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Letter from President Lincoln Holmes

Fourscore and seven days ago, we were brought together for a grand event in Addison, Texas. Okay, it was more like a few months ago and if your days are like mine a lot has changed and happened since then. I hope that everyone who attended the 2014 conference gained something of value—be it something learned from a session or workshop, or maybe a new networking contact with a colleague from another institution. The 2014 conference provided lots of opportunities **thanks to the hard work of your 2014 Program Committee**. I failed to properly introduce them during the business meeting and for that I humbly apologize.

Your 2014 Program Committee consisted of Kara Larkan-Skinner, Jessica Smith, Verna Dewees, Rebecca Richter, Vanessa Sansone, Mary Barton, Phil Rhodes, Tom Corll, Lisa Haynes, and Rick Leyva. I want to thank the committee members for doing a great job on the conference. They helped pull off a wonderful conference and incorporated a lot of new ideas and changes. Thanks also go to Sue Herring, Tracy Stegmair, and Faron Kincheloe for the great work in handling registration for the conference.

We had the biggest conference ever. We had 273 attendees of which 98 (35%) were first-time attendees to a TAIR conference. Of the 273 attendees, 44.6% were from 2-year institutions and 50% were from 4-year institutions. GREAT JOB everyone. Thank you to all of you who presented. Because of you we are able to continue to offer such a great program.

Thanks also go to the sponsors who participated in the 2014 conference. Zogotech was our Platinum Sponsor. Nuventive and EMSI were Gold Sponsors; National Student Clearinghouse, ExamSoft Worldwide, Campus Labs, and Scantron were Silver Sponsors; SAS and Concord USA (Xitracs) were Bronze Sponsors; and Gravic Inc. Remark Software was a Basic Sponsor. Sponsors are an important part of our conference experience; together they

contributed \$15,850 towards conference expenses that helped greatly in keeping costs lower for TAIR members.

The **next opportunity to connect with other TAIR members and to develop professionally will be on August 1st, when TAIR will host the annual Summer Workshop in Round Rock.** (See more on page 7)

In early May, the Executive Committee and Program Committee visited the hotel where the conference was slated to be in 2015. During the visit, we learned that the hotel had changed owners and was initiating major changes to the hotel. We felt that though our contact with the hotel assured us they could handle our group, they would not be done with the renovations in time for the conference. They understood our concerns and agreed to nullify the contract with no penalties.

After a lot of deliberations and considerations, we have decided on a new location.

We have chosen to hold the 2015 TAIR Conference in Addison, Texas at the same hotel (Crowne Plaza Hotel—Galleria) as last year. Though it has been a long time since a TAIR conference was held at the same location for consecutive years, there is precedent for it. Addison proved to be a good location for TAIR, in terms of attendance.

The Executive committee has also made appointments to TAIR's committees and positions. Thanks to everyone who has agreed to give of their time and talents to fill these important roles (list of committees and appointments on pages 3 & 4).

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.**

Lincoln



A Note from Mary Barton Vice President/Program Chair

I am excited to tell you about the plans for the **37th annual TAIR conference to be held on March 3-6, 2015**. TAIR will return to the **Crowne Plaza near the Galleria in Addison**. This is a change in venue from our original plan to gather in Amarillo. The Program Committee visited the Amarillo hotel in May and during our visit we learned that the hotel is slated to undergo significant renovations that may not be completed by next March. The Executive and Program committees felt it was in TAIR's best interest to move the conference back to Addison.

The staff at the Crowne Plaza has warmly welcomed us back to their facility. TAIR 2015 will definitely take advantage of all the amenities and space available. Although there will be another conference at the hotel at the same time as TAIR, the staff at the Crowne Plaza has committed meeting space to us that we think is even better than last year. There is a party space for our traditional Meet, Munch, and Mingle event, a heated indoor swimming pool, a business center, a fitness center, and FREE parking!

The theme for the 2015 conference will be **"All My Data by Morning"** and was **submitted by Rebecca Richter from Temple College**. Rebecca received a \$50 Visa gift card for suggesting the winning theme. Congratulations, Rebecca!

We are considering several options for a Special Event for this year and are talking with vendors about fun activities that our group would enjoy. Amanda Moske, our new local arrangements chair, has been busy making arrangements for a fantastic evening.

Pre-conference workshops will be held at the hotel. David Brown and his Professional Development Committee will provide a variety of workshops so that there should be **something for everyone**.

