



Letter from President Susan Thompson

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Several months have passed since we gathered in Galveston and we have all since returned to our busy jobs and lives, but I hope that each and every one of you who attended the 2013 conference returned with something of value – be it something learned in a session or workshop, or perhaps a new networking contact with a colleague at another institution. The 2013 conference provided many opportunities as a result of the 2013 Program Committee’s work – Mary Barton, Amy Bawcom, Catherine Brown, Marilyn Greer, Lisa Haynes, Pam Haws, Lincoln Holmes, Faron Kincheloe, Marcelo Paredes and Tracy Stegmair. Thank you, committee members, for a job well done!

Thanks also go to the sponsors who participated in the 2013 conference: SAS, our Platinum Sponsor, sponsored our special event; Information Builders, Nuventive, THINK Education Solutions, and Zogotech were Gold Sponsors; National Student Clearinghouse, iDashboards, Concord USA, and Scantron were Silver Sponsors; and TaskStream and Blackboard Analytics were Basic Sponsors. Sponsors are an important part of our conference experience; together, they contributed \$14,850 towards conference expenses which helped lower costs for TAIR members.

The next opportunity to connect with other TAIR members and to develop professionally will be on **August 2**, when TAIR will host the annual **Summer Workshop in Round Rock**. Tom Corll, our Member-at-Large for Professional Development, has been busy lining up a great set of workshops that you can read about on **P. 7**.

I would like to provide an update on some of the projects that your Executive Committee members have been working on since the last conference. Appointments have been made to **TAIR’s committees and positions**; check the listing of committees and appointments on **P. 3 and P. 4** to see who will be assisting with TAIR activities and responsibilities this

year. Thanks to everyone who has agreed to give of their time and talents to fill these important roles. Mostly due to the efforts of Faron Kincheloe, our Member-at-Large for Technology, and Sue Herring, our Secretary, we accomplished a **major cleanup of the listserv** earlier this spring so that **access to this important resource is now restricted to TAIR’s current members**.

Faron also took the lead role in identifying and implementing a **new online membership and registration system**, RegOnline, which we are now using to enroll members and will soon use for summer workshop and annual conference registrations. Previously, we used an online registration system provided by AIR, but were notified recently that AIR’s services were being discontinued so we had to evaluate and choose a new service. I think you’ll be pleased with the new registration process when you sign up for a workshop or the next conference.

We just completed reviewing bids for the **TAIR 2016 conference**, and I am pleased to announce that we have selected San Antonio as the site. The beautiful Omni San Antonio Hotel at the Colonnade will serve as our venue for the conference to be held February 28 through March 2, 2016.

Preparations are now underway for the **2014 conference to be held in Addison**. The executive and program committees met at the conference hotel, the Crown Plaza, in mid-April and were impressed with the hotel and its staff. Vice President/Program Chair Lincoln Holmes and his program committee are off to a great start, and I’m looking forward to the great conference that they are planning.

It’s a great time to be involved in TAIR! If you have a concern or question – or you want to get involved by serving on a committee or assisting with a TAIR project – please feel free to contact me or another member of the TAIR Executive Committee. We’d love to hear from you.

Susan



A Note from Lincoln Holmes Vice President/Program Chair

I had a wonderful time in Galveston at the 35th Annual TAIR Conference and would like to thank each of the TAIR members who volunteered their time to make it such a success. Thanks also go out to all of you who took the time to prepare for and make a presentation at the conference.

Now it's time to look ahead to the **next annual TAIR conference**, which will be held at the **Crowne Plaza Hotel - Galleria in Addison on February 19 – 21, 2014!** The theme for the 2014 conference will be **"Big Data for Big Decisions in Big D."** Faron Kincheloe from Baylor University suggested this theme. Congratulations, Faron! We are planning to do it up BIG in the Big D.

With the help of creative minds and thinking outside the box, we are producing a wondrous special event in a luxurious space provided by the hotel. The only mystery at this conference will be the magic performed on stage and live at your table. While spending the evening being mystified and amazed, we will also enjoy a great meal, great company, and some wonderful music.

Pre-conference workshops will be held at the hotel. With the ample space available, Tom Corll and his Professional Development Committee will be able to provide a variety of workshops so that there should be something for everyone! This year we will introduce a series of short workshops designed to provide you with a lot of information in a quicker format for those of you that want to get the information and move on to other things.

