

Texas Association for Institutional Research

33rd Annual TAIR Conference

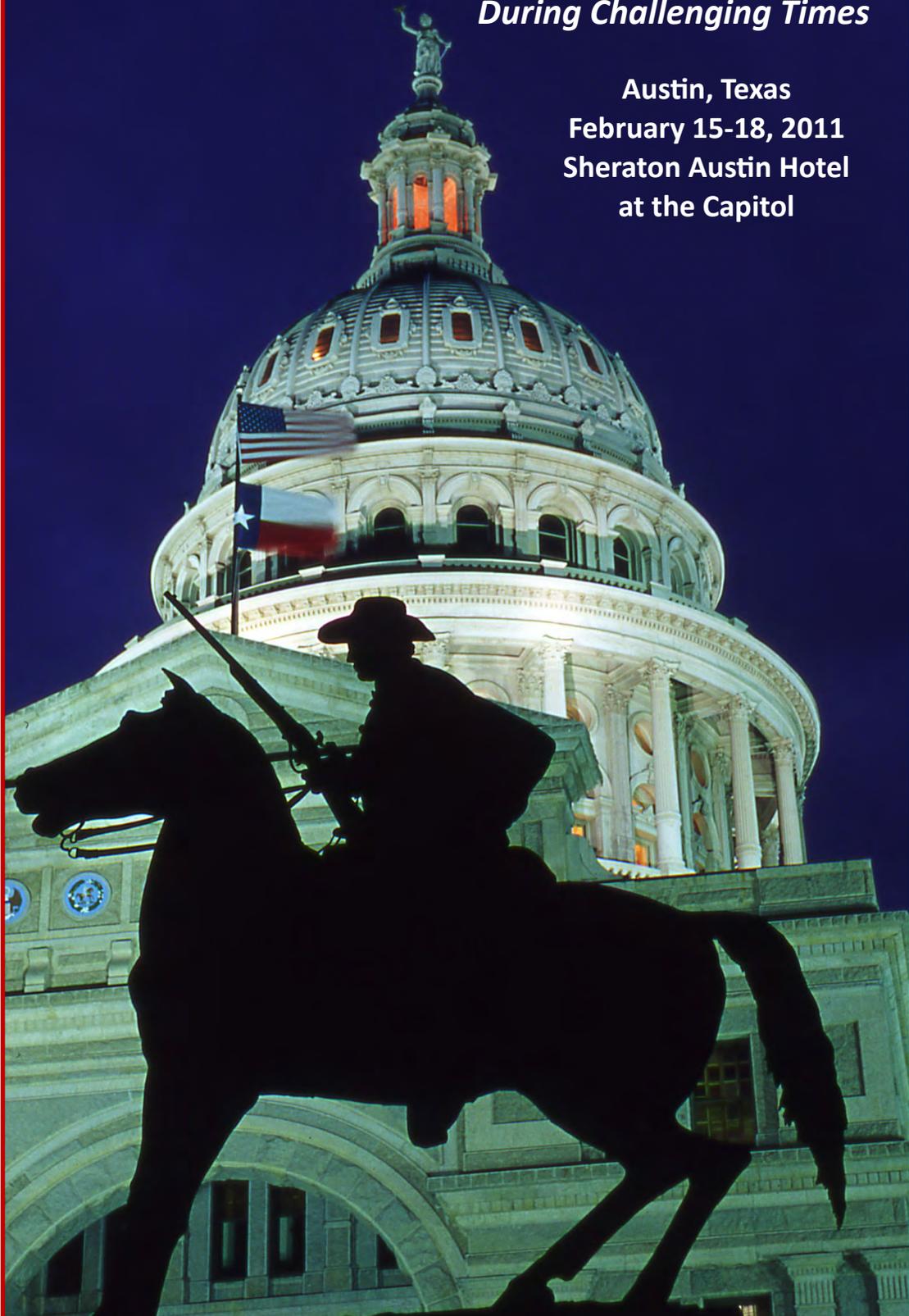
Capital Ideas for Institutional Research

During Challenging Times

Austin, Texas

February 15-18, 2011

Sheraton Austin Hotel
at the Capitol



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Table of Contents

TAIR Conference 2011	1
President's/Vice President's Message.....	2
Program Overview	3
General Session Speakers.....	4
Candidates for Election	6
Tuesday, February 15 (Registration).....	10
Pre-Conference Workshops	11
Wednesday, February 16 (Registration)	13
Concurrent Sessions A	14
Concurrent Sessions B.....	16
Luncheon/General Session	18
Concurrent Sessions C.....	19
Concurrent Sessions D.....	21
Special Interest Groups (SIGS)	23
Thursday, February 17 (Registration).....	25
Breakfast Buffet	25
Vendor Fair	26
Roundtables.....	26
Concurrent Sessions E	30
Concurrent Sessions F	32
Luncheon and General Session II	34
Concurrent Sessions G.....	35
Newcomers Wrap Up.....	37
Special Event.....	37
Friday, February 18 (Breakfast/Business Meeting)	39
General Session III	39
THECB/Legislative Update.....	41
Executive Committee Meeting	41
Save The Date – TAIR 2012.....	41
Conference History	42
Driving Directions/Parking	43
Transportation Info.....	44
Meeting Area Floor Plan	45
Executive/Program Committee Membership	46

Capital Ideas for Institutional Research During Challenging Times

Welcome to Austin, Texas for the 33rd Annual Conference of the Texas Association for Institutional Research (TAIR). TAIR is back in the heart of Texas this year, just in time for the 82nd legislative session. Austin boasts a population of over 700,000 and is the capital of the state of Texas. It is home to several institutions of higher education including The University of Texas at Austin, Austin Community College, and St. Edward's University. You may enjoy taking a stroll down Sixth Street to take in the music scene, brush up on your Texas history by visiting the Bob Bullock Texas State History Museum, or take a short walk to the capitol building (just don't harass your congressmen). Whatever you do, remember to Keep Austin Weird!

Thanks to outstanding participation by you and other TAIR members, as well as the dedicated efforts of our TAIR Program Committee and TAIR Professional Development Committee, there will again be over 40 quality concurrent sessions this year, as well as a variety of roundtables, special interest groups, and pre-conference workshops. You will have plenty of sessions to choose from on a wide range of topics that are important to institutional research offices around the state, from assessment, survey research, legislative mandates, "Achieving the Dream" --- and everything in between. We also have three dynamic General Session speakers lined up to motivate, educate, and inspire us.

Our special event, "Texas Styled Dinner & Texas Hold 'Em Casino Party" will be a capital evening in the Heart of Texas. The evening will start with a chance to relax and unwind after a day of meetings. Enjoy a delicious dinner and stimulating conversation with colleagues and friends as the University of Texas at Austin String Quartet plays in the background. Then, you'll be ready to Hold 'Em and Fold 'Em. We'll kick it up a notch and head across the hall for a Las Vegas style Casino night including Blackjack, Craps, Roulette, Slot Machines and Texas Hold 'Em Poker. Play to your hearts' content, enjoy some libations and you'll soon be a-whoopin' and a-hollerin'. Wheelbarrows will be available upon request!

The TAIR Annual Conference provides an informal, welcoming, and engaging environment to network with colleagues and share knowledge. It is one of the best, lowest-cost, and most rewarding professional development opportunities for IR professionals in the state. We're glad to have you here!



Kristi Fisher
President



Darline Morris
Vice-President/Program Chair



TAIR Program Overview

Date	Begin	End	Activity
Tuesday, February 15	8:00 a.m.	1:00 p.m.	Registration
	9:00 a.m.	Noon	Pre-Conference Workshops
	10:30 a.m.	10:45 a.m.	<i>Break</i>
	1:00 p.m.	4:00 p.m.	Pre-Conference Workshops
	2:30 p.m.	2:45 p.m.	<i>Break</i>
	6:00 p.m.	8:00 p.m.	<i>Program Committee Dinner</i>
Date	Begin	End	Activity
Wednesday, February 16	8:00 a.m.	5:00 p.m.	Registration
	8:30 a.m.	9:45 a.m.	<i>Past President's Breakfast</i>
	10:00 a.m.	10:50 a.m.	Concurrent Sessions A
	11:00 a.m.	11:50 a.m.	Concurrent Sessions B
	12:25 p.m.	1:45 p.m.	Luncheon and General Session I Mark Taylor
	1:45 p.m.	2:00 p.m.	<i>Break</i>
	2:00 p.m.	2:50 p.m.	Concurrent Sessions C
	3:00 p.m.	3:50 p.m.	Concurrent Sessions D
	4:00 p.m.	4:30 p.m.	Special Interest Groups (SIGS)
	4:45 p.m.	5:15 p.m.	Special Interest Groups (SIGS)
	5:30 p.m.	8:00 p.m.	<i>Meet, Munch, Mingle</i>
Date	Begin	End	Activity
Thursday, February 17	8:00 a.m.	9:00 a.m.	<i>Breakfast Buffet</i>
	8:00 a.m.	5:00 p.m.	Registration
	9:00 a.m.	4:00 p.m.	Vendor Fair (drawing at 3:45 p.m.)
	8:30 a.m.	9:00 a.m.	Roundtable Session I
	9:00 a.m.	9:30 a.m.	Roundtable Session II
	9:30 a.m.	10:00 a.m.	Roundtable Session III
	10:10 a.m.	11:00 a.m.	Concurrent Sessions E
	11:10 a.m.	Noon	Concurrent Sessions F
	12:30 p.m.	1:45 p.m.	Luncheon and General Session II Crystal Baird
	2:00 p.m.	2:50 p.m.	Concurrent Sessions G
	4:00 p.m.	4:30 p.m.	Newcomer's Wrap Up
	6:00 p.m.	10:00 p.m.	<i>Special Event</i>
Date	Begin	End	Activity
Friday, February 18	7:30 a.m.	9:00 a.m.	<i>Breakfast and Business Meeting</i>
	9:15 a.m.	10:30 a.m.	General Session III Terry Hartle
	10:30 a.m.	10:45 a.m.	<i>Break</i>
	10:45 a.m.	Noon	THECB/Legislative Update
	12:30 p.m.	2:00 p.m.	<i>Executive Committee Meeting</i>

General Session Speakers

Luncheon/General Session I - Wed, February 16, 2011 (12:25 p.m. - 1:45 p.m.)

