

Texas Association for Institutional Research

34th Annual TAIR Conference

*The Winds of Change: The Importance of
Institutional Research in Turbulent Times*

Corpus Christi, Texas
February 21-24, 2012
Omni Bayfront Tower



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President's/Vice President's Message

The Winds of Change: The Importance of Institutional Research in Turbulent Times

Welcome to Corpus Christi, Texas for the 34th Annual Conference of the Texas Association for Institutional Research (TAIR). The theme for this year's TAIR conference is "The Winds of Change: The Importance of Institutional Research in Turbulent Times." Appropriate to this year's conference theme, the conference is being held at the Omni Hotel looking out at the beautiful Gulf of Mexico. In Corpus Christi you will find smooth sea breezes and endless blue skies. It is also home to Texas A&M University-Corpus Christi and Del Mar College. TAIR 2012 features a bayfront promenade, an arts and museum district, the Texas State Aquarium, waterfront restaurants and an entertaining nightlife... all within walking distance from our conference hotel.

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 30 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, SACS and everything in between. We also have two dynamic General Session speakers lined up to motivate, educate, and inspire us.

In addition to all of the informative sessions scheduled to take place at the conference, we are quite excited about the special event on board the USS Lexington. We will be able to dine on board the retired aircraft carrier, and after dinner we can tour the ship! Those seeking adventure can also use the flight simulators on board. It should be a very memorable experience and a good opportunity for less formal networking with your IR colleagues.

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!

Sincerely yours,

Dr. Darline Morris, President and Carol Tucker, Vice President
Texas Association for Institutional Research



Darline Morris
President



Carol Tucker
Vice-President/Program Chair

TAIR Program Overview

Date	Begin	End	Activity
Tuesday, February 21	9:00 AM	5:00 PM	IPEDS Pre-Conference Workshop
	12:00 PM	1:00 PM	<i>Registration</i>
	1:00 PM	4:00 PM	Pre-Conference Workshops
	2:30 PM	2:45 PM	Break
	6:00 PM	8:00 PM	<i>Program Committee Dinner</i>
Date	Begin	End	Activity
Wednesday, February 22	8:00 AM	5:00 PM	Registration
	8:30 AM	11:30 AM	Pre-Conference Workshops
	10:00 AM	10:15 AM	<i>Break</i>
	12:00 PM	2:00 PM	Luncheon and General Session I
	2:00 PM	2:15 PM	<i>Break</i>
	2:15 PM	3:05 PM	Concurrent Session A
	3:15 PM	4:05 PM	Concurrent Session B
	4:15 PM	4:45 PM	Special Interest Groups I
	5:00 PM	5:30 PM	Special Interest Groups II
	5:30 PM	7:00 PM	<i>Meet, Munch and Mingle</i>
Date	Begin	End	Activity
Thursday, February 23	7:30 AM	5:00 PM	Registration
	7:30 AM	9:00 AM	<i>Breakfast Buffet</i>
	8:15 AM	9:30 AM	<i>Past President's Breakfast</i>
	8:00 AM	8:30 AM	Round Table Session I
	8:30 AM	9:00 AM	Round Table Session II
	9:00 AM	9:30 AM	Round Table Session III
	9:00 AM	4:00 PM	Vendor Fair
	9:45 AM	10:35 AM	Concurrent Session C
	10:45 AM	11:35 AM	Concurrent Session D
	11:45 AM	1:00 PM	Luncheon and General Session II
	1:00 PM	2:45 PM	Vendor Fair (drawings at 2:30)
	3:00 PM	3:50 PM	Concurrent Session E
	4:00 PM	4:50 PM	Concurrent Session F
	6:00 PM	----	<i>Shuttle to special event</i>
	6:30 PM	10:00 PM	<i>Special Event</i>
Date	Begin	End	Activity
Friday, February 24	7:30 AM	9:00 AM	<i>Breakfast and Business Meeting</i>
	9:15 AM	9:30 AM	<i>Break</i>
	9:30 AM	11:00 AM	THECB/Legislative Update
	12:00 PM	4:00 PM	<i>Executive Committee Meeting</i>

General Session Speakers

Luncheon/General Session I - Wed, February 22, 2012 (12:00 pm - 2:00 pm)

Belle S. Wheelan, Ph.D.

President, Southern Association of Colleges and Schools Commission on Colleges



Dr. Wheelan currently serves as President of the Southern Association of Colleges and Schools Commission on Colleges and is the first African American and the first woman to serve in this capacity. Her career spans over 30 years and includes the roles of faculty member, chief student services officer, campus provost, college president and Secretary of Education. In several of those roles she was the first African American and/or woman to serve in those capacities.

Dr. Wheelan received her Bachelor's degree from Trinity University in Texas (1972) with a double major in Psychology and Sociology; her Master's from Louisiana State University (1974) in Developmental Educational Psychology; and her Doctorate from the University of Texas at Austin (1984) in Educational Administration with a special concentration in community college leadership.

She has received numerous awards and recognition including four honorary degrees; the Distinguished Graduate Award from Trinity University (2002), and from the College of Education at

the University of Texas at Austin (1992); Washingtonian Magazine's 100 Most Powerful Women in Washington, DC (2001); the AAUW Woman of Distinction Award (2002); the Suanne Davis Roueche National Institute for Staff and Organizational Development's Distinguished Lecturer Award (2007); and the John E. Roueche National Institute for Staff and Organizational Development's International Leadership Award (2010).

She holds and has held membership in numerous local, state and national organizations including Rotary International; Alpha Kappa Alpha Sorority, Inc.; the American College Testing, Inc., board of directors; American Association of Community Colleges' board of directors; the Lumina Foundation for Education, board of directors; and the President's Round Table of the National Council on Black American Affairs.

Dr. Wheelan attributes her success to hard work, endurance, tenacity, and being in the right place at the right time. She recognizes that prayer and support from family and friends make anything possible.

Dr. Wheelan is the mother of an adult son named Reginald.

A special thanks:

to **ZogoTech** for sponsoring three Travel Grants, which allowed for TAIR members to attend the conference who otherwise would not have been able to.

General Session Speakers

Luncheon/General Session II - Thurs, February 23, 2012 (11:45 am - 1:00 pm)

Trudy W. Banta, Ed.D.

Professor of Higher Education and Senior Advisor to the Chancellor for Academic Planning and Evaluation, Indiana University-Purdue University Indianapolis



Dr. Banta currently serves as professor of higher education and as senior advisor to the chancellor for academic planning and evaluation at Indiana University-Purdue University Indianapolis. She has developed and coordinated 22 national conferences and 15 international conferences on the topic of assessing quality in higher education. Recipient of nine national awards for her work, Dr. Banta has consulted with faculty and administrators in 47 states, Costa Rica, Japan, Puerto Rico, South Africa, and the United Arab Emirates on the topic of outcomes assessment and has given invited addresses on this topic at national conferences in Australia, Austria, England, Finland, Germany, Hong Kong, Japan, Lebanon, Malaysia, the Netherlands, Scotland, South Africa, Spain, and the United States.

Dr. Banta received her Bachelor's degree in Education (Biology and History in Secondary Education) and a Master's degree in Counseling from the University of Kentucky, and the Ed.D in Educational Psychology (Minors: Psychology and Educational Administration) from the University of Tennessee, Knoxville.

Dr. Banta has written or edited 18 published volumes on assessment, contributed 28 chapters to other published works, and written more than 200 articles and reports. She is the founding editor of *Assessment Update*, a bi-monthly periodical published since 1989 by Jossey-Bass and winner of a national award for overall excellence in 2003.

Dr. Banta is the recipient of several special recognitions, the most recent of which are the Contribution to Knowledge Award of the American College Personnel Association (2011), the Sidney S. Suslow Award of the Association for Institutional Research for significant scholarly contributions to higher education (2003), the University of Kentucky Hall of Distinguished Alumni (2005), and the National Consortium for Continuous Improvement in Higher Education recognition for building a culture of evidence to improve learning at IUPUI (2008).

Dr. Banta has been appointed and served on numerous national advisory panels including the US Secretary of Education's Special Study Panel on Education Indicators (1989 – 1992), National Research Council of the National Academy of Sciences panel on encouraging outstanding college teaching in science, math and engineering (1999 – 2001); and the Executive Committee of the National Postsecondary Education Cooperative of the National Center for Education Statistics (2001 – 2008). In 2009, Dr. Banta was appointed to the advisory board of the National Institute for Learning Outcomes Assessment and continues this service.