Travel grants will be available once again for those who need some help in attending the conference. **See side bar** for details about how to apply.

The Program Committee met in April to begin making the BIG plans for next year's conference.

As done each year, we review the evaluations from previous conferences and try to incorporate suggestions when we can. We strive to offer a conference that delivers excellent professional development and networking opportunities, as well as a chance for members to relax and enjoy the company of their colleagues and friends. To this end, there are **several exciting changes that will be introduced this year** and hopefully they will be well-received and beneficial to all. We will have an opening general session separate from the first luncheon. One of the biggest changes this year involves a transformation of the traditional Roundtables. Instead of having their own timeslot, they will be offered alongside the concurrent sessions and may include the traditional roundtable discussions, panel discussions, or working sessions. These may be presented by a team of colleagues or by individual discussion leaders as in the past. We will also make changes to the sponsor area and try to increase the number of sponsors and the amount of donations we receive from them.

What has made TAIR great for 36 years has been the willingness of its members to share their knowledge and ideas with others. I would like to encourage each of you to **consider making a presentation**. Please feel free to **contact me, Kara Larkan-Skinner (Concurrent Sessions Chair) or Jessica Smith (Roundtables Chair) if you have any questions or concerns about presenting at the conference**. The deadline to submit a proposal for presenting at the conference is **August 31, 2013**.

I look forward to seeing you in Addison!

Lincoln

TAIR Travel Grants

TAIR wants to be sure that **funding issues are not the reason that you or your staff will miss TAIR 2014.**

Travel grants at **\$300 each** will be awarded to help cover expenses. These grants are available to both active members and those becoming new members in 2014.

The deadline to make an application is **December 15, 2013.**

The TAIR Travel Grant Application and directions are available at

http://www.texas-air.org/assets/pdf/Travel_Grants_Application.pdf

Meet the Executive Committee:



President:
Susan Thompson
Texas State University
San Marcos, Texas
(512) 245-2348
susan@txstate.edu



Vice President:
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The University of Texas at Austin
Austin, Texas
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Secretary:
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Treasurer:
Tracy Stegmair
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Appointments:

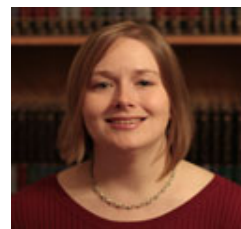
TAIR-L Manager and Webmaster:
Faron Kincheloe, Baylor University

Liaison to AIR:
Susan Thompson, Texas State University

Newsletter Editor:
Pamela Johnson, LeTourneau University

Immediate Past President:

Carol Tucker
University of Houston-Downtown
Houston, Texas
(713) 221-8269
tuckerca@uhd.edu



Member-at-Large, Professional Development:

Tom Corll
Midland College
Midland, Texas
(432) 685-5540
tcorll@midland.edu



Member-at-Large, Technology:

Faron Kincheloe
Baylor University
Waco, Texas
(254) 710-8835
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TAIR Payment Address

TAIR elects a new Treasurer every other year and with each new Treasurer comes a new payment address. Those of us who work at institutions with accounting information systems may have an outdated TAIR address on file, and when payments are mailed to that outdated address it creates extra work for the Treasurer. In some cases, this may result in a payment that gets lost during the forwarding process.

Tracy Stegmair is our new Treasurer and will serve for the next two years, so this is a good time to ensure that the address you have on file for TAIR is up-to-date. Please take a moment to check or to ask your administrative assistant to verify the TAIR payment address on file with your institution. The current payment address is:

TAIR
Attn: Tracy Stegmair
P.O. Box 425765
Denton, TX 76204-5765

If you have any questions about TAIR payments or other financial concerns, please contact Tracy Stegmair at tstegmair@twu.edu

TAIR 2014 Program Committee:

Program Chair: Lincoln Holmes,
The University of Texas at Austin
Concurrent Sessions: Kara Larkin-Skinner,
Our Lady of the Lake University
Evaluations: Rick Leyva,
El Centro College
General Sessions: Verna Dewees,
Texas A&M University System (Retiree)
Local Arrangements: Mary Barton,
University of North Texas
Program Brochure: Lisa Haynes,
Texas Woman's University
Roundtables: Jessica Smith,
Amarillo College
Session Coordinators: Rebecca Richter,
Temple College
Special Interest Groups: Vanessa Sansone,
The University of Texas at San Antonio
Sponsors: Phil Rhodes,
Houston Baptist University