Mark Taylor, MSW, EdD
Educator, Speaker and Consultant

Dr. Mark Taylor is a nationally recognized educator, expert, consultant and speaker who is on the forefront of transformations in education practice and workplace management. He is dedicated to helping schools, colleges and universities better understand and serve our students for learning, development, persistence and successful integration into the “after college” world and has helped many schools, organizations and companies work more effectively with the generational groups, especially our young people from “Generation NeXt”.



Building on over 25 years of experience in higher education, management and the helping professions, Dr. Taylor’s has worked with over 250 schools in 40 states, and in Canada, made presentations at state, regional, and national events, published papers in professional journals including the recent “Generation NeXt Goes to Work” and “Teaching Generation NeXt”. He has consulted with business clients like 20th Century Fox Motion Pictures, Arkansas Transit Association, Wal-Mart, FEMA, the University of Tennessee Hospital, RAVE Wireless Communications, Purdue University, the Institute for Professional Development, Turning Technologies, and the U.S. Army.

Dr. Taylor holds graduate degrees from the University of Arkansas and academic appointments at Arkansas State University and the University of Arkansas at Little Rock Graduate School.

Luncheon/General Session II - Thurs, February 17, 2011 (12:30 p.m. - 1:45 p.m.)



Crystal Baird, PhD
Coordinator of Commission Support, Southern Association of Colleges and Schools Commission on Colleges

Dr. Crystal Baird joined the staff of the Southern Association of Colleges and Schools Commission on Colleges in February 2010 and currently facilitates the Off-Site and Fifth-Year Interim Review processes. Prior to her work with SACSCOC, Baird served in a variety of different institutional roles including SACS liaison; associate dean of institutional effectiveness, planning, and research; director of library and IT services, and chairperson of student services. She has also served as President of the Community College Planning and Research Organization and Chair of the Council of Community College Library

Administrators. Baird holds masters degrees in English and in Library and Information Studies and a doctorate in Higher Education.

General Session Speakers

General Session III - Fri, February 18, 2011 (9:15 a.m. - 10:30 a.m.)



Terry W. Hartle, PhD
Senior Vice President - Division of Government and Public Affairs,
American Council on Education

Specializations: Accreditation, College Costs, Federal Policy,
Financial Aid, Higher Education Finance, Immigration, Legislative
Issues, Student Aid, Tuition

For more than a decade, Terry W. Hartle has directed ACE's comprehensive effort to engage federal policy makers on a broad range of issues including student aid, scientific research, government regulation, and tax policy. This work not only involves representation before the U.S. Congress, administrative agencies, and the federal courts, it increasingly includes work on state and local issues of national impact. Given ACE's historic role in coordinating the government relations efforts of some 60 associations in the Washington-based higher education community, Hartle is widely considered American higher education's most visible lobbyist.

Prior to joining the council in 1993, Hartle served for six years as education staff director for the Senate Committee on Labor and Human Resources, then chaired by Sen. Edward M. Kennedy. Prior to 1987, Hartle was director of social policy studies and resident fellow at the American Enterprise Institute, and a research scientist at the Educational Testing Service. Hartle is quoted widely in both the national and international media on higher education issues, has authored or co-authored numerous articles, books, and national studies, and contributes regular book reviews to *The Christian Science Monitor*.

Hartle received a doctorate in public policy from The George Washington University in 1982, a masters in public administration from the Maxwell School at Syracuse University in 1974, and a bachelor's degree in history (summa cum laude) from Hiram College in 1973. He was awarded an honorary doctor of laws degree by Northeastern University in 1994. He is a member of Phi Beta Kappa, the Garfield Society at Hiram College, and the Hiram College Athletic Hall of Fame.



Stevie Ray Vaughn SRV Memorial on Town Lake

Courtesy of Austin CVB/Photo by Jean-Michel Dufaux

Nominees for Vice President/President Elect

Paul Illich, McLennan Community College. Paul is Vice President of Research, Planning, and Technology at McLennan Community College. He oversees planning, institutional research/IE, technology, and the library. He has been involved in institutional research for over 13 years and has been active in TAIR for the past 10 years. He has conducted numerous workshops and roundtables for TAIR on statistics, using research for decision making, publishing research data, and data warehousing. Paul has also served on the TAIR nominating committee and recently served a 2-year term as Member-at-Large, Professional Development. Paul has served as an institutional research/effectiveness reviewer on more than 10 SACS review teams. Paul received his Ph.D. from Texas A&M University in Experimental Psychology and has conducted research in a range of fields including psychology, physiology, and neuroscience. He has taught introductory and advanced statistics at both the undergraduate and graduate level. He has utilized his experience in research and statistics to develop research-based approaches to enrollment forecasting, facilities planning, course scheduling and other key institutional processes.



Carol Tucker, University of Houston-Downtown. Carol Tucker is the Director of Institutional Research at the University of Houston-Downtown. She has worked in institutional research for over 9 years and been a member of TAIR since 2004. Carol has served on the program committee for the past two conferences and is a new member of the TAIR Data Advisory Committee (DAC). She co-presented at the 2010 TAIR conference and looks forward to more opportunities to help with the organization. She earned her bachelor and masters degrees from the University of St. Thomas.

Nominees for Treasurer

Linda Perez, San Jacinto College District. Linda is the Information Management Liaison in the office of Research and Institutional Effectiveness at San Jacinto College in Pasadena, Texas. She has been a member of TAIR since 2000 and a presenter at TAIR and AIR sharing information on data warehousing, reporting and collaboration. In addition, she has previously served as TAIR newsletter editor and is currently on the Nominating Committee. She has been in the Information Technology and Institutional Research fields since 1999. She graduated from the University of the Incarnate Word with a Bachelor in Business Administration.



Nominees for Treasurer (continued)

Connie Howells, Eastfield College. Connie Howells first joined TAIR in 1992 and has served on various committees and groups for both TAIR and The Texas Higher Education Coordinating Board including the TAIR Program Committee, TAIR Local Arrangements Committee, TAIR Round-Table Committee, and THECB Accountability Peer Group. She has been in higher education for 20 years and has spent more than 16 years at Eastfield College where she is currently Dean of Planning, Research, and Institutional Effectiveness. Connie has a BA in Political Science from Pan American University – Brownsville and her MA from the University of Texas at Dallas. She has finished her Ph.D. course work in Higher Education at the University of North Texas and expects to defend her dissertation in time to graduate Spring 2011. She is a member of Phi Kappa Phi, has presented papers at the Texas Association of Institutional Research and the Southern Association of Institutional Research, and has authored a book review which was published in the Community College Journal of Research and Practice. She is also a graduate of the North Texas Consortium Leadership Academy and the Dallas County Community College Leadership Training.

Nominees for Member-at-Large for Technology

Dave Downing, University of North Texas. Dave is a research analyst in the Office of Institutional Research and Effectiveness. He has been with the University of North Texas for 12 years and in the IR office for the last three, primarily as a SAS programmer. Dave has been a member of TAIR since 2008 and has presented on topics based on incorporating Web-based Content Management Systems into IR office technology infrastructures. Dave earned both his M.S. in Computer Education and Cognitive Systems (Instructional Systems Technology) and doctorate in Higher Education from the University of North Texas.



Faron Kincheloe, Baylor University. Faron is Assistant Director of Institutional Research and Testing. He came to Baylor 12 years ago to provide systems administration support for the IR office and help set up the infrastructure for the University data warehouse. Faron now leads the team responsible for administering and maintaining the data warehouse. Before coming to Baylor, Faron worked almost 18 years in industry providing hardware and software support for a variety of manufacturing systems. Faron earned an associate's degree in electronic technology from Texas State Technical Institute, a bachelor's degree in business from Tarleton State University, and a master's degree in information systems from Baylor University.

Nominees for Nominating Committee

Danica Frampton, St. Edward's University. Danica is the Coordinator of Institutional Research at St. Edward's University, where she has been a research professional since 1989. She has been a member of TAIR since 1990 and a member of AIR since 1997. Danica served TAIR as Secretary in 2004-2006 and has been active as a member of the Nominating, Professional Development and Program Committees (publicity, local arrangements, resource fair, evaluation), and is currently serving on the Local Arrangements Committee for TAIR 2011. She has also been a facilitator and roundtable presenter for TAIR and a concurrent session and poster session presenter for AIR. She received her B.B.A. in Management and her M.A. in Human Services Administration from St. Edward's University.



Jaime Garcia, M.D. Anderson Cancer Center. Jaime Garcia is a senior metrics analyst in the Office of Institutional Research at M.D. Anderson Cancer Center in Houston, Texas. Previously, he served as Research Analyst in the Office of Institutional Research at Rice University, a position he held for the last eleven years. Jaime has been a member of TAIR since 1998. He has served on the TAIR 1999 Program Committee as Secretary; Local Arrangements Committee in 2001; Nominating Committee in 2002, and Treasurer 2004-2005. In addition, he has participated annually in the Newcomer's workshops over the past several years. Jaime received a B.A. in sociology from The University of Texas and an M.A. in sociology from the University of Houston.

Robin Huskey, Kilgore College. Robin has served 35 years in higher education, with 18 years experience in institutional research and 28 years at KC; and currently serves as the Director of Research and Institutional Effectiveness. She has been a member of TAIR, LAIR, or SAIR for 18 years, presented a few roundtables, facilitated several concurrent sessions, and served on the program and evaluation committees. She has been actively involved with the NTCCC RIE Committee for 15 years, serving as chair and on various sub-committees. She was active in the Lonestar Users Group and the THECB Accountability System Medium College Peer Group Committee. At Kilgore College, Robin currently serves on the KC Achieving the Dream Core and Data Teams, QEP Oversight Committee, and the Academic Policies and Curriculum Committee. She received a B.A.A.S. in Business from UT Tyler and a M.S. in Management from LeTourneau University. Robin's many years of experience in IR makes her a good candidate for membership on the nominating committee.