Nominees for Vice President/President Elect

Mary Barton, University of North Texas. Mary is Director of Institutional Research at the University of North Texas. She has worked at the University of North Texas for 19 years, and in the IR office for the last six years. Mary has been an active member of TAIR since 2006. She has been a concurrent session presenter, has served on the TAIR nominating committee and in various roles on the conference program committee. In addition to her activities in TAIR, Mary is a member of AIR and has served on the IR Data Committee at THECB. She received a bachelor's and master's degree from West Texas A&M University and earned a doctorate in higher education from the University of North Texas.



Susan Thompson, Texas State University-San Marcos. Susan is a senior research analyst in the Institutional Research Office at Texas State University-San Marcos, where she has worked in institutional research and student affairs research for 18 years. Susan has been an active member of TAIR (1993-1997 and 2005-present), presenting roundtables, concurrent sessions and pre-conference workshops, serving on the program committee for the 2008 and 2009 conferences, and serving as the 2010-2011 Member-at-Large for Professional Development. She is also active in AIR, presenting posters, roundtables and concurrent sessions and serving on track committees for annual forums. Susan earned her bachelor's and master's degrees from Texas State University.

Nominees for Secretary

Lea Campbell, University of Houston-Downtown. Lea Campbell has been the Director of Academic Assessment at University of Houston-Downtown since 2009 where she works to measure and document student learning. Prior to coming to Houston, she served as the Associate Vice Chancellor of Developmental Education at the City Colleges of Chicago and Director of Student Success Initiatives at Lonestar College System. She taught undergraduate math for 15 years and was the executive director of the South Central Partnership for Environmental Education where she developed grants and technical education modules for the organization. She has authored and co-authored a number of books and articles on math, communications, and student success strategies and presents on assessment-related topics. She holds a PhD in Higher Education Administration from University of Texas-Austin and an MS and BA in Mathematics from Eastern New Mexico University. In her spare time she sponsors the UHD's Cycling Team and is an avid cyclist.



Nominees for Secretary (continued)

Sue Herring, Baylor University. Sue is a native of Tyler, TX, and has been an employee of Baylor University for almost 33 years. She spent 20 years as Director of Academic Records before moving to Institutional Research in 1998. Sue is a graduate of Baylor University with a BA and MA in Sociology. She is also a Phi Beta Kappa member. Sue has been active in TAIR, SAIR and AIR since her beginnings in IR. She is a frequent presenter and has served on several committees in TAIR, SAIR and AIR. She was local arrangements chair for TAIR 2010 in Waco and has been a part of the program committee of TAIR. She is currently a member of TAIR DAC. Having moved from one area of the University to another, Sue is very cognizant of the role TAIR plays in providing information to new and continuing IR professionals. Her goal is to preserve – and add to – the foundation TAIR has created in developing relationships, methods of communicating and opportunities for learning among the membership.



Nominees for Member-at-Large for Professional Development



Tom Corll, Midland College. Tom has worked in post-secondary education for nine years; he has been a member of TAIR and AIR for six years. He is currently the Director of Institutional Effectiveness and Planning at Midland College. Tom has served in various training and training director positions where he has had the opportunity to develop and provided training in large and small group environments. While a member of TAIR he has facilitated numerous workshops, concurrent sessions, and roundtable presentations. He has also served on various TAIR committees to include the Professional Development Committee. Tom received his bachelor of science degree in Business Administration from Wayland Baptist University; Master of Science in Human Resource Development from Tarleton State University, Central Texas; and an Educational Ph.D. in Training and Improvement interventions from Capella University.

Katherine Friedrich, College of the Mainland. As the Director of Institutional Research and Effectiveness at College of the Mainland, Dr. Friedrich has more than 20 years experience in Institutional Research and Program Evaluation. Dr. Friedrich joined College of the Mainland in the Fall of 2004, after serving as the Director of Institutional Research at the University of Houston – Clear Lake. Prior to that, Dr. Friedrich worked with the Houston Independent School District as a Research Associate and was responsible for the evaluation of the district's alternative education programs. She has also served as the evaluator on many grants at all levels on education and continues to work as a consultant in evaluation. Dr. Friedrich is a recipient of the American Educational Research Association's NSF Research Fellowship. She received her doctorate degree in Research, Measurement and Statistics in Educational Psychology from Texas A&M University in May, 1997. She holds a master's degree in Educational Psychology and a bachelor's degree in Mathematics and Psychology.

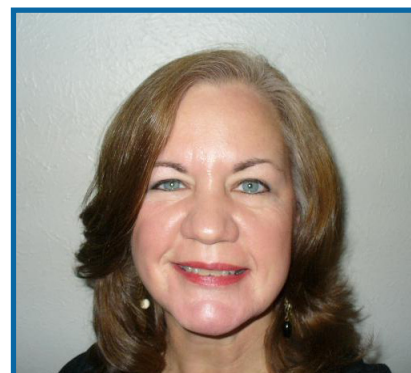


Nominees for Nominating Committee



Lincoln Holmes, The University of Texas at Austin. Lincoln is an Associate Director in the Office of Information Management and Analysis. He has worked with institutional data since joining the office in 1996. For more than 14 years, Lincoln handled the Coordinating Board, IPEDS and NCAA reporting for the office. Currently Lincoln's focus and duties are to work with The University of Texas System as a liaison for system-wide dashboard development and Board of Regents' requests, an ever increasing and expanding role. Lincoln has been active with TAIR since 1997. He has been a facilitator and past presenter at TAIR. He has also assisted others from his office who have served as TAIR officers, as well as served as the Local Arrangements Chair for TAIR 2011. He received his B.S. and M.S. in Marine Biology at Texas State University.

Robin Huskey, Kilgore College. Robin has served 36 years in higher education, with 19 years experience in institutional research and 29 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 19 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 16 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.



Marcelo Paredes, The University of Texas-Pan American. Marcelo Paredes began working as a Research Analyst at the Office of Institutional Research and Effectiveness (OIRE) at UTPA in December 2004. Marcelo now serves as Assistant Director at OIRE since September 2011. He is the Chief Reporting Official for UTPA and is responsible for coordinating the certification of several CBM reports. Prior to joining UTPA, Marcelo worked with Valeo Switches & Detection Systems in Rio Bravo, Mexico as the Quality Tools Coordinator from July 1999 to December 2004. Marcelo earned a Bachelor's of Science degree in Mathematics from UTPA in May 1998. He has also served as the TAIR Vendor Fair Chair from 2009 until the present. This experience and his active membership in TAIR since 2005 make Marcelo an effective candidate for the nominating committee.

Nominees for Nominating Committee (continued)

Tracy Stegmair, Richland College. Tracy has worked in IR since 2002 and has been a member of TAIR since 2003. She worked for over six years as a Senior Research Analyst at Texas Woman's University and now is a Senior Research Analyst at Richland College. Tracy has co-presented two concurrent sessions, a workshop, and a roundtable at past TAIR conferences plus a workshop at a recent SAIR conference. For the past two years Tracy has served on the TAIR Program Committee preparing the Conference Brochure. When asked by her son what she does at work all day, she was at first stumped on what to tell him. She finally settled on the explanation that she is a data translator who takes large amounts of data and converts it into knowledge that people can understand and use. Tracy enjoys translating all sorts of data into maps, charts, graphs, tables, and reports. She earned two Bachelor's degrees from Texas Woman's University in History and Computer Science.



Danielle Texera, Rice University. Danielle has served as a research analyst for the Office of Institutional Research at Rice University since 2006. Since starting in IR at Rice, she has been a member of TAIR and has attended TAIR conferences each year, actively participating in workshops, roundtables, special interest groups and networking. She also served as the 2010 TAIR Conference facilitator. Her broad involvement and interest in all of the TAIR offerings have been instrumental in her professional development, and the connections she has made with other IR professionals have been invaluable. Danielle received a bachelor's degree in psychology in 1997 from the University of California, Riverside, and a master's degree in cross cultural education from National University in San Diego, California, in 2002. She would be honored to serve TAIR as a member of the nominating committee.