Travel grants will be available once again for those who need some financial help in attending the conference. **See the sidebar on how to apply for the grants.**

The Program Committee met for the first time in May. They are working hard to plan a conference that delivers outstanding professional development and networking opportunities, as well as a chance for members to relax and enjoy the company of their friends and colleagues. In keeping with last year's format, we will offer the traditional Concurrent Sessions and the interactive Group/Panel/Working Sessions. **If you have a topic that involves sharing information with an audience, please consider submitting a proposal for a concurrent session, or, if your topic is better-suited for a discussion where everyone has a chance to participate, then consider submitting a proposal for a group/panel/working session.**

What has made TAIR great for 37 years has been the willingness of its members to share their knowledge and ideas with others. I hope you will consider submitting a proposal for a concurrent session or a group/panel/working session. I encourage you to contact me or Marc Turner (Concurrent Sessions Chair) if you have any questions or concerns. **The deadline to submit a proposal for presenting at the conference is September 30, 2014.**

Mary

TAIR Travel Grants

TAIR wants to be sure that funding issues are not the reason that you or your staff will miss TAIR 2015.

Travel grants at **\$350 each** are available to help cover travel expenses for TAIR 2015. These grants are available to active members and those who become new members for 2015. The deadline to apply for a travel grant is **December 15, 2014**.

The TAIR Travel Grant Application and directions are available at http://www.texas-at.org/assets/pdf/Travel_Grants_Application.pdf

Meet the Executive Committee:



President:
Lincoln Holmes
The University of Texas at Austin
Austin, Texas
(512) 471-3833
j.l.holmes@austin.utexas.edu



Vice President:
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Secretary:
Lisa Haynes
Texas Woman's University
Denton, Texas
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Treasurer:
Tracy Stegmair
Texas Woman's University
Denton, Texas
(940) 898-3021
tstegmair@mail.twu.edu

Appointments:



TAIR-L Manager:

Faron Kincheloe, Baylor University

Web Developer:

Todd Moon, Austin Community College

Historian:

Maryann S. (Ruddock) Brown, Retiree

Liaison to AIR:

Lincoln Holmes, Univ of Texas at Austin

Newsletter Editor:

Pamela Johnson, LeTourneau University

Immediate Past President:

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



Member-at-Large, Professional Development:

David Brown
North Central Texas College
Gainesville, Texas
(940) 668-3331
dbrown@nctc.edu



Member-at-Large, Technology:

Faron Kincheloe
Baylor University
Waco, Texas
(254) 710-8835
faron_kincheloe@baylor.edu



TAIR 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 Treasurer. 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 2015 Program Committee:

Program Chair:

Mary Barton, University of North Texas

Concurrent and Discussion Sessions:

Marc Turner, Texas State University

Evaluations:

Tracy Simms, University of Houston-Downtown

General Sessions:

Soon Merz, Austin Community College

Local Arrangements:

Amanda Moske, University of North Texas

Program Brochure:

Dave Downing, University of North Texas

Session Coordinators:

John Jones, Sul Ross University

Special Interest Groups:

Guyla Davis, Richland College

Sponsors:

Phil Rhodes, McLennan Community College

Appointed Committees:

Data Advisory Committee

Vicki West, Texas Tech University (Chair)

Tom Corll, Midland College

Ben Cox, Texas State Technical College, Waco

Jake Hoon, Tarleton State University

Dennis Ignatenko, The University of Texas at Arlington

Carol LaRue, Southwest Texas Junior College

Tessa Mathews, Wharton County Junior College

Lisa McCarty, Abilene Christian University

Colby Stoever, University of Texas Health Sciences Center

Financial Review Committee

Jim O'Donnell, Eastfield College (Chair)

Linda Newton, Eastfield College

Professional Development Committee

David Brown, North Central Texas College (Chair)

Jimmy Roberts, Temple Community College

Marcelo Paredes, University of Texas—Pan American

Phil Rhodes, McLennan Community College

Awards Committee

Susan Thompson, Texas State University (Chair)

Ruben Garcia, Texas Workforce Commission

Marilyn Greer, UT MD Anderson Cancer Center

Lincoln Holmes, The University of Texas at Austin

Shari Koukl, The University of Texas at Tyler

Rick Leyva, Richmond College

Rebecca Richter, Temple College

Jason Simon, University of North Texas



Elected Committee:

Nominating Committee

Susan Thompson, Texas State University (Chair)

Tom Corll, Midland College

Sue Herring, Baylor University

Carol LaRue, Southwest Texas Junior College

Martha Oburn, Houston Community College

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 335 members representing institutions and agencies statewide (a one-year increase of 88 members resulting in 35.6% growth).