Nominees for Nominating Committee (continued)



Bao Huynh, Richland College. Bao is the Director of Institutional Research at Richland College in Dallas, Texas. He is a member of TAIR and AIR, and has been active in TAIR since 2005 as presenter, member of the factbook evaluation committee and program committee, and most recent Member-at-Large for Technology. In his capacity as TAIR Member-at-Large for Technology and working on the program committee, Bao interacted with members across the state which makes him an ideal candidate for Nominating Committee. He graduated from Texas A&M University with a Bachelor's of Environmental Design.

Carol LaRue, Southwest Texas Junior College - Uvalde. Carol is the Coordinator of Institutional Effectiveness at Southwest Texas Junior College in Uvalde. She has been a member of TAIR since 1998 when she first began her career in institutional research at Del Mar College in Corpus Christi. She has attended all but one TAIR conference during this time. Carol served as the TAIR newsletter editor from 2004 to 2007, has been a member of Program Committee and presented at roundtable discussions. She received B.A. in Sociology from Texas A & M - Corpus Christi. Carol greatly appreciates the opportunities provided by TAIR to expand IR/IE knowledge and skills and enjoys meeting and networking with other TAIR members.



Jana Marak, Baylor University. Jana Marak, Associate Director and Coordinator of Testing at Baylor University, has been involved in institutional research since 1986. She served as TAIR Treasurer from 2001-2003 and from 2006-2007. A member of the 2005-2006 TAIR Awards Committee, she has also served on several other TAIR committees including the 2004-2005 Publications Committee, the 2001-2002 Membership Database Committee, the 1999-2000 Nominating Committee, and the 1998 TAIR Constitution Committee. Jana has served on committees and as facilitator, workshop presenter, and roundtable presenter at various AIR, SAIR, and TAIR conferences. She has a B.B.A. in Computer Information Systems and an M.S.Ed. in Student Personnel Services from Baylor University.

Laura Wichman, McLennan Community College. Laura is a Database Administration Specialist at McLennan Community College in Waco, Texas. She has been a member of TAIR since 2009 and has worked with both Information Technology and Institutional Research in Higher Education since 2008. She has earned three Associate degrees in Computer Science from McLennan Community College, a Bachelor of Applied Science in Business Administration from Tarleton State University, and is currently pursuing her Masters of Management and Leadership from Tarleton State University.



Nominees for Nominating Committee (continued)

Noel Saucedo, Tarleton State University. Noel received his bachelor of science in Computer Information Systems in 2003 and his Masters of Business Administration in 2006 from Tarleton State University. He previously worked for Saint-Gobain Abrasives Inc. as a customer service representative and for Planning Systems Incorporated as a database analyst. In August 2008 he joined the Office of Institutional Research at Tarleton State University as a senior database developer. Noel assists with Tarleton's Interactive Fact Book, NCAA, LBB, and CB reporting, as well as several other daily requests. He has been an active member of TAIR since 2009 and co-presented in a concurrent session in the 2010 conference.



Registration
Tuesday, February 15
8:00 a.m. - 1:00 p.m.
Location: 4th Floor

Refreshments
Sponsored by: Concord USA, Xitracs



23rd Street Renaissance Market

Courtesy of Austin CVB/Photo by Dan Herron



Tuesday, February 15
Pre-Conference Workshops
9:00 a.m. - 12:00 p.m.

W1 Title: Building Surveys to Assess Student Learning Outcomes

Description: The topics in this workshop start from generating an initial research objective to study student learning outcomes through the instrument design, data analysis, reporting and use of the assessment results in student outcome matrices. Methodology for conducting focus groups for use in evaluating student outcomes will be included in the workshop. All survey and focus group topics will be taught using examples and active learning group projects. A comprehensive workbook will be available for all participants that will include appendices of sample surveys, focus groups and reference material.

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

Location: Bickler

W2 Title: Newcomers to Institutional Research

Description: This workshop is targeted toward those individuals who have been in the Institutional Research and Planning field for two years or less. During this workshop we will focus on and discuss the three main areas of institutional effectiveness: strategic planning, institutional research, and assessment. Understanding each of these areas and their interacting relationships is important for those working in an institutional research, planning, or assessment office. The session will close with an overview of the TAIR organization and the benefits available through membership.

Presenter: Tom Corll, Midland College

Location: Barton

1:00 p.m. - 4:00 p.m.

W3 Title: Writing and Presenting IR Results

Description: A primary function of institutional research is the gathering and disseminating of data to various audiences for information and/or decision making. The packaging of this information, whether in a written document or presentation, can sometimes mean the difference between clarity and confusion for the audience. This workshop will cover writing and presentation techniques based on the work of Cliff Adelman, Edward Tufte and AIR best presentation awards. The presenter will also share tips and tricks gleaned from her own experiences and research on best practices.

Presenter: Karen Laljani, El Centro College

Location: Barton

W4 Title: Are There Enough Skilled Workers in Texas?

Description: This workshop will feature an in depth look at the relationship between Texas economy using labor market data from the Texas Workforce Commission (TWC) and education/training using data available at the Coordinating Board (THECB). Against this backdrop, data such as graduates, employment, job openings and industries, Texas Higher Education Coordinating Board staff will partner with TWC staff in presenting the critical concepts and limitations of determining the supply/demand equation and their relationship to program offerings. Finally, a demonstration of the Strategic Workforce Assessment Project will be provided to demonstrate the concept of Detailed Workforce Activities as the basis for determining supply and demand as they relate to occupational clusters and instructional programs.

Presenters: Gabriela Borcoman, Texas Higher Education Coordinating Board

Ruben Garcia, Texas Workforce Commission

Location: Bickler

Tuesday, February 15
Pre-Conference Workshops
9:00 a.m. - 5:30 p.m.

W5 Title: IPEDS Workshop

Module 1: Leading (Managing) and IPEDS Cycle provides IPEDS Keyholders a framework for managing the IPEDS collection process, regardless of the particular data system used by an institution. It includes an overview of continuous improvement and project management principles, applying these principles to an IPEDS collection cycle, developing a continuous internal data process, and establishing standardized databases and queries.

Module 2: IPEDS Finance Survey Training for IR Professionals presents eight objectives including an introduction to higher education finance, GASB vs. FASB, key accounting concepts, a review of the general purpose financial statements and how they relate to the finance survey, common errors, reporting comparison challenges, and finally where and how the data is used. An exercise is included that gives participants a hands on experience in filling out the IPEDS Finance Survey using data from a fictional university. This module is designed specifically for those persons who are not financial experts and have no training in the field of finance or accounting. Since the Institutional Researcher is typically not the person filling out the IPEDS survey, this section focuses more on a general understanding of higher education finance and how and why the IPEDS Finance data are used.

Presenters: Kristina M. Cragg, Valdosta State University
Sandra L. Kinney, Technical College Systems of Georgia
Location: Capitol Ballrooms A-B-C

Program Committee Dinner
(Program Committee Members Only)
Tuesday, February 15
6:00 p.m. - 8:00 p.m.



Texas State History Museum

Courtesy of Austin CVB



Registration
Wednesday, February 16
8:00 a.m. - 5:00 p.m.
Location: 4th Floor

Refreshments
Sponsored by Concord USA, Xitracs



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Past Presidents' Breakfast
(by Invitation Only)
Wednesday, February 16
8:30 a.m. - 9:45 a.m.



Wednesday, February 16
Concurrent Sessions A
10:00 a.m. - 10:50 a.m.

Session #	Concurrent Sessions A	February 16, 10:00 a.m. - 10:50 a.m.
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A1	A Culture of Assessment: Are We There Yet?	Track: Assessment
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Much has been written about establishing a culture of assessment but most would agree that such a culture is still in its infancy at many institutions. Less information is available in the literature about tools that might assess progress toward that goal or identify major milestones on the journey. This presentation will include a summary of the hallmarks of a culture of assessment as reported in the literature followed by information on processes that can be used to assess assessment programs and answer questions like “Are we there yet?”, “How much further?”, and “Are we making ANY progress?”

Presenter: Lea Campbell, University of Houston-Downtown

Facilitator: Gabriela Borcoman, Texas Higher Education Coordinating Board

Location: Capitol A

A2	Environmental Scanning on the Fly	Track: Best Practices
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We are often called on to produce information reports within unrealistic time constraints. Fortunately, there are resources to which we can turn. This session focuses on a quick turn around environmental scan for a strategic planning process using information available from the Texas Workforce Commission, the local Workforce Board and the Texas Higher Education Coordinating Board. The information gathered along with available in-house information provided the planning team with significant data to inform the planning process. Labor market data from the college’s service area and comparative data from the THECB accountability system formed the basis for the environmental scan.

Presenter: Jimmy Roberts, Temple College

Facilitator: S.J. Sethi, The University of Texas Pan American

Location: Capitol B

A3	Faculty Evaluations and Texas House Bill 2504. Are you ready?	Track: Reporting
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Texas House Bill 2504 requires all public institutions of Higher Education to conduct end-of-course student evaluations of faculty for each undergraduate classroom course offered for credit by the institution. Institutions must develop a plan to make evaluations available on the Institutions internet website no later than the seventh day after the first day of classes for the semester or other academic term. Come see how Scantron will help you automate the evaluation process to meet the requirements of HB2504.

Presenter: Cary Smith, Scantron Corporation

Delton Moore, Amarillo College

Facilitator: Martha Oburn, Houston Community College

Location: Capitol C



Wednesday, February 16
Concurrent Sessions A
10:00 a.m. - 10:50 a.m.

A4 Graduation Success Performance & Strategies

Track: Best Practices

One of the highest educational and economic priorities in our state is to increase the number of people earning a degree. It is difficult to completely measure how well colleges/universities are accomplishing this task. This presentation provides an example of a research brief developed by the University of Texas System to broaden the discussion on graduation success. It includes a baseline understanding of the complexities of measuring graduation success, a summary of the limitations associated with the traditional graduation rate measure and recommendations, using national best practices, on how to expand and improve accountability measures associated with graduation.