Julie Thomas, Southwest Texas Junior College. Julie Thomas has been a TAIR member since 1999. She began working in the IR field in 1998, as coordinator of institutional research at Central Texas College. Since 2006 she has worked for Southwest Texas Junior College in Uvalde. Julie regularly attends TAIR conferences and has served as facilitator and presenter for roundtables and concurrent sessions and as a member of the nominating committee. Her education includes a BA in psychology from Hendrix College and an MA and PhD in statistics from Baylor University. Currently she is pursuing a BS in information technology at Western Governors' University. Julie is an avid reader of various genres of fiction and her hobbies include stargazing, needlework, textile arts, and music (flute and vocal). She is music director at First Presbyterian Church of Uvalde and is active in the Uvalde Rotary Club. Her home in Knippa is shared with husband Michael Robinson, two cats, two dogs, and one gerbil. Julie would be honored to serve TAIR again as a member of the nominating committee.



Nominees for Nominating Committee (continued)



Phil Rhodes, Houston Baptist University. Dr. Phil Rhodes currently serves as the Director of Institutional Research and Effectiveness at Houston Baptist University, and has worked in the field of Institutional Research for the last fourteen years. He holds degrees in Mathematics and Statistics from Baylor University. His work interests include enrollment and retention forecasting, financial modeling, SAS programming, and personal productivity. In addition to his TAIR presentations, Dr. Rhodes has been an invited speaker on email management and productivity around the Houston area.

Jimmy Roberts, Temple College. Jimmy Roberts is the Associate Vice President for Community Initiatives for Special Programs for Temple College. Dr. Roberts has been a member of TAIR since 2001 when he was appointed Director of Institutional Effectiveness, Research, and Planning at Temple College. Through the years, he has made presentations at the annual conference, facilitated at a round table, and facilitated a special interest group. He received an Ed.D in Higher Education Administration from the University of Mary Hardin-Baylor, a M.ED. in Curriculum and Instruction from Texas A&M, and a B.A. in Social Science Education from McNeese State University. Dr. Roberts received a 2008 AIR-NCES Fellowships for Graduate Study in Institutional Research and attended the National Summer Policy Institute in July 2009.



Courtesy of Bridgette Hardin



Tuesday, February 21
Pre-Conference Workshops
9:00 am - 5:00 pm

W1 Title: IPEDS Data and Benchmarking: Supporting Decision Making and Institutional Effectiveness

This workshop will consist of two modules.

Module 1 is designed for participants with little to no experience in the area of conducting benchmarking studies or with the IPEDS Data Center. This module introduces the fundamentals of creating benchmarks to measure institutional effectiveness. The module provides an overview of the types of comparison groups that can be constructed using IPEDS data, with examples of appropriate use. Participants will use actual data from the IPEDS Surveys, including the IPEDS Data Feedback Report and Executive Peer Tool. Exercises and resources will demonstrate processes to establish key performance indicators and identify variables to refine comparison groups. Module 2 is designed for participants familiar with the concepts of benchmarking and building comparison groups, the IPEDS surveys, and the IPEDS Data Center. This module focuses on practical applications for using IPEDS data in an institutional effectiveness (accreditation) self-study. Participants will use IPEDS survey data to create a benchmarking study, discuss specific research questions, and identify the types of comparison groups and key performance indicators that could address each. Exercises will focus on using the IPEDS Data Center to extract and analyze data.

*Presenters: Braden J. Hosch, Connecticut Department of Higher Education
Kimberly A. Thompson, Pearson eCollege*

Location: Laguna Madre

1:00 pm - 4:00 pm

W2 Title: Integrating Qualitative Methods into Institutional Research

This workshop will highlight the importance of using qualitative research as part of a post-secondary research agenda and how it can be integrated and used by an institution's research department. Qualitative research can expand on quantitative data that is already gathered by institutions leading to in depth mixed methods studies. It can also stand alone, providing a different view point when it comes to areas such as grant development and evaluation, program studies, and interventions. Qualitative research allows institutional stakeholders ranging from students and faculty to staff and community members to have a more distinctive voice about different things that occur in the post-secondary institutions they work for, attend, and rely on.

Presenter: Mónica Alaniz, South Texas College

Location: Matagorda

W3 Title: Beginning SAS Programming

This hands-on workshop is targeted at beginning or inexperienced SAS programmers in institutional research. During the workshop, participants will focus on the basics of SAS programming (DATA steps and PROCs), with a focus on skills commonly needed in institutional research. We will cover reading and writing text files and SAS datasets using basic DATA step programming, including subsetting data and creating new variables. Additionally, we will use SAS procedures for basic statistics (PROC MEANS) and reporting (PROC PRINT and PROC FREQ).

Presenter: Phil Rhodes, Houston Baptist University

Location: Copano

Registration

Tuesday, February 21

12:00 pm - 1:00 pm

Location: 3rd Floor Preassembly Foyer Registration Booth

Refreshments sponsored by Scantron

Program Committee Dinner

(Program Committee Members Only)

Tuesday, February 21

6:00 pm - 8:00 pm

Registration

Wednesday, February 22

8:00 am - 5:00 pm

Location: 3rd Floor Preassembly Foyer Registration Booth

Refreshments sponsored by Scantron

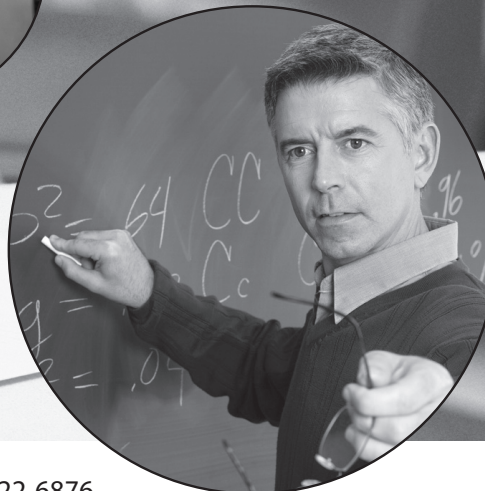
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Wednesday, February 22
Pre-Conference Workshops
8:30 am - 11:30 am

W4 Title: National Student Clearinghouse StudentTracker

This workshop provides an overview of the StudentTracker service from the National Student Clearinghouse. Topics include a general overview of StudentTracker, how to choose the appropriate query option, how to read the aggregate report, a conceptual overview of how to work with the student unit-level data in the detail report, and a review of the new enrollment and degree variables that were added to the student-level detail report at the end of 2011 including the current data coverage for these new variables and suggestions for ways they could be used.

Presenter: Joseph Roof, National Student Clearinghouse

Location: Laguna Madre

W5 Title: Building a Sustainable Knowledge Infrastructure to Support Student Success

Presenters will guide participants through the iterative process of conducting a student-success research project. We will cover data retrieval, validation, restructuring, statistical analysis, advanced modeling, and interpretation. Given the longitudinal nature of student persistence, we will highlight event-history models. We will emphasize the importance of using database and analytical codes (SQL, SPSS, SAS, R) and of keeping a documentation system for project efficiency and sustainability. The session will enhance institutional researchers' capacity to support evidence-based practices through ongoing studies that are quickly adapted to different questions and easily updated for new student cohorts.

Presenters: Anthony Abrantes and Yan Xie, The University of Texas at El Paso

Location: Aransas

W6 Title: SAS Enterprise Guide: The Point-and-Click Interface to SAS

This workshop is for analysts and managers who may or may not have SAS programming experience but need to access, manage, and summarize data from different sources, present results in tables and graphs, and perform statistical analysis. Although you can write, submit, and generate SAS programming code using SAS Enterprise Guide, this workshop will not teach the SAS programming language. Demonstrations in the workshop will use institutional research type data and tasks illustrating the functionality of Enterprise Guide.

Presenters: Tom Bohannon and Jerry Oglesby, SAS Institute

Location: Copano

W7 Title: Newcomers to Institutional Research

The TAIR Newcomer's Workshop will focus on maintaining an effective institutional research office. Topics include the various roles and key responsibilities of institutional research, necessary skills needed for a researcher, primary dogmas of assessment (surveys and focus groups), research resources, academic accreditation, financial analysis and presentation of data. Included in the workshop will be guest panelists representing key areas of institutional research (THECB, public four-year and two-year, private four-year institutions) who will be presenting the "hot topics" for their areas of expertise.