TAIR 2014 Membership by Institutional/Organizational Category			
Category	Count of Members	Percent of Members	
4 Year Public	130	39%	
2 Year Public	132	39%	
4 Year Private	48	14%	
Association	16	5%	
2 Year Private	0	0%	
Technical	9	3%	
Total	335	100%	



Awards Update

Call for TAIR Outstanding Service Award Nominations

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 member of, nor 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 the individual by sending the person's name and any supporting information to:

Susan Thompson, Immediate Past President, susan@txstate.edu

All nominations will close September 30, 2014.

For a list of previous honorees, please see the TAIR website at <http://www.texas-air.org/recognition/honorees.php>.

Congratulations go to the following award winners from the 2014 TAIR conference in Addison:

Best Presentation

After the conference, the Awards Committee selected *Development of a Qualitative Research Team: Expanding the IR Function through the Inclusion of Library Professionals* as best presentation for the 2014 conference. This presentation was made by **Paul Illich, Tom Proctor, Sharon Kenan, and David Irvin from McLennan Community College**. Congratulations to Paul and his colleagues! They will receive a reserved place on the program as the TAIR Best Presentation at the 2015 Association for Institutional Research (AIR) Forum to be held in Denver.



Del Mar College Office of Strategic Planning and Institutional Research with Texas State University's Susan Thompson, TAIR President

Outstanding Professional Practice Award

Del Mar College was recognized for having the Best IR Website during the closing General Session on Friday morning. **Congratulations to the Office of Strategic Planning and Institutional Research at Del Mar College** for developing an award-winning website!

Awards Committee

The 2014 Awards Committee was chaired by Carol Tucker, Immediate Past President 2013-2014. Members of the committee were David Brown, Sherri Caraballo, Lea Campbell, Jimmy Roberts, Jason Simon, and Susan Thompson. Thanks go to the committee for their work before, during, and after the conference to identify our award winners.

The 2015 Awards Committee will be chaired by Susan Thompson, Immediate Past President 2014-2015. Information regarding the Outstanding Professional Practice Award criteria for TAIR 2015 and a call for submissions will be distributed later this year via the listserv and in the fall newsletter.





2014 Concurrent Session



General Session II with
Dr. William Muse,
President, National
Issues Forum Institute

TAIR 2014 Conference Evaluation

Links to the 2014 conference evaluation were emailed to conference attendees shortly after the conference ended; 80 responses were received by the deadline for a 29.1% response rate. Thanks to all who took the time to provide their opinion.

Of the attendees responding to the evaluation, 27.8% of them were first-time attendees. Just over 58% of the respondents were from public universities and 30% of the respondents had been working in IR for less than 2 years.

Overall evaluation of the conference was positive, with a score of 4.2 on a 5-point scale where 5=Excellent and 1= Very Poor. The changes to the conference format (networking time, increased break time between sessions and separating the speakers from the meals) had a mean rating of 4.1. Individual components of the conference were rated using the same scale:

Program Activity/Component	Mean Rating
Concurrent Sessions	4.2
Events and Accommodations	4.1
SIG II	4.1
General Sessions	4.1
SIG I	3.6

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 3.5. 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 2015 Program Committee in order to make improvements, where possible.

We would like to thank 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.



2014 Networking Breakfast



Letter from the Member at Large for Professional Development

Big Data for Big Decisions in Big D was a fantastic conference that had plenty to offer the members of TAIR in the area of professional development. This was especially true for the pre-conference workshops that were well-attended. As the newly elected Member-at-Large for Professional Development I would like to thank my predecessor Tom Corll for both his generosity in helping me get started and his heart for professional development. Both of these traits are at the core of what TAIR is all about. I would also like to extend thanks to our workshop presenters Faron Kincheloe, Marilyn Greer, Gabriela Borcoman, Rick Leyva, Guyla Davis, Lisa Haynes, Colby Stoever, Jason Simon, Ah Ra Cho, Allie Longoria, Monica Alaniz, Lea Campbell, David Troutman, Mehary Stafford, Cathy Delgado, Soon Merz, Richard Batey, Danica Frampton, Jana Marak, Cindy Ullrich, Karen Laljiani, Joe Baumann, Crystal Braden, Kara Larkin-Skinner, Connie May, and Marlon Mote. A bunch of work went into those workshops and I want to thank you all for making the 36th Annual Conference one of the best!