Presenter: Sandra K. Woodley, The University of Texas System

Trish Norman, The University of Texas System

Facilitator: Sherri Caraballo, Texas Wesleyan University

Location: Capitol D

A5 Immersed in Data

Track: Best Practices

Staff turnover is a part of any office but changes in IR staff create unique challenges. The demands of data reporting may provide little time for staff training prior to reporting deadlines. The reorganization of our office taught us valuable lessons about how to immerse staff into the enormous amount of data in Banner, the THECB CBM Reports, IPEDS, and other data sources. This presentation will provide practical techniques to increase the competency level of new staff in a shorter period of time by conducting cross-training sessions, creating reference documents, resource folders, and other relevant tools.

Presenter: Ruby Stevens-Morgan, Prairie View A&M University

Dean Williamson, Prairie View A&M University

Facilitator: Eugenia Jane Haas, Del Mar College

Location: Barton

A6 Same Students, Different Engagement

Track: Survey Research

Through Survey of Entering Student Engagement (SENSE) data, the Center for Community College Student Engagement has developed a profile of least-engaged Students. This session will focus on a group of highly-engaged SENSE student respondents who share the same profile characteristics as those reporting lower levels of engagement. Further, the session will examine what factors within the intake and enrollment processes, as explored through SENSE, might have led to those high level engagement.

Presenter: Beiji Cai, Center for Community College Student Engagement

Facilitator: Rebecca Richter, Temple College

Location: Bickler



Wednesday, February 16
Concurrent Sessions B
11:00 a.m. - 11:50 a.m.

Session #	Concurrent Sessions B	February 16, 11:00 a.m. - 11:50 a.m.
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B1	Exploring the Possibilities of Qualitative Research in Assessment	Track: Assessment
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Qualitative research is often overlooked as an assessment tool. However, it can support decision-making, provide accreditation evidence, and measure student satisfaction in ways quantitative data cannot. During this session the presenters discuss interviews and focus groups in general and demonstrate examples based on three qualitative projects led by Texas Tech University's Office of Planning and Assessment. Examples of promoting and planning the projects, developing interview scripts and focus group questions, coding the transcripts, and writing the report will be included. This session is highly interactive and the audience is encouraged to ask questions and share their own experiences.

Presenter: Jennifer Hughes, Texas Tech University

Sabrina Sattler, Texas Tech University

Facilitator: Lea Campbell, University of Houston Downtown

Location: Capitol A

B2	Bring Planning & Assessment Together: Stop Wasting Time on What Has No Value or Can't Be Measured	Track: Assessment; Best Practices
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A university Vice-President and her division managers were able to reduce redundancy and align operational self-review; divisional performance evaluation; institutional effectiveness assessment; strategic planning; and budgeting into a coherent, manageable framework for planning and assessment by modifying the self assessment process required for accreditation. Leading by example, utilizing the division's management hierarchy, and supported by the university's Office of Assessment, the executive was able to arouse enthusiasm for this re-framing effort by demonstrating a marked reduction in non-essential efforts, which had been expended previously in tracking and reporting processes and outcomes that did not substantively further divisional and university goals.

Presenter: John Corkill, Sam Houston State University

Rita Caso, Sam Houston State University

Facilitator: S.J. Sethi, The University of Texas Pan American

Location: Capitol B

B3	SAS and the Small IR Shop	Track: IT/Technology; Best Practices
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Institutional Research offices are under constant pressure to produce more with less. SAS Software can be an incredible resource for the small IR shop, allowing rapid development of reusable reporting programs and accurate, reproducible, reports. This presentation will present some best practices for using SAS in institutional research. Topics covered will include using macros for common code blocks, data-driven formats, interface customization (key board shortcuts and custom toolbars), and scheduling programs to run automatically.

Presenter: Phil Rhodes, Houston Baptist University

Facilitator: Dave Downing, University of North Texas

Location: Capitol C



Wednesday, February 16
Concurrent Sessions B
11:00 a.m. - 11:50 a.m.

B4	Race Code Changes: The Good, the Bad, and the Ugly	Track: Best Practices; Legislative Mandates; Reporting
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With the first round of reporting with the new race/ethnicity codes behind us, this panel will discuss what worked, what did not work, and what we would have done differently. The discussion will include data collection, data reporting, and what the data looked like. War stories from the audience are appreciated.

*Presenter: Maryann Ruddock Brown, The University of Texas at Austin, Retired
Sue Herring, Baylor University*

Facilitator: Ashley A. Adams, The University of Texas at Austin

Location: Capitol D

B5	Matching SENSE Results with Student Outcomes: How Can This Help Improve Student Success?	Track: Survey Research
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Nationally, the average fall-to-fall retention rate for all first-time students in two-year public institutions is approximately 52% (NCES, 2010). The current focus on college completion begs the question: Who are the 48% of students who don't persist to their second year, much less to completion, and what can we do to improve these students' likelihood of success? This paper presents results for exploratory research using Survey of Entering Student Engagement (SENSE) data linked with student outcome data at a medium-sized community college, focusing on how these data might be used to inform discussions on improving student retention and completion.

*Presenter: Michael Bohlig, The Center for Community College Student Engagement
Dan Jones, Wharton County Junior College*

Facilitator: Lee Allard, Tyler Junior College

Location: Barton

B6	Bridging the Gap - A New Era for Collaboration	Track: Best Practices
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How do we collaborate and communicate with other departments when Institutional Research is not in the same area? At San Jacinto College, we are bridging the gap between our department and others to nurture collaboration in order to meet the needs of our institution. The relationships needed to increase communication can affect all areas including students, faculty, administration and co-workers. We will share our strategies on how we are overcoming the challenges to accomplish our goals. We will discuss tools for the development of partnership and communication.

Presenter: Linda Perez, San Jacinto College

Facilitator: Karen Z. Weisbrodt, The University of Texas at Austin

Location: Bickler

Luncheon and General Session I**Wednesday, February 16****12:25 p.m. - 1:45 p.m.****Title: Meet Generation NeXt - Understanding Today's Students****Featuring: Mark Taylor, EdD****Location: Capitol Ballroom****Sponsored by SmarterServices**

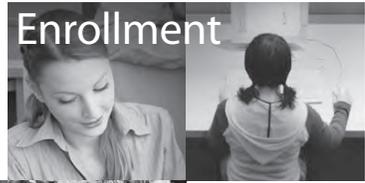


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Break**Wednesday, February 16****1:45 p.m. - 2:00 p.m.****Location: Capitol View Terrace****Sponsored by Information Builders**

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Wednesday, February 16
Concurrent Sessions C
2:00 p.m. - 2:50 p.m.

Session #	Concurrent Sessions C	February 16, 2:00 p.m. - 2:50 p.m.
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C1	The University Cost Study (An Exercise in Futility or a Game We Should Play)	Track: Reporting
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A look at how the Cost Study determines the Relative Weights Matrix which is then used in the funding allocation of state support to the 38 Universities in Texas. It is a game we need to play well even though there is really no way to win.

Presenter: Jeff Pitts, Texas A&M University

Facilitator: Karen Z. Weisbrodt, The University of Texas at Austin

Location: Capitol A

C2	Incorporating Student Engagement into the Accreditation Process	Track: Assessment; Survey; Research; Student Engagement; Accreditation
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Student engagement measures can provide powerful evidence of institutional effectiveness. This session will describe how community colleges can use data from the Community College Survey of Student Engagement (CCSSE) and the Survey of Entering Student Engagement (SENSE) during the self-study process and beyond. Presenters will introduce the Southern Association of Colleges and Schools (SACS) CCSSE and SENSE Accreditation Toolkits, which help colleges map survey results to regional standards, and discuss how two colleges have used CCSSE and SENSE data to improve their accreditation processes.

*Presenter: April Juarez, The Center for Community College Student Engagement,
The University of Texas at Austin*

Facilitator: Margaret Drain, Houston Community College

Location: Capitol B

C3	Building a Culture of Evidence with a User-Friendly Data Warehouse	Track: Assessment; Data Warehousing
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This session will show how one institution met the challenge to make data informed decisions built upon a culture of evidence to support continuous improvement. The key lies in having access to accurate, relevant data to support insightful analysis. Most importantly, how will we use this information to make improvements then tie the assessment to the objectives and outcomes to indicate results to derive improvement plans. Grayson County College and eleven other community colleges partnered with ZogoTech and Educational Systems Products (ESP) to transform their enterprise information system into a relational data warehouse with point and click analysis.

Presenter: Debbie Smarr, Grayson County College

Michael Taft, ZogoTech

Facilitator: Robin Huskey, Kilgore College

Location: Capitol C

Wednesday, February 16
Concurrent Sessions C
2:00 p.m. - 2:50 p.m.

C4	Getting the Most Out of MS Office: Survival Skills for the One Person IR Office	Track: IT/Technology; Best Practices; Reporting
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There are a variety of sophisticated reporting tools available to IR practitioners if they have the budget for it. However, many small offices cannot afford such tools and must rely on what is readily available. This session will demonstrate, through practical application, how IR staff can easily accomplish a number of reporting tasks using the products available in MS Office. From importing data to building a dash board, and everything in-between, participants will learn how to more efficiently employ MS Office in their day-to-day activities. Participants should have a basic knowledge of MS Excel and relational databases.

Presenter: Katherine Friedrich, College of the Mainland

Facilitator: Rebecca Richter, Temple College

Location: Capitol D

C5	Building IR Capacity: How Data Warehousing Can Help	Track: Best Practices; Data Warehousing; Reporting
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As long-term Achieving the Dream participants, both San Jacinto College and Houston Community College have had to face the realities of increased demand for information and analysis while facing staffing limitations. Each has included the development of a data warehouse as part of their response to this challenge, but approached implementation differently. This presentation will focus on case studies of the development of data warehousing and reporting at these two institutions.