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

Location: Matagorda

A special thanks:

to **Smarter Services** for sponsoring one Travel Grant, which allowed for a TAIR member to attend the conference who otherwise would not have been able to.

Luncheon and General Session I

Wednesday, February 22

12:00 pm - 2:00 pm

Title: Responding to the Public's Need for Accountability

Featuring: Belle S. Wheelan, Ph.D.

Location: Corpus Christi Ballroom B & C

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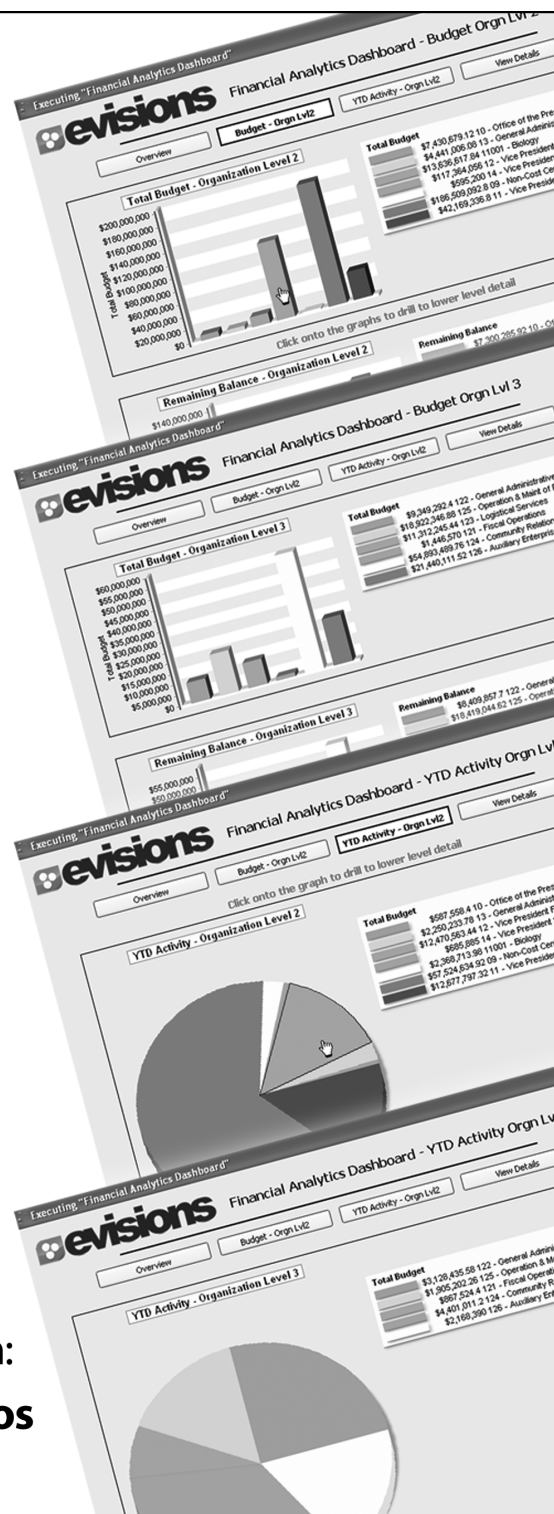
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Wednesday, February 22
Concurrent Sessions A
2:15 pm - 3:05 pm

Session #	Concurrent Sessions A	February 22, 2:15 p.m. - 3:05 p.m.
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A1	The Developmental Education Program Survey (DEPS)	Tracks: Survey Research
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The Developmental Education Program Survey (DEPS) was designed to assess how developmental education is performed across the state. DEPS identifies differences in program structures and student support between higher education institutions. The DEPS covered the following components: Organization and Administration, Assessment and Placement, Academic Advising, Curriculum and Pedagogy, and Faculty Development. All Texas public two-year and four-year institutions participated in the DEPS. The survey has provided a wealth of information to the THECB and state institutions. The authors of the DEPS (Colby Stoevers and Isaac Ortega) will present findings and give a history of the DEPS development and its impact.

Presenters: Colby Stoevers, Texas A&M University at Corpus Christi
Isaac Ortega, Texas Higher Education Coordinating Board
Session Coordinator: Mary Barton, University of North Texas
Location: Nueces A

A2	A Longitudinal Study of the Effects of Labor Supply on Wages in Texas	Track: Accountability
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In any labor market, fewer available workers for an occupation usually result in higher wages. For example, doctors have higher wages than teachers because there are fewer of them available for the workforce. This longitudinal study focuses on the formal labor supply of college graduates in Texas from 2005-2010 and examines their post-exit employment and earnings over a five year period including a time of recession. This study is important for institutional researchers and administrators in determining which programs have the best post-exit labor market outcomes and in deciding which programs to cut during times of tight budgets.

Presenters: Ruben Garcia, Texas Workforce Commission
Hiwot Berhane, Texas Workforce Commission
Session Coordinator: Cathy Delgado, The University of Texas System
Location: Nueces B

A3	Building Strong Foundational Data	Track: Reporting
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IR Staff faces increased demands from year to year, and it is important to meet the demands with positive results. Being proactive and creative in your approach can make a difference in whether you survive the storms—peak periods of data requests, overlapping deadlines, and staff turnover—and come out intact or needing to rebuild. This presentation will provide examples of tracking and maintaining data requests, gathering data for surveys, creating internal and external reference documents and a procedures manual. The results will help IR staff respond to requests in less time with less stress.

Presenters: Ruby Stevens-Morgan, Prairie View A&M University
Dean Williamson, Prairie View A&M University
Session Coordinator: Lincoln Holmes, University of Texas at Austin
Location: Aransas

Wednesday, February 22
Concurrent Sessions A
2:15 pm - 3:05 pm

A4**Making Your Reports "Crystal" Clear****Tracks: IT/Technology, Reporting**

Crystal Reports is a reporting tool that can create professional looking publications for your office. Crystal Reports has the ability to connect into many sources (i.e. MS Access, Banner, and other ODBC Connections) and extract data directly into an easy to read format. At UTSA the utilization of Crystal Reports has helped save time as these reports can be saved and automatically refreshed to include up-to-date data. This session will present an introduction to the benefits and how-to use Crystal Reports for your IR Office.

Presenters: Vanessa Sansone, University of Texas at San Antonio

Brian Cordeau, University of Texas at San Antonio

Session Coordinator: Lea Campbell, University of Houston - Downtown

Location: Copano

A5**Online Versus Face-to-Face Course Evaluations****Track: Assessment**

With an increasing number of courses being taught online at our mid-sized public university, the Institutional Research Office sought to identify what differences, if any, existed between the student evaluations of traditional face-to-face classes and online classes. This examination was broken down into a two stage process utilizing data gathered through the IDEA course evaluation system. First, online and traditional courses were analyzed along several evaluation topics, including overall class rating and overall instructor rating. Second, the evaluations of instructors who taught the same class in both an online and traditional format were examined to uncover any commonalities or differences.

Presenters: John Corkill, Sam Houston State University

Rita Caso, Sam Houston State University

Session Coordinator: Becky Fortson, Baylor University

Location: Laguna Madre

A6**Align Strategic Plans, Budgets, Assessment Efforts, and Accreditation Requirements****Track: Vendor, Planning, Assessment**

This session will demonstrate how to align strategic plans with budgeting priorities and assessment requirements while directly supporting accreditation standards. Learn how to facilitate an environment of continuous improvement by involving unit managers in the strategic planning and budgeting process while monitoring their effectiveness with assessment outcomes and accreditation standards. Andrew Davies will illustrate a painless, effective method of focusing unit managers on developing strategic plans, focusing budget managers on funding strategic objectives that directly support assessment targets, and focusing program members on developing a culture of evidence for assessment and accreditation.

