerCa@uhd.edu](mailto:TuckerCa@uhd.edu)

### Secretary

**Kate Amorella**  
Texas State University – San Marcos  
San Marcos, Texas  
(512) 245-2356  
[kamorella@txstate.edu](mailto:kamorella@txstate.edu)

### Treasurer

**Linda Perez**  
San Jacinto College  
Pasadena, Texas  
(281) 998-6191  
[linda.perez@sjcd.edu](mailto:linda.perez@sjcd.edu)

### Members-at-Large

#### *Professional Development*

**Susan Thompson**  
Texas State University – San Marcos  
San Marcos, Texas  
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#### *Technology*

**Dave Downing**  
University of North Texas  
Denton, Texas  
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[dave.downing@unt.edu](mailto:dave.downing@unt.edu)

#### Immediate Past President

**Kristi Fisher**  
University of Texas at Austin  
Austin, Texas  
(512) 471-3833  
[kfisher@austin.utexas.edu](mailto:kfisher@austin.utexas.edu)

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#### Newsletter Editor

**Catherine Brown**  
University of St. Thomas  
Houston, Texas  
(713) 525-3507  
[chbrown@stthom.edu](mailto:chbrown@stthom.edu)

## Election Results

Voting was conducted during the annual conference in February. The following election results were announced at the annual business meeting.



### Vice President/ President Elect

Carol Tucker  
University of Houston –  
Downtown



### Treasurer

Linda Perez  
San Jacinto College  
District



### Member-at-Large, Technology

Dave Downing  
University of North Texas

## Nominating Committee



Danica Frampton  
St. Edward's University



Jaime Garcia  
M.D. Anderson Cancer  
Center



Bao Huynh  
Richland College



Jana Marak  
Baylor University

## Other TAIR Officers



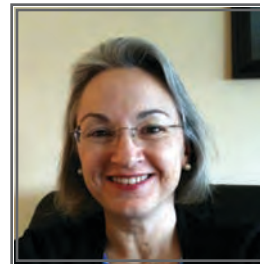
### President

Darline Morris



### Secretary

Kate Amorella  
Texas State University –  
San Marcos



### Member-at-Large, Professional Development

Susan Thompson  
Texas State University –  
San Marcos

## Appointments

### **TAIR-L Manager**

Dave Downing, University of North Texas

### **Webmaster**

Dave Downing, University of North Texas

### **Liaison to AIR**

Darline Morris

### **Financial Review Committee Chair**

To Be Determined

### **Newsletter Editor**

Catherine Brown, University of St. Thomas

## TAIR 2011 - Evaluation Summary

Thank you to all TAIR members for helping make the 2011 conference in Austin a huge success!

Sixty-eight attendees responded to the Overall Conference Evaluation. There was a wide range of experience among the respondents, with 15% having worked in IR for 2 years or less, 36% for 3-5 years, 10% for 6-9 years, and 39% for 10+ years. The majority of respondents were from public institutions (81%).

Overall the conference evaluation was very positive. General Sessions, Concurrent Sessions, and Roundtables were evaluated as being of high quality and the SIGs were evaluated as being useful to the membership. The respondents were also satisfied with the Vendor Fair.

There were areas noted which could use some improvement (facilities for meeting sessions, hotel services, and breaks/refreshments). Everyone seemed to be in agreement that WI-FI should be included with the rooms. We are keeping these suggestions in mind as we prepare for TAIR 2012.

We have included in the contract with the hotel to include WI-FI in the rooms. We have also made arrangements for a separate space to be used for the luncheons which will reduce the time spent re-arranging rooms. We are working to make sure that the room layouts are more conducive to the presentations taking place in the rooms.

We discussed the continuing low response rate and tried to come up with ways to improve it. One possible explanation for the low rate is due to the evaluations completed on the final morning when many attendees have already left or are in the process of leaving. In order to allow everyone who attends to complete an evaluation, it is planned to move the overall conference evaluation online.

We would like to extend a very special thanks to Scantron Corporation for sponsoring the evaluation process again this year. Scantron not only supplied the concurrent session and overall conference surveys, but scanned the surveys and provided the results report at the end of the conference. In addition, the officer elections were tabulated by Scantron and provided results quickly allowing the election committee to enjoy the evening instead of counting ballots.

### TAIR 2011 - 33rd Annual Conference

#### **Attendees**

2-year public	76
4-year public	80
4-year private	15
Other	26
<b>Total</b>	<b>197</b>

227 members as of May 3, 2011

### 2011 Awards

#### **Best Fact Book**

The University of Texas at Austin

#### **Best Interactive Electronic Fact Book**

Texas Tech University

#### **Best Presentation**

Trey Buchanan  
Concordia University, Texas



## **A Letter From Your Vice President** **Carol Tucker**

The 2011 TAIR Conference in Austin was great! I'd like to extend a special thank you to Lincoln Holmes, Danica Frampton and everyone who worked on the Local Arrangements committee. They did a wonderful job in making all of the arrangements, and brought in the flavor of Austin by treating us to some wonderful local musicians. They also planned a wonderful special event - casino games are quite a different way to look at numbers from how we researchers usually do! Thanks also to Darline Morris and all of the members of the program committee who worked tirelessly to make sure everything ran smoothly. The conference couldn't have been put on without our wonderful presenters, facilitators, and vendors. Thank you to everyone who shared their expertise and their time to make the conference a success.