Presenter: Martha Oburn, Houston Community College

George González, San Jacinto College

Facilitator: Sherri Caraballo, Texas Wesleyan University

Location: Barton

C6	Virtual Learning Communities: Evaluating Student Learning Outcomes Using Web Analytics for Distance Learning Courses	Track: Assessment; IT/Technology
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Representing a paradigm shift in classroom-based instruction, Virtual Learning Communities address the need for enhancing learning through peer and faculty-student interaction with the goal of increasing student success. A Virtual Learning Community can be broadly defined as a group of individuals that are interconnected through various technologies. Most notably, social networking sites such as Facebook and Ning that can be adapted into virtual learning environments for individuals to interact and collaborate over the World Wide Web, catalyzing engagement and learning outside of the classroom. Web Analytics is an electronic tool used to collect data to analyze and assess student behavior.

Presenter: Kenyatta Phelps, Prairie View A & M University

Clarence Wolfe III, Prairie View A & M University

Facilitator: Susan R. Griffith, The University of Texas Pan American

Location: Bickler



**Wednesday, February 16
Concurrent Sessions D
3:00 p.m. - 3:50 p.m.**

Session #	Concurrent Sessions D	February 16, 3:00 p.m. - 3:50 p.m.
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D1	Staffing Crisis: Is Your Office Prepared?	Track: Best Practices
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A college campus is not immune from the tragedies of everyday life – people get hurt, people die, people get in trouble. Many times these tragedies affect the whole campus (natural disasters strike, shootings occur, etc.), but what about when it happens to someone in your office, to someone you know? It then moves from the corporate to the personal. This paper will discuss the impact on IR offices when emergency strikes the staffing of the office, offering ways for management and staff to deal with these emergencies, both on an office policy level and on a more personal level.

*Presenter: James Lincoln Holmes, The University of Texas at Austin
Maryann Ruddock Brown, The University of Texas at Austin, Retired*
Facilitator: Ashley A. Adams, The University of Texas at Austin
Location: Capitol A

D2	Strategic Planning and Assessment in Accreditation	Track: Assessment
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The call for greater accountability is leading many colleges and universities to seek tools to more effectively manage student learning outcomes and institutional effectiveness. After extensive review, Coastal Bend College (CBC) chose a web based management system to streamline its assessment processes and SACS accreditation activities. The presenters will share how CBC customized TaskStream to address assessment needs for academic and non-academic programs, discuss strategies for a successful implementation and demonstrate how the system is being used to encourage faculty participation campus-wide.

*Presenter: Randy Lindeman, Coastal Bend College
Colleen Arrey, TaskStream*
Facilitator: Denise Watts, University of Texas of the Permian Basin
Location: Capitol B

D3	Establishing a Data Mart	Track: Data Warehousing
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Various definitions and reporting mandates require an IR Office to have access to reliable data for developing reports, creating benchmarks, and completing surveys. PVAMU's OIRE spent more than a year working to establish a data mart to capture information that would reduce the number of data extractions and increase the accuracy of data reporting. Options for establishing and utilizing the data mart with various software programs such as SPSS, Excel, SQL, and OneNote, will be discussed.

*Presenter: Dean Williamson, Prairie View A&M University
Ruby Stevens-Morgan, Prairie View A&M University*
Facilitator: Brian Shelledy, Sam Houston State University
Location: Capitol C

Wednesday, February 16
Concurrent Sessions D
3:00 p.m. - 3:50 p.m.

D4 **Examining Retention of Sophomores from a
Consumer Satisfaction Perspective**

Track: Assessment; Enrollment

This study builds upon one that was presented at TAIR and AIR in 2010, which used multiple-predictor logistic regression modeling to explore the association between sophomore persistence and a student's exposure level to positively rated classes & instruction; exposure level to classes taught by tenure-track faculty; and/or exposure level to required courses. In its current incarnation this study uses dichotomized standardized course & instructor evaluation scores, in place of dichotomized raw score ratings. The entire set of variables is examined in conjunction with covariates representing constructs historically associated with university persistence.

Presenter: Rebecca Bowyer, Sam Houston State University

Rita Caso, Sam Houston State University

Facilitator: Jana E. Marak, Baylor University

Location: Capitol D

D5 **Supporting Your Institution's Journey:
A Creative Approach**

**Track: Best Practices; Supporting
Institutional Mission**

This session explores how institutions benefit from creative thinking in their journeys to fulfill their missions and what institutional research's—including sister functions of effectiveness, planning and assessment—role is in facilitating this. The creative thinking described is based on neo-Jungian ideas about archetypal journeys. Much like people, institutions go through developmental phases. Because institutional researchers are involved in so many aspects of our institutions, we are in prime positions to help guide and mentor our campuses. Besides supplying our campuses with data and explaining institutional effectiveness, we have unique opportunities to help people think about our institutions in creative ways.

Presenter: Sarah Logan, Angelo State University

Facilitator: Sherri Caraballo, Texas Wesleyan University

Location: Barton

D6 **Institutional Research for the Masses: Effective
Enrollment Management Empowered by Real-
Time Application Information**

**Track: IT/Technology; Enrollment;
Best Practices; Data Warehousing;
Reporting**

Effective enrollment management reporting requires real-time, continuously updated, institutionally researched information. Housing the entire business intelligence (BI) pipeline, from data to report delivery, within Institutional Research affords complete control over the delivery of information to the entire enrollment management team. In this presentation we will share the application data reporting environment created for the California State University System, discuss the importance of the information provided and introduce the tools utilized throughout the BI pipeline including: using data manipulation and management, OLAP Cubes, information maps, predictive analytics, advanced modeling, reports and dashboards to build an effective enrollment management system.

Presenter: Wes Avett, SAS

Philip Garcia, California State University System

Facilitator: Sue Herring, Baylor University

Location: Bickler



Wednesday, February 16
Special Interest Groups (SIGS)
4:00 p.m. - 4:30 p.m.

SIG1

SAS Users

Convener:
Faron Kincheloe, Baylor University
Location: Capitol A

SIG4

Achieving the Dream

Convener:
Margaret Drain, Houston Community College
Location: Capitol D

SIG2

TracDat

Convener:
Cindy Cruz, University of Texas-Austin
Location: Capitol B

SIG5

SPSS Users

Convener:
Cindy Ullrich, Brazosport College
Location: Tannehill

SIG3

Datatel Users

Convener:
Connie Wall, Austin Community College
Location: Capitol C

4:45 p.m. - 5:15 p.m.

SIG6

Public Universities

Convener:
Cindy Dutschke, Texas A&M University
Location: Capitol A

SIG9

CCSSE

Convener: Mike Bohlig, CCSSE
Margaret Drain, Houston Community College
Location: Capitol D

SIG7

ICUT

Convener:
Michelle Achacoso, Southwestern University
Location: Capitol B

SIG10

UT System

Convener:
Trish Norman, University of Texas System
Location: Tannehill

SIG8

CTCs

Convener:
Martha Oburn, Houston Community College
Location: Capitol C

Meet, Munch, Mingle
Wednesday, February 16
5:30 p.m. - 8:00 p.m.
Location: Capitol View Terrace
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Breakfast Buffet
Thursday, February 17
8:00 a.m. - 9:00 a.m.
Location: Capitol Ballroom
Sponsored by Tk20

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Registration
Thursday, February 17
8:00 a.m. - 5:00 p.m.
Location: 4th Floor

Refreshments
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Vendor Fair
Thursday, February 17
9:00 a.m. - 4:00 p.m.
Location: Capitol View Terrace
Drawing at 3:45 p.m.

Thursday, February 17
TAIR Roundtables
8:30 a.m. - 10:00 a.m.

Roundtables are scheduled as three successively repeated half hour sessions of the same presentations, with participants travelling from table to table between sessions. In terms of providing variety and volume, the Roundtable presentation period provides the conference's biggest "bang for the buck" with a minimal investment of time and effort for participants!

(R1) WEAVEonline Users Group

Presenter: *Laura Wichman, McLennan Community College*
Tom Proctor, McLennan Community College

Tracks: Assessment

WEAVEonline is an online program assessment software that many SACS schools use for Program Review and/or Unit Level Planning. I think having a roundtable to discuss how others are using the system and for networking would be great.

(R2) Data-mining and Reporting

Presenter: *Wayne Atchley, Tarleton State University*
Noel Saucedo, Tarleton State University

Tracks: Data Warehousing

The ability of the Institutional Research office to extract data directly from the student information system has become increasingly important. Over the past several years, the need for advanced SQL skills has become a requirement in many Institutional Research offices. This roundtable will discuss the data-mining and SQL skills necessary to meet the increased demand on Institutional Research Staff.

(R3) Factbooks

Presenter: *Tom Corll, Midland College*

Tracks: Best Practices

The Factbook is often the primary source of information for post-secondary campuses. During this roundtable discussion we will talk about the content of the Factbook and how knowledge and information can be used to inform those on campus of the college's status and progress. Examples of different formats, color schemes, etc., will be shared. Participants attending this roundtable are encouraged to bring examples or pages from their own college's Factbook to share and discuss.



Thursday, February 17
TAIR Roundtables
8:30 a.m. - 10:00 a.m.

(R4) Tips and Tricks for Formatting SPSS Output

Presenter: Joseph Meyer, Texas State University-San Marcos

Tracks: IT/ Technology; Best Practices; Reporting

This session will provide examples of how macros, table looks, and export functions can be used in SPSS to format data and output in ways that make reporting easier and more efficient.

(R5) SACS Reaffirmation of Accreditation

Presenter: Eugenia Jane Haas, Del Mar College

Tracks: Assessment; SACS

2010-2011 is the SACS reaffirmation of accreditation year for Del Mar College. Our SACS on-site team visit was in October 2010. We will share our experiences and answer questions regarding our reaffirmation process.

**(R6) Challenging Negative Perceptions: An Honest Look at Goldwater Institute
Administrative Bloat Study**

Presenter: Brian Shelledy, Sam Houston State University

Tracks: Reporting

The Goldwater Institute's recent Administrative Bloat study was a widely negative article related to the tremendous growth in administrative employment and expenses related to the growth in enrollment and tuition. This study will be a springboard for discussion on how institutions respond to articles that result in a negative perception of their school and the industry in general. Depending on the reach and strength of the article in question, there could be an impact on enrollment or funding contributions without a targeted and adequate response.