Annual TAIR Professional Development Summer Workshop Scheduled for Friday, August 1, 2014 Texas State University's campus in Round Rock, north of Austin

This summer's workshop will provide opportunities for learning in several subject areas. We are once again due to popular demand able to provide **a one-day workshop on the R statistical software program** that is available for free via the Internet. This session will be \$100 for non-members and \$70 for members. We are also excited to have the team at Zogotech do **two half-day programs over the Estudios software**. The morning session will be open to beginners and even non-IR personnel as we look to increase institutional capacity throughout the organization. The second session will be for more advanced users focusing on cohort tracking. Dennis Ignatenko is going to lead **a morning session for Tableau beginners, and then another one in the afternoon for advanced Tableau users**. 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 box lunch**. For TAIR members the price for each half-day workshop will be \$35 per workshop and for non-members the cost will be \$50 per workshop. To register, go to www.regonline.com/tairsummer

Another great offering on August 1 in Round Rock is an all-day FREE event hosted by the folks from AIR. Their workshop will be over IPEDS and will help us to see this data as the public face of the organization. This is **the first time that TAIR has had the IPEDS folks back for almost 4 years and seats are limited (only a few seats left)** so please make sure if you want to have a seat to register quickly at <https://www.airweb.org/EducationAndEvents/IPEDSTraining/Workshops/Pages/TAIR2014ipedsws.aspx>

Please feel free to contact me if you need further information. My office phone number is 940.668.3331, or you can send me an email inquiry at dbrown@nctc.edu

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

David



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:

- 2015-2016 Vice President and Program Chair for the 2016 TAIR Conference at the Omni San Antonio Hotel
- 2016-2017 TAIR President
- 2017-2018 TAIR Immediate Past President

TAIR Treasurer 2015 – 2017

TAIR Member at Large for Technology 2015 – 2017

TAIR Nominating Committee Member 2015 – 2016 (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, Treasurer, and Member at Large for Technology 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 September 30, 2014.

Susan Thompson,
Immediate Past President
and **Sue Herring,**
Outgoing Secretary



Susan Thompson and Carol Tucker, Outgoing Past President

TAIR 2015 Call for Participation

**March 3-6, 2015
Addison, TX**

Dear Colleagues,

Now is the time to reflect on the exciting things you have accomplished and to share your knowledge, growth, expertise, and tips and tricks with others in the field. On behalf of the TAIR Program Committee, you are invited to contribute to the advancement of Institutional Research and Effectiveness by submitting one or more proposals for the 2015 TAIR Conference which will be held March 3-6, 2015 in Addison, TX. This year's conference theme is "All My Data by Morning."

Building on the success of last year, we have options for Concurrent Sessions (a 45-minute presentation by a single presenter or a small team) and Discussion Group/Panel/Working Sessions (a 45-minute facilitated discussion intended to include an interactive exchange of information with attendees).

Proposals are welcome from IR professionals at all levels of their career. We are actively looking for presenters in the following tracks:

- Assessment and Effectiveness
- Planning and Organization
- Research
- Current Issues in Higher Education
- Reporting and Decision Support
- 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/2015/c4p.php> to help you decide or call Marc Turner for more information.

The deadline for submitting a proposal is September 30, 2014.

We're looking forward to seeing you in Addison!

G. Marc Turner
512-245-2386
gmturner@txstate.edu



Susan Thompson, Immediate Past President and **Tom Corll**, Member-at-Large for Professional Development



TAIR-L Listserv

Current TAIR members (2014) can post directly to the listserv at TAIR-L@texasair.org. Those with lapsed memberships from the two prior years (2012 or 2013) 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.

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

TAIR Annual Financial Report April 1, 2013 - March 31, 2014

Starting Balance (4/1/2013)	Debits	Credits	\$ 18,256.74
Expenditures			
TAIR 2013 Conference	\$ 1,684.39		
Summer Workshops 2013	\$ 1,314.27		
TAIR 2014 Conference*	\$ 66,991.78		
Web Page Development	\$ 160.43		
Travel Grants	\$ 1,956.49		
Event Service (RegOnline) Fees	\$ 3,857.47		
TAIR Dac Meeting Fees	\$ 90.32		
Miscellaneous Expenses	\$ 83.80		
TOTAL EXPENDITURES			\$ 76,138.95

Have a GREAT summer!



Revenues			
Interest Earned on Deposits		\$ 2.86	
TAIR 2013 Conference		\$ 3,418.75	
Memberships 2013		\$ 1,050.00	
Summer Workshops 2013		\$ 2,970.00	
2014 Vendor Sponsorships		\$ 15,850.00	
TAIR 2014 Conference		\$ 65,312.00	
Miscellaneous Income		\$ 223.38	
TOTAL REVENUES			\$ 88,826.99
Ending Balance in Checking Account as of 3/31/2014			\$ 30,944.78

Submitted by: Tracy Stegmair, Treasurer

*includes planning meetings