Presenter: Larry Squarini, Strategic Planning Online Product Manager, Think Education Solutions LLC

Session Coordinator: TBD

Location: Matagorda



Wednesday, February 22
Concurrent Sessions B
3:15 pm - 4:05 pm

Session #	Concurrent Sessions B	February 22, 3:15 p.m. - 4:05 p.m.
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B1	Educational Persistence and Performance of First-Time Students in Three Minority-Serving Institutions: What Factors Matter at What Time?	Track: Statistical Modeling
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First-time students at three Texas minority-serving institutions (MSIs) are studied to identify factors that explain academic persistence, performance, and baccalaureate attainment. We use event-history models to examine the effects of time and time-dependent factors on student persistence and binary logistic models to identify factors that explain baccalaureate attainment. Using multiple-regression models, we examine predictors of academic performance separately for students who depart and who graduate. Results presented for each study institution are discussed to connect research and institutional practices. This research is part of a Lumina-funded collaborative project to build institutional knowledge infrastructures at MSIs to support student-success practices.

Presenters: Yan Xie, University of Texas at El Paso
Anthony Abrantes, University of Texas at El Paso
Session Coordinator: Mary Barton, University of North Texas
Location: Nueces A

B2	Putting the Wheels on the Cart: How Examining Topics from Multiple Sources Can Put Data in Motion	Track: Survey Research
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Student surveys provide a wealth of data about the student experience that can assist informed decision making on campus. While the different survey instruments are valuable on their own, they become even more beneficial to creating a culture of evidence when examined collectively for themes of best educational practices. TAMU-CC is exploring tying in data from multiple sources to not only recommend relevance of institutional research to our campus, but also address hot topics that could be key to student success. Presenter will provide an example of combining multiple surveys and other data sources to generate a comprehensive report.

Presenter: Tanya Holter, Texas A&M University at Corpus Christi
Session Coordinator: Susan Thompson, Texas State University
Location: Nueces B

B3	Tracking Developmental Education Students at a Community College	Track: Legislative Mandates
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Developmental education is increasingly in the spotlight for community colleges. Blinn College, with a student body primarily earning credits for transfer, tracks developmental education students. However, tracking is done without the aid of a data warehouse. The presentation will demonstrate an effective method for tracking cohorts through credit-bearing courses with reading or writing prerequisites. Technical information and results of recent studies will be provided, along with considerations of how migration to the Banner system will potentially affect tracking issues.

Presenters: Amanda Clark, Blinn College
Casey Ball, Blinn College
Session Coordinator: Tracy Stegmair, Richland College
Location: Aransas

Wednesday, February 22
Concurrent Sessions B
3:15 pm - 4:05 pm

B4**Basic SQL for Institutional Research****Tracks: IT/Technology, Data
Warehousing**

Data is the lifeblood of institutional research offices, and that data is most often stored in relational databases like Oracle or Microsoft SQL Server. This session will cover the basic use of SQL - Structured Query Language - used to access data in modern databases. Topics covered will include retrieving and subsetting records from a table, sorting and ordering query results, working with multiple tables, and basic reporting. Code examples will be given from SAS and MS Access.

Presenter: Phil Rhodes, Houston Baptist University
Session Coordinator: Sue Herring, Baylor University
Location: Copano

B5**CCSSE: Turning a Mountain of Data into a
Manageable Molehill****Tracks: Assessment, Survey
Research**

The good news about CCSSE, the Community College Survey of Student Engagement, is that it provides a wealth of results. The bad news about CCSSE is that it provides a wealth of results. To overcome paralysis by analysis, an IR office must winnow down the data to manageable portions. The purpose of this presentation will be to provide helpful tips and techniques to help summarize data and promote campus action. Items to be discussed include, but are not limited to the following: results dissemination plans, Quadrant Analysis, "war room" workshops to promote action plans, accountability plans, and presentation tips.

Presenter: Chris Tkach, Lone Star College - Montgomery
Session Coordinator: Martha Oburn, Houston Community College
Location: Laguna Madre



Courtesy of the Brown Family



Wednesday, February 22
Special Interest Groups (SIGS)
4:15 pm - 4:45 pm

SIG1

SAS Users

Convener:

Faron Kincheloe, Baylor University

Location: Nueces A

SIG2

TracDat

Convener:

Paul Wood, M.D. Anderson Cancer Center

Location: Laguna Madre

SIG3

Datatel Users

Convener:

Lisa Haynes, Texas Woman's University

Location: Aransas

SIG4

One Person Instit. Effectiveness Office (CTCs)

Convener:

Tom Corll, Midland College

Location: Matagorda

SIG5

SPSS Users

Convener:

Cindy Ullrich, Brazosport College

Location: Nueces B

5:00 pm - 5:30 pm

SIG6

Public Universities

Convener:

Dennis Ignatenko, Texas A&M University

Location: Nueces A

SIG9

CCSSE

Convener:

April Juarez, CCSSE

Location: Aransas

SIG7

ICUT

Convener:

Danica Frampton, St. Edward's University

Location: Laguna Madre

SIG8

CTCs

Convener:

Martha Oburn, Houston Community College

Location: Nueces B

Meet, Munch, Mingle
Wednesday, February 22
5:30 pm - 7:00 pm
Location: Corpus Christi Ballroom B & C
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Join Us on **Wednesday, February 22nd, 2012** from

2:15 PM - 3:05 PM for Our Presentation!

**"Using SPOL to Manage Your Self-Study...
for Today and Tomorrow"**

Location: **Matagorda Room**

Presenters: Larry Squarini

Strategic Planning Online Product Manager

Registration**Thursday, February 23****7:30 am - 5:00 pm****Location: 3rd Floor Preassembly Foyer Registration Booth**

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Breakfast Buffet**Thursday, February 23****7:30 am - 9:00 am****Location: Corpus Christi Ballroom B & C****Sponsored by Information Builders**

Past President's Breakfast**(by Invitation Only)****Thursday, February 23****8:15 am - 9:30 am****Location: Matagorda**

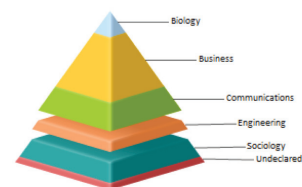
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Thursday, February 23
TAIR Roundtables
8:00 am - 9:30 am

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 Graduate Certificate in Institutional Research through Florida State University

Presenter: *Lisa Haynes, Texas Woman's University*

Tracks: Best Practices

The Certificate in Institutional Research at The Florida State University is an online graduate certificate program designed to provide academic and professional development opportunities for institutional researchers, and others from all areas of higher education. This discussion will center on how students have the opportunity to enhance their knowledge and understanding of institutional research, and apply their knowledge to practical situations. Director Dr. Robert Schwartz, well-known throughout AIR membership, and other key IR figures, Dr. Kristina Cragg and Dr. Mary Ann Coughlin are instructors. This program is affordable, sponsored in part by AIR and NCES.

R2 Expanded Common Data Set

Presenter: *Fahmida Dehlvi, University of Houston - Downtown*

Track: Reporting

This session will have UHD talking about how they compiled additional questions asked by external surveys as an 'expanded Common Data Set' to allow for easier completion of external surveys. This project was built on from an idea shared with UHD by Rice University and is in its first year. Other ideas on how to enable easier completion of external surveys may be discussed.

R3 Academic and Administrative Support/Student Services Program Review

Presenters: *Tracy Stegmair and Bao Huynh, Richland College*

Tracks: Best Practices

The Institutional Research staff of Richland College has conducted a review of credit programs since the late 1980's, with expansion to include student services and administrative support units since 2008. Recently, both the Academic and the Student Services program reviews have undergone significant changes during the college's Baldrige criteria inspired continuous improvement cycles. A template of the Richland College program reviews with explanatory documentation will be provided and presenters will facilitate a discussion of how IR offices lead or contribute to program review within a framework of continuous improvement. Participants are welcomed and encouraged to bring examples of their reviews for a richer discussion and sharing of best practices.

R4 Dealing with Survey Fatigue among Students, Faculty, and Staff

Presenter: *Robert Ricks, Lone Star College System*

Tracks: Assessment, Survey Research

Survey research is commonly-used for gathering important information to assist in planning, program design, and policy decisions in higher education. Using survey research, institutional researchers can gather data that are unavailable through other channels; however, the quantity of survey research and quality of survey instrumentation are producing survey fatigue, resulting lower survey participation and lower quality survey results. One way to avoid these negative consequences is for institutions to carefully plan and implement their research considering timing, focus, and importance of results. Communicating results of the research and outcomes (e.g., policy or program changes) may also improve motivation and participation.