(R7) Best Practices Discussion: Tracking Data Warehouse Metadata

Presenter: Karen Weisbrodt, The University of Texas at Austin

Tracks: IT/ Technology; Best Practices; Data Warehousing

As a data warehouse grows in depth and breadth, it can be difficult to quickly assess the impact of a change to a data definition or business rule with regard to existing reports and cubes. At the University of Texas at Austin we are investigating different ways to track the metadata of our data and reports to enable quicker analysis. We will share what we have learned and encourage others to bring their questions and experiences to the table for discussion as well.

(R8) Risky Business: Maximizing "At-Risk" Success

Presenter: Rebecca Bowyer, Sam Houston State University

Tracks: Legislative Mandates; Research

The THECB provides incentive funding based, in part, on the year-to-year increase of "at-risk" students who are graduated from a university. This will be a discussion on the overlap between the at-risk population defined by the state (using the THECB Commissioner's Proposed Formula Funding Recommendations for 2012-13 "at-risk" student), and groups traditionally considered to be "at-risk" by university definitions. The objective is to learn if all members of the state-defined "at-risk" population within our university are receiving support for their success. This information will inform the development of initiatives to target state-defined "at-risk" students currently not served in the university.

Thursday, February 17
TAIR Roundtables
8:30 a.m. - 10:00 a.m.

(R9) A Tale of Two Stat Packages: Transitioning from SPSS to SAS using SAS Enterprise Guide

Presenter: Tracy Stegmair, Richland College

Tracks: IT/ Technology

At past TAIR conferences one of the topics that regularly came up in conversations was "What stat package does your IR Office use." The answer usually was "we only use SAS" or "we only use SPSS". You would seldom find anyone who could or would use both software packages. SAS is an incredibly powerful data analysis tool, but it lacks a user friendly layout. On the other hand, SPSS makes up for what it lacks in data manipulation power by being very user friendly. Moving from SPSS to SAS can be incredibly challenging. This Roundtable will offer tips and tricks on how to make that transition less painful by using SAS Enterprise Guide.

(R10) Faculty Productivity Study

Presenter: Xiaohong Li, Sam Houston State University

Tracks: Reporting; Revenue and Outcome

Currently, budget cuts have increased focus on revenue and outcomes in the form of semester credit and research dollar productions. In order to provide university administrators with information regarding faculty productivity indicators and department revenue comparison, based on TAMU's academic & financial analysis model, IRA at SHSU did an analysis on department revenue based on faculty productivity. We would like to share the challenge and experiences we had with TAIR.

(R11) Carbon and Nitrous and Methane, OH MY!: Data Limitations and Assumptions in Completing a Greenhouse Gas Inventory

Presenter: Mary Jo Dondlinger, Richland College
Bao Huynh, Richland College

Tracks: Reporting

With 27 Texas colleges having become signatories of the American College and University Presidents Climate Commitment, greenhouse gas inventories and carbon calculators have made their way into IR offices around the state. Colleges that have completed an inventory are aware of the array of data limitations inherent in the process. This round table provides a venue for discussing methodology, limitations, and assumptions made in data collection for a ghg inventory with the goal of identifying and sharing common approaches. Both those who have completed an inventory and those embarking on this task are welcome to join the conversation.

(R12) Race and Ethnicity Changes: Lessons Learned and Questions for the Future

Presenter: Ashley Adams, The University of Texas at Austin
Ross Hartshorn, The University of Texas at Austin

Tracks: Legislative Mandates; Reporting

Changing standards in how students, faculty and staff identify their race/ethnicity presented a challenge to Institutional Research in 2010. There are a number of related and interconnected questions:

- 1) Will the new race/ethnicity data scheme impact the validity of comparisons between (or within) universities?
- 2) How can trend reporting most accurately reflect the different race and ethnicity categories that were available prior to 2010 and after?
- 3) What lessons were learned from this experience that would make it easier to implement a similar sweeping change in the future?

Thursday, February 17
TAIR Roundtables
8:30 a.m. - 10:00 a.m.

(R13) Is Your Faculty/Course Evaluation Survey Biased?

Presenter: *John Corkill, Sam Houston State University*

Tracks: **Assessment; Best Practices; Survey Research**

At Sam Houston State we had several motivators for analyzing whether there was evidence of any bias (based on gender, race, nationality, etc.) within our faculty/course evaluation survey. This roundtable will discuss the studies conducted by our university in order to establish whether such biases were present in five years of results from the IDEA course evaluation system. It is our hope that what we learned from our research will encourage others to look deeper into the results generated by their own evaluation surveys.

(R14) Dealing with HB2504

Presenter: *Robin Huskey, Kilgore College*

Amanda Clark, Blinn College

Tracks: **Best Practices**

Setting up and dealing with issues related to meeting HB2504. Discussion of efforts to satisfy requirements for syllabi, faculty roster vitae, student evaluations, etc, and development of the plan for doing so.



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Thursday, February 17
Concurrent Sessions E
10:10 a.m. - 11:00 a.m.

Session #	Concurrent Sessions E	February 17, 10:10 a.m. - 11:00 a.m.
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E1	The Analyst's Dashboard - Employing a Web-Based Content Management System for IR Office Task Integration	Track: IT/Technology; Best Practices
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A large institutional research office can produce thousands of ad hoc reports, surveys, database programs, and reusable data sets each year. Attempting to retrieve specific documents can often be a time consuming, frustrating process. Open-source, web-based Content Management Systems (CMS) can be designed to provide for a one-stop "Analyst's Dashboard" for self-service assignment of project identification numbers, document tracking, data set and program code sharing, analysts' toolboxes and end of year task analysis and reporting. This session will discuss the design and implementation of such a system at the University of North Texas using the Drupel CMS as a model.

Presenter: Dave Downing, University of North Texas

Facilitator: Eugenia Jane Haas, Del Mar College

Location: Capitol A

E2	Evaluating the Utility of Rubrics Using Interrater Agreement	Track: Assessment
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Presentation will introduce the application of rwg (within-group r) statistic as a measure of agreement among multiple raters of student work products or skill competencies that avoids many of the theoretical, computational, and practical limitations of traditional methods such as correlation coefficients or frequency of agreement/disagreement. Examples of the use of within-group r for evaluating rubric-based assessments will be provided, along with step-by-step directions for computing interrater agreement using Microsoft Excel.

Presenter: Trey Buchanan, Concordia University Texas

Facilitator: Rita Caso, Sam Houston State University

Location: Capitol B

E3	Graduation Rates as a Measure of 2-Year College Success	Track: Best Practices
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This presentation will review a study comparing Texas 2-year colleges graduation rates as reported to the National Center for Education Statistics with a variety of success measures from the Texas Higher Education Coordinating Boards Accountability measures. The study focused on correlations between the NCES published graduation rates and the state measures to test the efficacy of using the NCES rates as a measure of 2-year college performance.

Presenter: Jimmy Roberts, Temple College

Facilitator: Rebecca Bowyer, Sam Houston State University

Location: Capitol C



Thursday, February 17
Concurrent Sessions E
10:10 a.m. - 11:00 a.m.

**E4 QEP Topic Selection: Use of Grounded Theory
to Analyze Qualitative Responses**

**Track: Assessment; Best Practices;
Survey Research; Legislative
Mandates; Reporting; SACS, QEP**

A series of forums and surveys were conducted in Spring and Fall 2010 to collect information from faculty, students, staff, advisory councils, etc. to guide the QEP Topics Committee in determining a data-informed direction for their work. The IR Office analyzed the responses using Grounded Theory and provided a graphic summary of categories to illustrate the ideas and concerns collected. The surprising data will be used by the Topics Committee this semester. The broad-based group will use this information to identify key issues emerging from institutional assessment and focusing on student learning outcomes as required in SACS Core Requirement 2.12.

Presenter: Karen Laljjani, El Centro College

Allison Shaskan-Cossio, El Centro College

Judson Yeats, El Centro College

Facilitator: John Corkill, Sam Houston State University

Location: Capitol D

**E5 ABCs and 123s: Identifying Factors Related to
Success Among Reading and Math
Developmental Education Students**

**Track: Assessment; Survey
Research; Reporting**

Developmental education has received increased attention especially at community colleges for various reasons. The purpose for offering developmental education is to prepare students in higher education who otherwise would be unable to complete a post-high school degree. Several studies have identified retention and pass rates, grades, course delivery, and services both within and outside classroom instruction in an attempt to increase the success rate of students in academia. This presentation will address several factors among developmental education students at McLennan Community College.

Presenter: Joy Evans, McLennan Community College

Laura Wichman, McLennan Community College

Facilitator: Barbara Walker, Howard College

Location: Barton

**E6 Assessing Noncognitive Skills to Enhance
Student Success and Retention**

**Track: Assessment; Enrollment; Best
Practices; Survey Research**

ACT's Student Readiness Inventory (SRI) can help assess your entering students' psychosocial and study skill attributes to identify those who may be at risk for encountering academic difficulties and their likelihood of dropping out after their first year. There are ten different noncognitive scales which are measured with the SRI which provides feedback to both students and their advisors on how to improve in those areas which may put them at risk.

Presenter: Chuck Wharton, ACT/ Southwest Region

Allen Clark, University of North Texas

Facilitator: Sarah M. Logan, Angelo State University

Location: Bickler



**Thursday, February 17
Concurrent Sessions F
11:10 a.m. - 12:00 p.m.**

Session #	Concurrent Sessions F	February 17, 11:10 a.m. - 12:00 p.m.
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F1	SEO 101: Implementing Search Engine Optimization and Google Analytics for IR Websites	Track: IT/Technology
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This session introduces the concepts and terminology of Search Engine Optimization. We will identify the minimum requirements that every website should have in place to be "search engine friendly" and how to quickly implement those. IR-specific issues, tips and techniques for long-term implementation will be discussed (such as PDF optimization, PDF visitor tracking, mod_rewrite and redirects). We'll introduce Google Analytics and demonstrate how we use it to monitor our website visits.

Presenter: Dennis Ignatenko, Texas A&M University, College Station

Facilitator: Ashley A. Adams, The University of Texas at Austin

Location: Capitol A

F2	From Paper & Pencil to No More BUBBLES	Track: Survey Research
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Are you drowning in course survey paper? Are you trying to do more with less man power relative to your course survey process? Is the turnaround time for your course survey reports not satisfactory? This session can be of some benefit to you. We will explore San Jacinto College District's transition from paper-based course surveys to exclusively online course surveys and what challenges we have faced, benefits gained, lessons learned, and opportunities afforded.