Dave Downing, recipient of
Service Recognition, and
Carol Tucker



Elected Committee:

Nominating Committee

Carol Tucker, University of Houston-Downtown (Chair)
 Cathy Delgado, The University of Texas System
 Dave Downing, University of North Texas
 Soon Merz, Austin Community College System
 Kate Proff, Texas State University

Appointed Committees:

Data Advisory Committee

Vicki West, Texas Tech University (Chair)
 Ben Cox, Texas State Technical College, Waco
 Dennis Ignatenko, The University of Texas at Arlington
 Tessa Mathews, Wharton County Junior College
 Roy Matthew, The University of Texas at El Paso
 Lisa McCarty, Abilene Christian University
 Martha Oburn, Houston Community College
 Phil Rhodes, Houston Baptist University
 Julie Thomas, Southwest Texas Junior College
 Dean Williamson, Prairie View A&M University

Financial Review Committee

Jim O'Donnell, Mountain View College (Chair)
 Members to be appointed

Professional Development Committee

Tom Corll, Midland College (Chair)
 Joe Meyer, Texas State University
 Phil Rhodes, Houston Baptist University

Awards Committee

Carol Tucker, University of Houston-Downtown (Chair)
 Members to be appointed

TAIR Membership Update

Membership in TAIR is maintained on an annual basis, with the annual TAIR conference marking the start of the membership year. Benefits of a TAIR membership include a subscription to TAIR-L, TAIR's discussion list (where members can share information and solicit advice on projects), and discounted fees for TAIR's summer professional development workshops. Currently, TAIR has 247 members representing institutions and agencies statewide.

TAIR 2013 Membership by Institutional/Organizational Category

Category	Count of Members	Percent of Members
4 Year Public	115	47%
2 Year Public	91	37%
4 Year Private	21	9%
Association	14	6%
2 Year Private	3	1%
Technical	3	1%
Total	247	100%

Outstanding...



Call for TAIR Outstanding Service Award Nominations

Awards Committee News

Darline Morris, TAIR Past President 2012-2013, served as the Awards Committee Chair going into the conference and was assisted in the selection of awards by Danica Frampton, Ruben Garcia, and Tom Martin.

They reviewed all submitted Fact Books and selected these winners:

Best Overall Fact Book: **Houston Community College**

Best Interactive Electronic Fact Book: **University of Texas at San Antonio**

Best Mini Fact Book: **Texas Tech University**

After the conference, **Dr. Jason Simon** from the University of North Texas was selected as the **recipient of the Best Presentation award for TAIR 2013** for his presentation "Gathering Direct Evidence of Student Engagement via ID Card System". He will have an opportunity to present the TAIR Best Presentation at the Association for Institutional Research (AIR) Forum in Orlando, Florida in 2014.



Outstanding Service Award

At the conclusion of the conference, **Dr. Marilyn Greer** was awarded the **Outstanding Service Award** for her extensive service to TAIR. She has been a member of TAIR for the past twenty years and has served in many different capacities, including Vice President/Program chair in 2003 and President in 2004. She has served as the Local Arrangements chair eight different times (including for the TAIR 2013 conference). She also serves as the pre-conference workshop presenter for the Newcomers workshop. Marilyn is also active with the Past Presidents. Thank you to Marilyn for her many years of service!

Outstanding Professional Practice Award(s)

For several years, TAIR has conducted a Best Fact Book competition as our Outstanding Professional Practice Award. In order to keep up with the changing duties of IR offices and to be more inclusive of the innovative projects that many offices are doing, **we're expanding the competition** this year to allow for submissions of items besides **fact books**. This might include **reports, dashboards, or something else your office does well**. Please consider submitting something that your office is doing when we send out the call for participation.

The award is given to a member who has made a significant contribution to TAIR over an extended period of time.

A nominee must have been a TAIR member for at least five years and not a candidate for, the Executive Committee during the year nominated.