The newly assembled Program Committee is already hard at work planning for TAIR 2012 which will be held in Corpus Christi on Feb. 21 - 24, 2012. The conference theme will be "The Winds of Change: The Importance of Institutional Research in Turbulent Times." This theme was selected from 27 submissions by our membership. Congratulations to Dr. Karen Laljiani who submitted this very timely and appropriate theme and thanks to everyone who took the time to submit a theme idea! The hotel facilities where the conference will be held are wonderful and Bridgette Hardin is already hard at work looking for great food and entertainment opportunities to help us get a taste of Corpus.

The TAIR conference is a great professional development opportunity for people at all levels of experience in institutional research. I know that there must be many efforts going on in the offices around the state as we deal with the reality of shrinking budgets and finding ways to best serve our institutions in this difficult time. We'd love to hear about what your office is doing and give others the opportunity to benefit from your expertise. In these times of having to do more with less, learning from our peers is even more important!

Never presented before? TAIR is a great environment for your first presentation. Our colleagues are supportive and eager to hear new perspectives, and the smaller group can make it less intimidating to present for the first time. Please consider submitting a proposal to share your ideas and work with the rest of TAIR.

The call for proposals for TAIR 2012 is on page 9 of this newsletter. The due date for submissions is September 30, 2011. We look forward to receiving your session ideas! If you have questions or are uncertain about how a given presentation topic might fit in, please don't hesitate to contact me, Rebecca Richter (Concurrent Sessions Chair 2012), or Rita Caso (Roundtables Chair 2012) to discuss options.

I know that this year especially, finding the funds to travel to the conference may be difficult. I'd like to encourage you to apply for travel grants. If selected, you can receive up to \$300 towards hotel, airfare, and/or mileage costs. More information about the travel grants is on page 7 of this newsletter.

Looking forward to seeing you in Corpus Christi!

Carol Tucker, TAIR 2012 Conference Chair

## Summer Workshop

### Expand your IR knowledge and skills with a summer workshop!

The annual TAIR professional development summer workshop will be held on **Friday, August 5, 2011** on Texas State University's campus in Round Rock, north of Austin.

This summer, the focus is on statistical and software skills. Sessions will be offered in statistical techniques and using SPSS or SAS to analyze and report data effectively. The presenters are experienced IR professionals who will be sharing a wealth of information with practical application to our work.

The summer workshop is a "drive-in" format consisting of two sessions – one in the morning and one in the afternoon -- with breakfast and lunch provided. Pricing for the summer workshop will be \$30 for TAIR members to attend one session and \$50 for two sessions; non-members will pay \$40 for one and \$60 for two sessions.

Texas State-Round Rock is an easy location to find – it is just two miles east of IH35 in north Round Rock, and is about a 40-minute drive from the Austin airport and less than an hour from the Killeen-Fort Hood Regional Airport. For those who need to stay overnight, lodging will be available in a selection of hotels located near the Round Rock campus.

Detailed information about the workshop sessions and registration instructions will be distributed on the TAIR-L discussion list soon. Please feel free to contact me if you need further information.

I hope to see you in Round Rock this summer!



Susan Thompson  
Member-at-Large for  
Professional Development

## TAIR-L Listserv

All current members can post information directly to the listserv. Send your email directly to [tair-l@texas-air.org](mailto:tair-l@texas-air.org).

Unsubscribe/Subscribe can be done at [http://texas-air.org/mailman/listinfo/tair-l\\_texas-air.org](http://texas-air.org/mailman/listinfo/tair-l_texas-air.org) or requests can be sent to Dave Downing at [dave.downing@unt.edu](mailto:dave.downing@unt.edu)



Photo Courtesy of Bridgette Hardin

## TAIR Travel Grants

TAIR wants to be sure that funding is not the reason that you or your staff will miss TAIR 2012 and will be awarding travel grants at \$300 each to help cover expenses. Travel grants are available to both active members and those becoming new members in 2012.

[http://www.texas-air.org/assets/pdf/Travel\\_Grants\\_Application.pdf](http://www.texas-air.org/assets/pdf/Travel_Grants_Application.pdf)

## Awards Committee News

The TAIR 2011 Awards Committee was composed of Allen Clark (Chair) – University of North Texas, Joe Meyer – Texas State University - San Marcos, Susan Griffith – University of Texas - Pan American, Marilyn Greer – UT M.D. Anderson, and Tom Martin – Collin County Community College District.