Presenter: Leonard Simpson II, San Jacinto College District

Facilitator: Debbie L. Smarr, Grayson County College

Location: Capitol B

F3	SAS and Excel - Let Me Count the Ways	Track: IT/Technology
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Over the years SAS has introduced a number of new interfaces between their software and Excel. For those currently using SAS software or considering it, we will explore these different interfaces along with their advantages and disadvantages.

Presenter: Faron Kincheloe, Baylor University

Facilitator: Xiaohong Li, Sam Houston State University

Location: Capitol C



Thursday, February 17
Concurrent Sessions F
11:10 a.m. - 12:00 p.m.

F4	Interactive Dashboards: Bringing Data Alive	Track: IT/Technology; Enrollment; Best Practices; Data Warehousing; Survey Research
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The presentation will show how SAP BO XCelsius can be used to create compelling and interactive dashboards for better analysis and decision making. Demo will also cover how GIS application can be used in conjunction with Xcelsius to create interactive maps. Other topics that will be covered are, connecting to live data sources, xml data mapping and survey data analysis using xcelsius. The session will showcase examples of dashboard tools featuring student enrollment by counties, zip codes, student demographics, enrollment trends, contact hours, developmental courses and budget information.

Presenter: Sushil Pallemo, Del Mar College
Facilitator: Dave Downing, University of North Texas
 Location: Capitol D

F5	Applying the DOE's "Gainful Employment" Proposal to Non-Profit Education	Track: Assessment; Legislative Mandates
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Recent turbulent economic times and budget shortfalls have renewed calls for more stringent accountability in postsecondary education, one example being the United States Department of Education (DOE)'s controversial "Gainful Employment" proposal, which seeks to make the eligibility of for-profit institutions in the federal student aid program contingent upon certain labor market outcomes. Although not currently applicable to non-profit postsecondary institutions, this presentation imagines a scenario where all Texas institutions are subject to the standards set forth in the DOE's proposal and describes a methodology to examine whether or not top programs could meet those standards.

Presenter: James Loiselle, Texas Workforce Commission
Facilitator: Ruben Garcia, Texas Workforce Commission
 Location: Barton

F6	Getting the Message Out: The Application and Dissemination of AtD Measures for Multiple Endeavors	Track: Assessment; Reporting; AtD Measures
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As the years have passed, AtD data reports have been increasingly disseminated to college decision makers at all levels. Budget constraints, new technology, and improved data-savvy of users have challenged college institutional researchers to address these issues in their analytical and reporting efforts. This session will demonstrate some of the ways that three of the Texas Gulf Coast community colleges – Houston Community College, Brazosport Community College, and Community College of the Mainland – have tried to meet this increasing data-hungry demand, including application of using AtD measures to evaluate smaller programs and services.

Presenter: Margaret Drain, Houston Community College
Kathy Freidrich, College of the Mainland
Facilitator: Lee Allard, Tyler Junior College
 Location: Bickler

Luncheon and General Session II
Thursday, February 17
12:30 p.m. - 1:45 p.m.
Title: Fifth Year Reports
Featuring: Crystal Baird, PhD
Location: Capitol Ballroom
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Thursday, February 17
Concurrent Sessions G
2:00 p.m. - 2:50 p.m.

Session #	Concurrent Sessions G	February 17, 2:00 p.m. - 2:50 p.m.
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G1	Program Assessments: Engaging Community College Administrators	Track: Assessment
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Community college administrators such as academic deans, program chairs or directors are expected to conduct assessments on a routine basis. Despite this expectation, some college administrators fail to support the assessment process. Others participate through an attitude of "passive compliance". This study attempted to identify the factors and barriers that affect these administrators' ability to support the assessment process. Knowledge of such factors and barriers is important for those Institutional Effectiveness and Assessment offices that wish to develop interventions for positive change.

Presenter: Tom Corll, Midland College

Facilitator: Janet Beinke, Texas Higher Education Coordinating Board

Location: Capitol A

G2	Using WEAVEonline to Document Authentic Assessment for Reaffirmation of Accreditation	Track: Assessment; SACS
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There has been a lot of interest on TAIR-L about using WEAVEonline for assessment and accreditation. Del Mar College began using WEAVEonline in 2006—a major shift from paper unit plan forms to a comprehensive Web-based assessment management system. Our SACS on-site visit was in October 2010. We will share our experiences, what the SACS team liked about our assessment, and what needed to be improved. We will discuss the pros and cons of using WEAVEonline from both the instructional and administrative users' perspectives. We will demonstrate how we are integrating our annual unit plans in WEAVEonline to the program review process, the strategic plan, and the college budget process.

Presenter: Eugenia Jane Haas, Del Mar College

Facilitator: Katherine R. Friedrich, College of the Mainland

Location: Capitol B

G3	Assessing Undergraduate Progress Toward Degree: Explanatory Models to Demonstrate Challenges to Faster Degree Completion	Track: Assessment
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The purpose of the presentation is to illustrate steps of building statistical models to demonstrate what and how institutional variables affect students' academic career at the university. The longitudinal dataset includes more than 30,000 first-time, full-time, degree-seeking freshmen entering the university from 2000 through 2004. The status variables contain a series of two distinctive groups: those who graduated in four, five, and six years and who did not. Students' background, institutional behavioral, and outcome variables will be analyzed using appropriate statistical procedures.

Presenter: Ming Wang, Texas A&M University

Facilitator: Faron Kincheloe, Baylor University

Location: Capitol C

Thursday, February 17
Concurrent Sessions G
2:00 p.m. - 2:50 p.m.

G4 **Aligning Institution Priorities and Academic
Department Priorities**

**Track: Best Practices; Strategic
Planning; Academic Planning**

Given that college and department plans are developed separately from the institutional plan, there is generally a tenuous alignment between institutional priorities and college / department priorities. Thus, advancing college and department plans will not necessarily produce appropriate recognition and resource allocation, and, in some cases, can lead to unnecessary tensions. The current presentation describes a case study of one public institution's efforts to align institutional priorities. We provide information about the institution's planning context and procedures, followed by examples of the process used by one academic department to align priorities. Last, we discuss insights that emerged from this exercise.

Presenter: Roy Mathew, University of Texas at El Paso

David Ruiter, University of Texas at El Paso

Facilitator: John Corkill, Sam Houston State University

Location: Capitol D

G5 **Doing More With Less: Productivity Principles
Applied to Institutional Research**

**Track: Best Practices; Professional
Development**

Drowning in email? Desk a mess? Projects running late? Things falling through the cracks? This presentation will present some common sense (but not necessarily common) approaches to dealing with the flood of email, projects, and tasks that cross our paths every day. The techniques of "Inbox Zero" will help get your email under control and your inbox consistently empty. A framework for processing "inputs" from any source will help you organize the flood, and a planning model will get your projects back on track. Finally, a weekly review will help keep the whole system running smoothly.

Presenter: Phil Rhodes, Houston Baptist University

Facilitator: S.J. Sethi, The University of Texas Pan American

Location: Barton

G6 **Faculty Management Portal and Profile**

Track: IT/Technology; Reporting

UT Austin is undertaking a Faculty Information Management Initiative. The objective is to enhance institutional effectiveness by streamlining the administration of faculty career activities and facilitating data analysis for decision makers. As part of FIMI, the Provost office is building a comprehensive, integrated management Portal which provides a central location for all applications and information. This "portal" will provide easy-access to view the life-cycle of faculty members. It also includes a profile which encompasses all information about a faculty member and presents it together in one place. It will allow the college deans and the Provost to improve decision making.

Presenter: Tracy Brown, The University of Texas at Austin

Tim Schnell, The University of Texas at Austin

Facilitator: Joseph Meyer, Texas State University San Marcos

Location: Bickler



Vendor Fair Drawing
Thursday, February 17
3:45 p.m.
Location: Capitol View Terrace

Newcomer's Wrap-up
Thursday, February 17
4:00 p.m. - 4:30 p.m.
Location: Barton

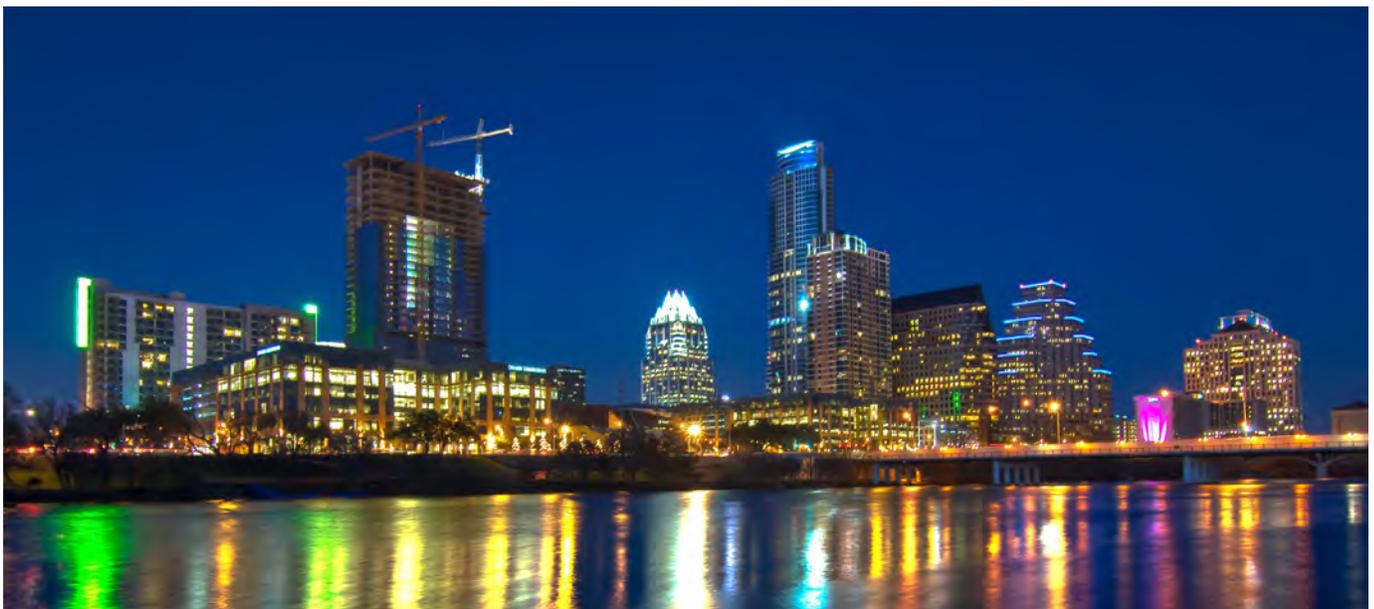
Special Event
Texas Styled Dinner and Texas Hold 'Em Casino Party