In addition, the nominee must meet at least three of the following four general criteria:

1. Has been a member of the TAIR Executive Committee, served on Program Committees, or presidential appointed committee;
2. Presented contributed sessions at TAIR conferences;
3. Organized, offered, or acted as a primary presenter in workshops or panels at the TAIR conferences;
4. Contributed in some other specific and significant ways that have advanced the purposes of TAIR.

This award is not given every year, but is a great honor when it is given. If there is someone who meets these criteria and should be recognized, please nominate them by sending their name and any supporting information to:
Carol Tucker, Immediate Past President,

TuckerCa@uhd.edu

All nominations will close August 31, 2013.



TAIR 2013 Conference Evaluation

Links to the 2013 conference evaluation were emailed to conference attendees shortly after the conference ended; 94 responses were received by the March 1 deadline for a 47 percent response rate. Thanks to all who took the time to provide their opinion.

Evaluation of the conference was positive, with an overall evaluation score of 4.4 on a 5-point scale where 5=Excellent and 1= Very Poor. Individual components of the conference were rated using the same scale:

Program Activity/Component	Mean Rating
Events and Accommodations	4.5
Concurrent Sessions	4.3
SIG II	4.2
SIG I	4.1
Roundtables	4.0
General Sessions	3.9
Resource Fair/Sponsors	3.3

The evaluation instrument included several items pertaining to each of the general areas listed in the above table and all items were rated at or above a 3.1. The results for each of the specific items as well as the comments that were received in response to open-ended prompts are being reviewed carefully by the 2014 Program Committee in order to make improvements, where possible.





Professional development should be continuous and on-going.

—Tom Corll, Member-at-Large for Professional Development

Determining subject areas for professional development continues to be a challenge. At Galveston there were numerous workshop offerings and the **sessions were well-attended**. With an approximate attendance of 210 members, there were 98 duplicated pre-conference registrations. From an Institutional Research perspective, that means that approximately 47% of the members who attended the conference in Galveston also chose to attend a workshop. This accomplishment would not have been achievable without the efforts of the professional development committee, and the volunteers who gave of their time and experience. Thanks is extended to Kate Proff and Tracy Stegmair for their full-day workshop on SQL, Kara Larkin-Skinner who presented two workshops on developing measurable outcomes, Marilyn Greer for her continuous work with TAIR first-time attendees, and to Phil Rhodes for his tireless efforts toward helping many of us to become better organized.

This summer the TAIR Executive Committee will continue to provide opportunities for training in our career field. Your assistance, suggestions and support are always appreciated.

**Annual TAIR Professional Development Summer Workshop
Scheduled for Friday, August 2, 2013
Texas State University's campus in Round Rock, north of Austin**

This summer's workshop will provide opportunities for learning in several subject areas. As I mentioned in Galveston, Faron Kincheloe has volunteered to conduct two half-day workshops on the *R* statistical software program that is available for free via the Internet. The morning workshop will introduce programming and data manipulation using this software, and the afternoon session will cover graphical techniques using the *R* software. Attendees may take one or both of these workshops dependent upon your familiarity with the subject matter. Please note that there will be **limited seating capacity** for these workshops so if you are interested please plan to **register quickly**. The other four half-day workshops will include a presentation by the Texas Workforce Commission, some hands-on training in advanced Excel techniques, some entry level training on SAS software, and finally a panel discussion will be conducted to discuss the development of surveys, their uses, and various methods of reporting survey results. .

As we did last year, the summer workshop will be a one-day drive into the Round Rock area with several sessions occurring in the morning and several sessions presented in the afternoon. The cost of the workshop(s) includes a continental style breakfast and a catered lunch. For TAIR members the price for each half-day summer workshop will be \$30 per workshop, for non-members the cost will be \$40 per workshop. To register, go to www.regonline.com/tairsummer

Please feel free to contact me if you need further information. My office phone number is 432.685.5540, or you can send me an email inquiry at tcorll@midland.edu

I look forward to seeing many of you in Round Rock this summer!