Thursday, February 23
TAIR Roundtables
8:00 am - 9:30 am

R5 Reporting With the New Federal Ethnicity and Race Guidelines

Presenter: *Tessa Pernoud, Lone Star College System*

Tracks: **Best Practices, Reporting**

The changes to the collection of Federal Education Data has created some challenges to both data collecting and reporting. This roundtable aspires to continue the conversation and idea sharing for best practices in reporting ethnicity and race both internally and externally.

R6 Navigating Workflow: Request to Delivery

Presenter: *Deseree Probasco, Lone Star College System*

Track: **Best Practices**

Workflow is an ever-evolving landscape of give and take. This roundtable will demonstrate how Lone Star College System has evolved its workflow to accommodate five campuses and thousands of work orders. The presentation will cover how data requests are processed from receipt via online ticketing system, assignment, deadline and priority negotiation, peer review and delivery to client. Presentation will include insight into analyst workload and setting realistic deadlines based on complexity of request and priority. Discussion will include how other institutions handle prioritizing requests and ways that workflow can be streamlined to meet ever-increasing demand.

R7 Using Snap Survey Software Effectively

Presenter: *Susan Thompson, Texas State University - San Marcos*

Tracks: **IT/Technology, Survey Research**

Texas State University has been using Snap Survey software for the past year for most online survey research projects, but has yet to take advantage of all available features because there is a rather steep learning curve. During this roundtable, participants will be encouraged to discuss how the software is being used on their campuses, and to share tips and tricks they have learned with Snap.

R8 Dashboards

Presenter: *Sue Herring, Baylor University*

Tracks: **Assessment, Data Warehousing, Reporting**

The concept of Dashboards is very prevalent in colleges and universities as administrators are looking for quick, visual, up-to-date snapshots of various types of data. One large university has been given the direction to create and promote dashboards for the institution as a whole and for individual academic units. Come and discuss dashboards - why, how, best practices, and anything else relating to dashboards.

R9 Identifying students for CB1 item 32, Other State and Title II Reports

Presenter: *Carol Boethel, University of Houston - Downtown*

Tracks: **Legislative Mandates, Reporting**

UHD has discovered that a more complete system of identifying students for the CB1, item 32 restricted program admission was needed. Presentation will include the coding structure developed and used by UHD to identify education majors. This discovery took place as I accepted my current position in the College of Public Service and began working on Urban Education reporting to TEA. This structure is also useful to identifying students for the State and Title II reporting required of the Urban Education Department. Perhaps this framework for identifying teacher education students could be applied to students in other areas to be identified in item 32 of the CB 1 report.

Thursday, February 23
TAIR Roundtables
8:00 am - 9:30 am

R10 The Why, How and Do's and Don'ts of Geo-referencing and Mapping Your Data

***Presenter:** Rebecca Bowyer, Sam Houston State University*

Tracks: Assessment, Reporting

Do you believe that it would be useful to examine or display some of your institution's data using geo-referenced mapping, but are not quite sure how to get this done? If your IR office does not include GIS mapping software and a mapping-savvy member, you may need to solicit favors from GIS-programming faculty or students in Geography to achieve your objective. Then, how do you select, combine, transform and compile your data for best and easiest mapping by an outsider?

R11 How to actually apply the UAA Student Learning Progress Tracking Model to YOUR data: Nuts and Bolts

***Presenter:** Xiaohong Li, Sam Houston State University*

Tracks: Assessment, Enrollment

This presentation will help you determine how you might implement some variation of the University of Alaska at Anchorage Student Learning Progress Model at your institution. Applying this model to YOUR institution's data can be challenging, but with some compromises, it can provide an informative graphic representation of the longitudinal success of your students and your institution. The model tracks entering student cohorts for 10 years and categorizes each member every year in one of 6 categories. In addition, continuing students are measured for the proportion of courses they complete among courses attempted, and that population overall is rated on a scaled proportion of completers vs non-completers.

R12 Let's talk about SACS: The Role of IR in Reaffirmation Process

***Presenter:** Newman Wong, Midwestern State University*

Tracks: Assessment, Best Practices

This session will let participants discuss their experiences with SACS reaffirmation as IR practitioners. Participants are encouraged to share lessons learned from assisting with the reaffirmation process, including compliance narratives, QEP development, etc. The presenter will also share information from the 2011 SACSCOC Annual Conference.

R13 Stylizing Reports

***Presenter:** Catherine Hooper, Lone Star College System*

Tracks: Reporting, Best Practices

Taking the idea of branding for the college, we developed a branding for reports that come from the office of Research and Institutional Effectiveness. This includes logos, type faces, colors, other formatting. Developed lists of titles, headers, footnotes that we use frequently so that we are consistent. A report from our office is very recognizable.

R14 Open Forum for Timely Common Issues

***Presenter:** TBA*

Tracks:

Is there an issue of concern to IR Offices that you would like to share and troubleshoot with TAIR IR Colleagues? Consider this a face-to-face listserv/chat room discussion for problem solving on current and "still unresolved" matters which many of our offices may have in common.

Vendor Fair
Thursday, February 23
9:00 am - 4:00 pm
Location: Nueces A
Refreshments Sponsored by TK20
(Drawings at 2:30 in Vendor Area)

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Thursday, February 23
Concurrent Sessions C
9:45 am - 10:35 am

Session #	Concurrent Sessions C	February 23, 9:45 a.m. - 10:35 a.m.
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C1	Implementing the Student Learning Progress Model: Two Perspectives	Tracks: Best Practices, Reporting
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Current accountability models depend on graduation rates from colleges and universities. However, this doesn't provide a complete picture of student success. The Student Learning Progress Model (SLPM), a tracking system that follows students for 10 years, provides another view by monitoring not only whether and when students graduate, but also their academic performance and enrollment history along the way. Two Texas institutions, Sam Houston State University and Houston Community College, were among 19 US institutions to pilot test the system in 2011. The presentation will demonstrate the models developed, address the challenges of implementation, and explain differences in implementation processes.

Presenters: Martha Oburn, Houston Community College

Rita Caso, Sam Houston State University

Session Coordinator: Cathy Delgado, The University of Texas System

Location: Nueces B

C2	With Great Challenges Comes Great Opportunities: Promising Practices of Texas Community Colleges	Track: Enrollment
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TG organized and conducted site visits of three Texas community colleges. Colleges invited to participate were selected based upon multiple quantifiable dimensions, i.e. persistence, successful outcomes for workforce students, percent of Pell recipients, and institutional Cohort Default Rates. Across the three site visits, common trends were discovered. Institutions routinely emphasized a culture of improvement, individual students as the primary focus, and significant faculty, staff, and community involvement. The most promising practices of the three Texas community colleges were summarized to provide future guidance for similar institutions.

Presenters: Donna Smith, Texas Guaranteed Student Loan Corporation

Melissa Shook, Texas Guaranteed Student Loan Corporation

Session Coordinator: Amy Bawcom, Central Texas College

Location: Aransas

C3	Strategies for Identifying Outliers and Managing Missing Data	Tracks: Best Practices, Survey Research
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Following a recommendation from the American Psychological Association (Wilkerson & APA Task Force on Statistical Inference, 1999) researchers should at a minimum visually inspect their data sets for outliers, spurious, and/or missing values prior to conducting statistical analysis. For example, when conducting survey research, cases that exceed response parameters (i.e. values outside 1-5 on a Likert scale) or are missing values altogether can grossly impact reported means and/or tests of statistical significance between groups. This interactive session will demonstrate user-friendly methods for identifying potential outliers and managing missing cases in an effort to fortify analysis findings.

Presenter: Robert Mike Haynes, Tarleton State University

Session Coordinator: Gabriela Borcoman, Texas Higher Education Coordinating Board

Location: Copano

Thursday, February 23
Concurrent Sessions C
9:45 am - 10:35 am

C4 **Moving Program Assessment from Perfunctory
to Profound**

Track: Assessment

When organizations are first conducting outcome assessment, it can be difficult to appreciate the value that a systematic evaluation can provide. There is a tendency for assessment to be perfunctory, further reinforcing the view that assessment is “busy work.” This session will cover practical strategies which can help break the cycle of perfunctory data collection and faculty frustration including: a) helping faculty develop clearly-defined learning outcomes and appropriate measures, b) viewing assessment in the context of research and the Scholarship of Teaching and Learning, c) garnering buy-in and addressing faculty concerns, and d) building confidence in the data collection and analysis.