Thursday, February 17
6:00 p.m. - 10:00 p.m.
Location: Capitol View Terrace
Sponsored by SAS



The evening will start with a chance to relax and unwind after a day of meetings. Enjoy a delicious dinner and stimulating conversation with colleagues and friends as the University of Texas at Austin String Quartet plays in the back ground. Then, you'll be ready to Hold 'Em and Fold 'Em. We'll kick it up a notch and head to the terrace for a Las Vegas style Casino night including Blackjack, Craps, Roulette, Slot Machines and Texas Hold 'Em Poker. Play to your hearts' content, enjoy some libations and you'll soon be a-whoopin' and a-hollerin'. Wheelbarrows available upon request.



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Breakfast and Business Meeting

Friday, February 18

7:30 a.m. - 9:00 a.m.

Location: Capitol Ballroom

Sponsored by ZogoTech

General Session III

Friday, February 18

9:15 a.m. - 10:30 a.m.

Title: Congress and Colleges

Featuring: Terry Hartle, PhD

Location: Capitol Ballroom

Break

Friday, February 18

10:30 a.m. - 10:45 a.m.

Location: Capitol View Terrace

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BUILDING A CULTURE OF EVIDENCE WITH A USER-FRIENDLY DATA WAREHOUSE

Feb 16TH • 2:00 – 2:50 p.m. Presenter: Debbie Smarr, Grayson County College
Track: Assessment; Data Warehousing / C3
Location: Capital C

This session will show how one institution learned to make data-informed decisions built upon a culture of evidence to support continuous improvement. The key lies in having access to accurate, relevant data to encourage insightful analysis, and most importantly, knowing how this information can be used to make improvements. Grayson County College and ten other community colleges partnered with ZogoTech and Educational Systems Products (ESP) to transform their enterprise information system into a relational data warehouse with point-and-click analysis.

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THECB/Legislative Update
Friday, February 18
10:45 a.m. - 12:00 p.m.
Location: Capitol Ballroom

Executive Committee Meeting
(by Invitation Only)
Friday, February 18
12:30 p.m. - 2:00 p.m.
Location: Bonnell

Save the Date!

TAIR 2012
Omni Hotel - Corpus Christi
February 20 - 23, 2012





Conference History from 1979 to 2011

Year	Site	President	Vice President	Secretary	Treasurer
1979	Austin	Program Committee: Horace Griffiths, Rude Gaedke, Bill Lasher, Joe Szutz			
1980	Austin	Ann Sewell, Larry Luce, Paul Thomas, Henry Zachringer, Don Norris, Doug Wright, Margaret Reap			
1981	Houston	Bill Lasher (Chair), Jean Garwood, Leon Spivey, Ross Clark, Les Kincaid, Pritchey Smith, Maryann Steele (Ruddock)			
1982	San Antonio	Don Norris	Vicki Mason	Paul Thomas	*
1983	Ft. Worth	Vicki Mason	Joe Szutz	Paul Thomas	*
1984	El Paso	Joe Szutz	Marsha Ivery	Martha Lee	*
1985	Austin	Marsha Ivery	Bill Nylin	Martha Lee	*
1986	San Antonio	Bill Nylin	Robert Cullins	Su-Zan Harper	*
1987	Austin	Robert Cullins	RoJean Starke	Su-Zan Harper	*
1988	Austin	**	Clinton Hurley	Denise Watts	*
1989	Austin	Clinton Hurley	Dennis Hengstler	Denise Watts	*
1990	San Antonio	Dennis Hengstler	Todd Hutton	Vickie Natale	*
1991	Corpus Christi	Todd Hutton	James Hale	Vickie Natale	*
1992	Galveston	James Hale	Susan Griffith	Sidney Prewitt	Karlease Clark
1993	College Station	Susan Griffith	Mary Korfhage	Deryl Clark	Karlease Clark
1994	El Paso	Mary Korfhage	Glenn James	Sidney Prewitt	Lizabeth Elkins
1995	San Antonio	Glenn James	Vickie Natale	Patricia Duhon	Lizabeth Elkins
1996	Houston	Vickie Natale	Richard Bailey	Patricia Duhon	James Calarco
1997	South Padre	Richard Bailey	Verna Dewees	Cindy Dutschke	James Calarco
1998	Austin	Verna Dewees	Thomas Martin	Cindy Dutschke	Dennis Brandt
1999	Dallas	Thomas Martin	Leona Urbish	Lillian Young	James Calarco
2000	San Antonio	Leona Urbish	James Calarco	Lillian Young	Karen Laljiani
2001	Clear Lake	James Calarco	Maryann Ruddock	Martha Oburn	Karen Laljiani
2002	Corpus Christi	Maryann Ruddock	Michael Green	Martha Oburn	Jana Marak
2003	El Paso	Michael Green	Marilyn Greer	Rebecca Richter	Jana Marak
2004	College Station	Marilyn Greer	Karen Laljiani	Rebecca Richter	Jaime Garcia
2005	Arlington	Karen Laljiani	Christopher Benton	Danica Frampton	Jaime Garcia
2006	Austin	**	Gerry Dizinno	Danica Frampton	Margaret Drain
2007	South Padre	Gerry Dizinno	Ruben Garcia	Darline Morris	Jana Marak
2008	Galveston	Ruben Garcia	Joseph Meyer	Darline Morris	Cathy Vale
2009	Lubbock	Joseph Meyer	Allen Clark	Trish Norman	Cathy Vale
2010	Waco	Allen Clark	Kristi Fisher	Trish Norman	Rick Leyva
2011	Austin	Kristi Fisher	Darline Morris	Kate Amorella	Rick Leyva

*The Secretary/Treasurer position was divided into two positions in 1992.

**The President moved out of state; Vice President served as Acting President.



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From West

Take Highway 183 South to Interstate 35 South and take Exit 234 C (6th - 12 Streets - State Capitol). The hotel is located at the corner of 11th Street and the I-35 access road.

From Austin Bergstrom International Airport

Take Presidential Boulevard to State Highway 71 West. Exit at Highway 183 North toward Downtown. Exit at 7th Street/Airport Blvd. Take 7th Street to the Interstate 35 access road and turn right. Turn left onto 11th Street. The hotel is ahead at the intersection.

From South

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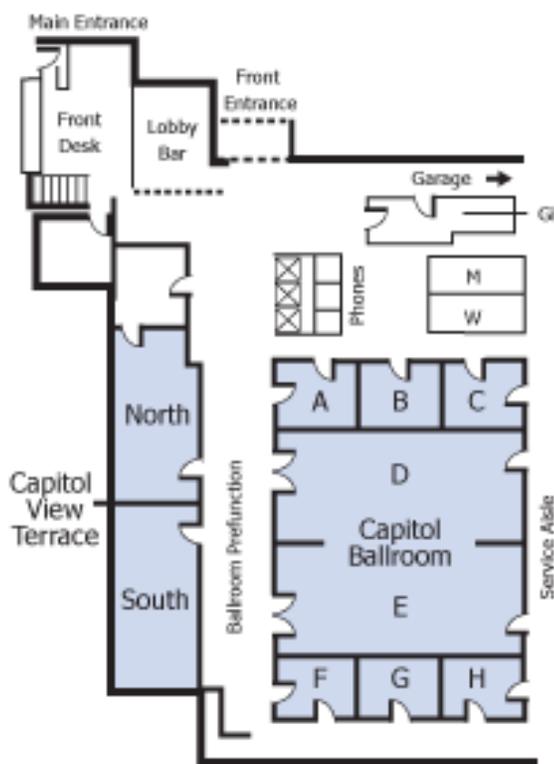
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 - About: Taxi service to and from the airport is provided by Yellow Cab. For information call (512) 452-9999.
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 - Fee: 20 USD
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 - Contact: (512) 258-3826 ; Reservation Required
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 - Hours: 24 hours
 - Contact: (512) 478-2222
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Rental Car

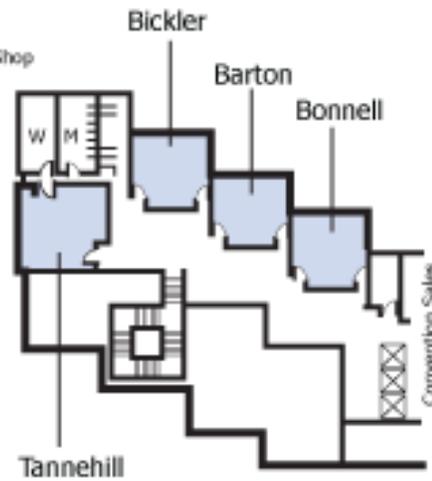
- ACE Car Rental of Austin: (512) 530-3900
- Advantage Rent A Car: (800) 777-5500
- Alamo / National Rent-A-Car: (512) 530-3500
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Sheraton Austin Meeting Area Floor Plan

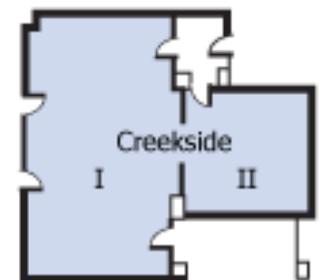
Third Floor



Fourth Floor



Second Floor





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 Facilitator Coordinator.....Carol Tucker, U of Houston-Downtown
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