Tom

Call for Nominations

The TAIR Nominating Committee is calling for nominations for the following elected positions:

TAIR Vice President/President-Elect – this is a three year term:

- 2014-2015 Vice President and Program Chair for the 2015 TAIR Conference at the Ambassador Hotel in Amarillo
- 2015-2016 TAIR President
- 2016-2017 TAIR Immediate Past President

TAIR Secretary 2014 – 2016

TAIR Member at Large for Professional Development 2014 – 2016

TAIR Nominating Committee Member 2014 – 2015 (4 members will be elected)

Please take a few minutes to submit your recommendations to the TAIR Nominating Committee by clicking on the following link: <http://www.regonline.com/TAIRcallfornominations>

The **Vice President/President Elect, Secretary, and Member at Large for Professional Development** serve on the **TAIR Executive Committee**. These elected positions receive an opportunity to be involved in decision-making for upcoming conferences and are responsible for the smooth operations of the organization. There is work involved with each position, but these opportunities for service are very rewarding! One benefit is getting to know IR professionals from around the state as you help guide the future of TAIR.

The **Nominating Committee members** serve a one-year term and help to ensure that we have a full and qualified slate of candidates for the following year's election.

More information about the responsibilities of TAIR officers is available in the TAIR Officer's Guide, posted on the TAIR website at <http://www.texas-air.org/officers/>

Feel free to nominate yourself if you are interested in serving for one of these positions.

There are other opportunities during the year to get involved with TAIR, so please consider volunteering to serve on a committee or as a session facilitator!

All nominations will close August 31, 2013.

Linda Perez,
recipient of Service Recognition,
and **Carol Tucker**



Call for Participation

2014 TAIR Conference
February 19-21, 2014
Addison, TX

Dear Colleagues,

We're going to the Big D and we do mean Dallas! It's that time again. It's time to reflect on the exciting things you have accomplished. It's also time to share your knowledge, growth, expertise, and fun tips and tricks. **Consider contributing** to the advancement of the Institutional Research and Effectiveness field by submitting one or more proposals.

This year's conference theme is "Big Data for Big Decisions in Big D." TAIR is one of the *biggest* groups of IR folks at the state level, so let's see those *big* ideas.

In the interest of going *bigger*, we've got some exciting changes to the program format. This year we have **more options available for concurrent sessions** and an **expanded format for discussions**. The *biggest* change you will see is in the traditional **roundtable sessions**. These sessions **will now be offered alongside concurrent sessions**, and the available formats will be expanded to include not only traditional roundtable discussions, but also panel discussions or working sessions. We encourage you all to go *bigger* and present with a team of colleagues, but we welcome individual discussion leaders as always.

We are looking for presenters in the following tracks:

- Assessment and Effectiveness
- Planning and Organization
- Research
- Current Issues
- Reporting and Decision Making
- Technology and Training

On the fence about presenting, or not sure what format works best for your topic? Go to the *Call for Participation* located at <http://www.texas-air.org/conference/2014/c4p.php> to help you decide. Or call Kara Larkan-Skinner or Jessica Smith for more information.

The due date for submitting a proposal is August 31, 2013. We hope to see you in the Big D!

Kara Larkan-Skinner
Concurrent Sessions
210-431-5449
Klarkan-skinner@ollusa.edu

Jessica Smith
Roundtable Sessions
806-467-3031
Jsmith32@actx.edu

TAIR-L Listserv Update

The TAIR-L listserv underwent some much-needed maintenance this spring. Over time, subscriptions had grown to include many individuals who were no longer members of TAIR or who had no association with our field. Because the listserv is intended to be a benefit for TAIR members as a communication resource for the exchange of information and networking, as well as a means for the Executive Committee to distribute information about TAIR business and events to the membership, the Executive Committee decided to restrict access to current and recent TAIR members. In early April, individuals who were not current TAIR members (2013 membership dues paid) or who had not been paid members in either 2011 or 2012 were unsubscribed from TAIR-L. This maintenance is now scheduled to occur each year after the conference so that only current members and members from the previous two years will be subscribed to the listserv.

Current TAIR members (2013) can post directly to the listserv at TAIR-L@texasair.org. Those with lapsed memberships from the two prior years (2011 or 2012) will receive messages but must renew their membership in order to post a message or participate in listserv discussions.

At any time, members may manage their listserv subscription or access archived messages by visiting the listserv's webpage at http://texas-air.org/mailman/listinfo/tair-l_texas-air.org. Passwords were reset during the recent maintenance, so members will need to set a new password in order to change mailing preferences or access the listserv archives.

Questions about the listserv should be addressed to Faron Kincheloe at faron_kincheloe@baylor.edu.