Presenter: Lea Campbell, University of Houston - Downtown

Session Coordinator: Tom Corll, Midland College

Location: Laguna Madre

C5 **Going Beyond Grades In
Assessing Student Learning**

Track: Vendor, Assessment

Hear how an Achieving the Dream Leader College measures student learning. We will show how one institution brought in multiple data sources - including course grades, pre- and post- test assessments, attendance, and student activity - into a data warehouse for analysis at the student, course, and program level.

Presenter: Michael Taft, President, Zogotech

Session Coordinator: David Preston, Brazosport College

Location: Matagorda



Courtesy of Jeff Janko



Thursday, February 23
Concurrent Sessions D
10:45 am - 11:35 am

Session #	Concurrent Sessions D	February 23, 10:45 a.m. - 11:35 a.m.
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D1	Educational Persistence and the Post-Secondary Agenda	Track: Best Practices
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This presentation will highlight the importance of using qualitative research as part of a post-secondary research agenda. Qualitative research can expand on quantitative data that is already gathered by institutions leading to in depth mixed methods studies. It can also stand alone, providing a different view point when it comes to areas such as grant development and evaluation, program studies, and interventions. It also allows institutional stakeholders ranging from students and faculty to staff and community members to have a more distinctive voice about different things that occur in the post-secondary institutions they work for, attend, and rely on.

Presenter: Mónica Alaniz, South Texas College

Fernando Chapa, South Texas College

Session Coordinator: Carol Boethel, University of Houston - Downtown

Location: Nueces B

D2	Techniques Used for Program Evaluation	Tracks: Assessment, Best Practices
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At our mid-sized public university, several programs designed to assist subgroups of the student population have been put into place in recent years. The Institutional Research Office has been asked to evaluate and track the progress of these programs. Techniques will be discussed on evaluating a program according to their objectives, and dividing a program into subgroups to be compared with other subgroups within the same program and in the total population.

Presenter: Rebecca Bowyer, Sam Houston State University

Session Coordinator: Sarah Logan, Angelo State University

Location: Aransas

D3	Putting SQL into Practice	Tracks: Data Warehousing, Reporting
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Work in an IR Office requires staff to quickly respond to a myriad of data requests with deadlines that are short. Providing data that is both accurate and reliable is crucial. PVAMU's Office of Institutional Research and Effectiveness (OIRE) has developed a collection of SQL scripts for retrieving data in a hurry. OIRE staff will provide information relating with development of a SQL archive system for extracting Banner information from Oracle. Session topics include: Organizing SQL queries, archiving data, dynamic help, copy/paste, and basic commonly-used SQL basics such as retrieving counts and linking tables.

Presenters: Dean Williamson, Prairie View A&M University

Ruby Stevens-Morgan, Prairie View A&M University

Session Coordinator: Rebecca Richter, Temple College

Location: Copano



Thursday, February 23
Concurrent Sessions D
10:45 am - 11:35 am

D4

**Community College Faculty Use
of Effective Teaching Practices**

Track: Survey Research

The extent to which Community College faculty use effective teaching practices, and how the use of effective teaching practices may differ by faculty characteristics, academic discipline and course load is an important topic for IR researchers to consider. The results of a recent administration of the Community College Faculty Survey of Student Engagement (CCFSSE) administered at an XL CC will be presented as a case study to examine these questions followed by a discussion of the challenges involved in feeding back survey data to the college community to promote effective teaching practices.

Presenters: Richard Griffiths, Austin Community College
 Guillermo Martinez, Austin Community College

Session Coordinator: Jimmy Roberts, Temple College

Location: Laguna Madre

D5

**Disaggregate to Appreciate: Making SENSE of
Texas' Entering Community College Students**

Track: Survey Research

Survey of Entering Student Engagement (SENSE) data can help institutions understand which entering students are thriving and which are struggling, thus providing an important tool for creating the conditions for learning and success. This session will demonstrate how disaggregating student engagement data focused on the critical first three weeks of the fall term can enable colleges to consider institutional policies and practices, as well as student characteristics, in their student success work. The presentation will focus on Texas respondents, drawing upon findings from SENSE, related focus group work, and strategies being implemented at community colleges within the state.

Presenter: April Juarez, The Center for Community College Student Engagement, UT-Austin

Janelle Guillory, The Center for Community College Student Engagement, UT-Austin

Session Coordinator: Meagan Cusack, The Center for Community College Student Engagement, UT-Austin

Location: Matagorda

Luncheon and General Session II

Thursday, February 23

11:45 am - 1:00 pm

Title: The Crucial Role of Institutional Research in Transforming the Academy

Featuring: Trudy W. Banta, Ed.D.

Location: Corpus Christi Ballroom B & C

Sponsored by SAS

Vendor Fair Refreshments and Drawings

Thursday, February 23 from 1:00 to 2:45 (Drawings at 2:30)

Location: Nueces A

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Thursday, February 23
Concurrent Sessions E
3:00 pm - 3:50 pm

Session #	Concurrent Sessions E	February 23, 3:00 p.m. - 3:50 p.m.
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E1	Using International Migration Perspectives to Talk About Attrition and Transfer	Track: Survey Research
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Increasing concern is being expressed at local, state, and national levels regarding college completion rates in Texas. Transfer behavior is an important factor that influences student retention and graduation. This presentation examines how major demographic theories of population movement between nations can be applied to problems of college student attrition, transfer, and swirl between institutions of higher education. Data from a survey of first-year students transitioning to their second year at a Central Texas HSI are used to show that families and social networks play a significant role in the decision process of students during their first year of transition to a college or university.

Presenter: Jinny Case, University of Texas at San Antonio
 Session Coordinator: Ruben Garcia, Texas Workforce Commission
 Location: Nueces B

E2	How to Prepare for the SACS On-Site Visit	Track: Accreditation
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Preparing for a SACS On-Site visit is something all of us will eventually face. It is a time consuming, multi-faceted task. Anyone who has an upcoming SACS On-Site visit will want to attend this concurrent session to gain insight into what to prepare for and what to expect. The session will cover everything from planning the actual event, working with the SACS Chair of your committee, preparing the campus family for the visit, and everything in between.

Presenter: Connie May, Odessa College
 Session Coordinator: Tom Corll, Midland College
 Location: Aransas

E3	Planning for Change: An Integrated Approach to Planning, Assessment, and Budget Allocation	Tracks: Budget, Reporting, Assessment
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In the changing climate of higher education in the state of Texas, integration can be the answer to navigating troubled waters. Angelo State University has implemented a fully integrated structure, with the help of Strategic Planning Online, for institutional planning, assessment and budget allocation. This session will outline key components to making integration work and give you an inside look at how Angelo State has accomplished just that and is continuing to evolve into a culture of information based decision making and planning for change amid deep budget cuts.

Presenter: Crystal Braden, Angelo State University
 Session Coordinator: Robin Huskey, Kilgore College
 Location: Copano

Thursday, February 23
Concurrent Sessions E
3:00 pm - 3:50 pm

E4**Dashboards and Decision Support****Tracks: IT/Technology, Reporting**

Dashboards can be utilized to provide quick snapshots of performance for both the institution and public access. These tools are effective and easy to create with limited resources. Focal points of the session include which data are of interest to stakeholders, static vs. live data feeds, and mock templates to create a quick and easy institutional profile. This will be a hands on session so please bring laptops as templates will be provided. Gain visibility for the department and the institution in this quick how-to session. Participants can leave with a working template to install on their campus web page.

Presenters: Richard Plott, TSTC - Harlingen
Gerardo Lozano, TSTC - Harlingen
Session Coordinator: Sue Herring, Baylor University
Location: Laguna Madre

E5**Developing a Departmental Dashboard
Using WebFOCUS****Track: Vendor, Reporting**

Information Builders' WebFOCUS makes it easy for Institutional Research to serve the needs of many other users with Business Intelligence applications. We'll show what a few of our higher education customers have done, and then quickly get into "how-to" mode. We will build a persistence dashboard to show how you can look at student persistence with THECB data as your data source. Attendees will see how easy it is to build a visually appealing dashboard. In the demonstration, they will see how to build a "mash-up" that connects multiple data sources and drills down to more detail. For the mobile crowd, we will also demonstrate how to build a portable dashboard.