Trey Buchanan of Concordia University Texas won the Best Presentation for the presentation “Evaluating the Utility of Rubrics using Interrater Agreement.” Trey will present the TAIR 2011 Best Presentation at the Association for Institutional Research (AIR) Forum in New Orleans in 2012.

The winning theme for the TAIR 2012 conference is “The Winds of Change: The Importance of Institutional Research in Turbulent Times” and was submitted by Karen C. Laljani from El Centro College.

There were many outstanding fact books submitted for the Best Fact Book competition in Austin. The awards committee had their work cut out for them and they spent many hours reviewing the submissions. The winners of the Best Fact Book competition are:

Best Fact Book:	The University of Texas at Austin
Best Interactive Electronic Fact Book:	Texas Tech University

Congratulations to all the winners and thank you to the 2011 TAIR Awards Committee for all their hard work.



Photo Courtesy of Jeff Janko



## Call for Proposals

### **2012 TAIR Conference February 21 - 24, 2012 Corpus Christi, Texas**

Dear Colleagues,

Come join friends and colleagues at the 34th annual TAIR Conference. On behalf of the TAIR Conference Committee, we invite you to be an active participant in our conference by submitting one or more proposals for Concurrent Sessions, Roundtables and Special Interest Groups. This is the best professional development activity for Institutional Research, and it provides an excellent opportunity for newcomers to IR to pair with experienced professionals from their institutions and present at the conference.

This year's conference theme, "The Winds of Change: The Importance of Institutional Research in Turbulent Times", allows for a variety of topics in tracks such as:

- Assessment
- IT/Technology
- Enrollment
- IR Best Practices
- Data Warehousing
- Survey Research
- Legislative Mandates
- Reporting

So, if you have expertise or interest in these or other pertinent areas, or know someone who does, please share this knowledge, by presenting at the conference. Not sure whether your topic should be a concurrent session or a roundtable? Go to our Call for Participation website at <http://www.texas-air.org/conference/2012/callforpart.html> to help you decide, or call Rebecca Richter (concurrent sessions) or Rita Caso (roundtables) for more information.

**The due date for submitting a proposal is September 30, 2011.**

We hope to see you all in Corpus Christi!!

Rebecca Richter  
TAIR Concurrent Sessions Chair  
(254) 298-8614  
[rebecca.richter@templejc.edu](mailto:rebecca.richter@templejc.edu)

Rita Caso  
TAIR Roundtables Chair  
(936) 294-3618  
[dr\\_rita@shsu.edu](mailto:dr_rita@shsu.edu)

## Call for Nominations

### Outstanding Service Award

It is time to nominate individuals for the TAIR Outstanding Service Award. The prestigious TAIR Outstanding Service Award shall be presented to a member who has made significant contributions to TAIR over an extended period of time. A nominee for the TAIR Outstanding Service Award must have been a member of TAIR for at least five years and not a member of, nor a candidate for, the TAIR Executive Committee during the year nominated. In addition, the nominee must meet at least three of the following four criteria:

1. The candidate has been a member of the TAIR Executive Committee, served on TAIR Program Committees, or been appointed by the TAIR President to service on TAIR committees or in positions of responsibility consistent with those in Section 6 of the TAIR Bylaws.
2. The candidate has presented contributed sessions at TAIR Conferences.
3. The candidate has organized, offered, or acted as a primary presenter in workshops or panels at TAIR Conferences.
4. The candidate has contributed in other specific and significant ways that have advanced the purposes of TAIR.

### TAIR Elections

The Texas Association for Institutional Research (TAIR) Constitution requires the TAIR Nominating Committee to issue a call for nominations to fill upcoming vacancies in elected TAIR positions. After TAIR members submit nominations to the TAIR Nominating Committee, the members of that committee will review and discuss the nominations, recommend a slate of candidates to the TAIR Executive Committee, and ask candidates to run for elected TAIR offices. Positions on the ballot will be:

1. Vice President/President Elect and Program Chair for the following roles:
  - a) Vice President/Program Chair, March 2012 - February 2013
  - b) President, March 2013 - February 2014
  - c) Immediate Past President, March 2014 - February 2015
2. Secretary, March 2012 - February 2014
3. Member at Large for Professional Development, March 2012 - February 2014
4. Members of Nominating Committee, March 2012 - February 2014

TAIR needs people who represent the diversity within our organization. If you are interested in being a candidate, nominate yourself—it is a rewarding way to make friends and serve your colleagues.

Please nominate candidates for elected positions and the TAIR Outstanding Service Award by using the form on the TAIR website at <http://www.texas-air.org/conference/2012/callfornom.html>

**THE DEADLINE FOR NOMINATIONS IS SEPTEMBER 30, 2011!!!**