Presenters: Shahram Sazedj, Information Builders
Tim Beckett, Information Builders
Session Coordinator: Marcelo Paredes, University of Texas - Pan American
Location: Matagorda



Courtesy of Jeff Janko

Thursday, February 23
Concurrent Sessions F
4:00 pm - 4:50 pm

Session #	Concurrent Sessions F	February 23, 4:00 p.m. - 4:50 p.m.
F1	Workflow, Priorities, and Project Planning	Tracks: Professional Development, Best Practices
<p>All of us in higher education are under constant pressure to produce more with less. This session will cover three major topics: workflow, horizons of focus, and a project planning framework. The five step workflow process will help you be more 'organized' and effective in what you do. The six horizons of focus will help you plan and prioritize all of your work. Finally, a simple planning model will get your projects on track. (This is a more detailed expansion of the last third of TAIR 2011 presentation G5: Doing More With Less: Productivity Principles Applied to Institutional Research)</p> <p>Presenter: Phil Rhodes, Houston Baptist University Session Coordinator: Cathi Chambers, University of North Texas at Dallas Location: Nueces B</p>		
F2	Interactive Dashboards and GIS in Institutional Research	Tracks: IT/Technology, Enrollment, Data Warehousing
<p>Presentation will include demonstration of Dashboard applications created using SAP Dashboard-Design and the use of GIS applications in Institutional Research. The speaker will discuss how SAP Dashboard-Design can be used to create compelling dashboards for better analysis and decision making. The Office of Strategic Planning and Institutional Research produces data maps using GIS applications. Institutional Data is then linked to create interactive web based tools. The session will showcase examples of Dashboard tools related to Student Enrollment, Student Demographics, Enrollment Trends, Budget Information and Survey Data Analysis.</p> <p>Presenter: Sushil Pallemmoni, Del Mar College Session Coordinator: Shuching Yu, North Lake College Location: Aransas</p>		
F3	A New Way to Evaluate Teaching: An IR-Faculty Senate Partnership	Tracks: Best Practices, Survey Research
<p>For the 2011-2012 academic year, HCC implemented a new assessment tool of teaching and learning in collaboration with the University of North Texas and Smarter Surveys. Based on the UNT's SETE (Student Evaluation of Teaching Effectiveness), EGLS3 (Evaluation for Greater Learning Student Survey System), replaced a home-grown paper-based system. These researched-based questions relate to instruction and provide scores in three key areas. These scores are used to promote continual improvement of instruction through program-based and faculty-driven professional development. Institutional Research staff worked with HCC's Faculty Senate, and other areas to plan, pilot, and implement this change in culture.</p> <p>Presenter: Mario Heredia, Houston Community College Session Coordinator: Bishar Sethna, Lamar State College - Orange Location: Copano</p>		

Thursday, February 23
Concurrent Sessions F
4:00 pm - 4:50 pm

**F4 Creating Matched Comparison Groups
Using SAS**

Tracks: Assessment, IT/Technology

Sometimes in educational research/ evaluation programs do not create adequate control groups due to limited resources, ethical concerns, or lack of planning. Matched comparison groups can help researchers reach strong conclusions about programs / policies by eliminating threats to internal validity. We will review the matched comparison groups design by comparing it to other research designs, cover how to create matched comparisons groups using existing data, and how the SAS's SurveySelect procedure makes matched comparison groups easy. If you are interested in matched comparison groups but not SAS, the presentation will provide you with an understanding of matched comparison groups.

Presenter: Colby Stoeber, Texas A&M University at Corpus Christi

Session Coordinator: Kathy Krey, Baylor University

Location: Laguna Madre

F5 Evisions Argos Enterprise Reporting Solution

**Track: Vendor, IT/Technology,
Reporting**

Do you need a reporting solution that helps you collect, analyze, and distribute data and information related to the general operation of your institution? Argos, an enterprise reporting solution designed specifically for Colleges and Universities is easy to use and gives you quick access to the quantitative and qualitative data you need with output options you require. Use OLAP and data cubes to analyze your students, faculty, staff, curriculum, course offerings, and learning outcomes. Use Dashboards to report your results to executives, government and the public. Schedule reports to run automatically or let users run them when they want. Argos has the rich features you need in a user-friendly tool. Come see how other institutions are using Argos to help enhance and support institutional research.

Presenter: Scott Svehlak, Director of Sales, Evisions

Session Coordinator: TBD

Location: Matagorda



Courtesy of Jeff Janko

Special Event USS Lexington (Dinner and Tour)

**Thursday, February 23
6:30 pm - 10:00 pm
Shuttle leaves at 6:00 pm
Sponsored by ZogoTech**

Commissioned in 1943, LEXINGTON served longer and set more records than any carrier in U.S. Naval history. Decommissioned in 1991, the 910-foot, 16-deck, 33,000-ton aircraft carrier now serves as an important historical repository and museum. Because of the historical significance of the USS LEXINGTON, the ship is maintained as a tribute to the men and women of the United States Armed Forces and as a memorial to the people who died serving the US, in the defense of freedom, especially in World War II. Displays, ceremonies, and other programs emphasize the heroism and sacrifice of those who have served the nation in the Navy and the Marine Corps.



USS Lexington

Courtesy of USS Lexington

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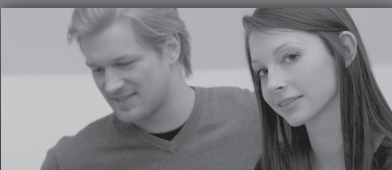
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Breakfast and Business Meeting
Friday, February 24
7:30 am - 9:00 am
Location: Corpus Christi Ballroom B & C
Sponsored by Nuventive



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THECB/Legislative Update
Friday, February 24
9:30 am - 11:00 am
Location: Corpus Christi Ballroom B & C

Executive Committee Meeting
(by Invitation Only)
Friday, February 24
12:00 pm - 4:00 pm
Location: Partnership Board Room

Save the Date!
TAIR 2013



Spend Mardi Gras in Galveston!
Moody Gardens Hotel
February 10 -14, 2013

Conference History from 1979 to 2012

Year	Site	President	Vice President	Secretary	Treasurer	Member-at-Large	
						Professional Development	Technology
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, Pritch 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 Laljani	**	**
2001	Clear Lake	James Calarco	Maryann Ruddock	Martha Oburn	Karen Laljani	**	**
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 Laljani	Rebecca Richter	Jaime Garcia	**	**
2005	Arlington	Karen Laljani	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	Teresa Isbell	Karen Laljani
2008	Galveston	Ruben Garcia	Joseph Meyer	Darline Morris	Cathy Vale	Teresa Isbell	Brian Cordeau
2009	Lubbock	Joseph Meyer	Allen Clark	Trish Norman	Cathy Vale	Paul Illich	Brian Cordeau
2010	Waco	Allen Clark	Kristi Fisher	Trish Norman	Rick Leyva	Paul Illich	Bao Huynh
2011	Austin	Kristi Fisher	Darline Morris	Kate Amorella	Rick Leyva	Susan Thompson	Bao Huynh
2012	Corpus Christi	Darline Morris	Carol Tucker	Kate Amorella Proff	Linda Perez	Susan Thompson	Dave Downing

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

**Two Member-at-Large positions were created in 2007.

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

Omni Bayfront
900 North Shoreline Blvd.
Corpus Christi, Texas 78401
(361) 887-1600



FROM CORPUS CHRISTI INTERNATIONAL AIRPORT – 12 MILES/15 MINUTES

Go East on Highway 44 to 358 North. Turn right onto IH-37 South to Shoreline Boulevard, then right on Shoreline Boulevard. The hotel is located on the right. Other transportation options from the airport:

- Shuttle Service: Complimentary hotel airport shuttle service 4:30 am – Midnight daily. Call from baggage claim.
- Taxi Service: Approximately \$25 per person per way

DIRECTIONS FROM THE NORTH – VIA I-37 SOUTH

Take I-37 South. At exit 1A turn left onto ramp. At exit 1B, keep left and stay on ramp. Bear right (south) onto North Shoreline Boulevard. The Bayfront Tower is on the corner of North Shoreline Boulevard and Twigg Street. The Marina Tower is one block south on the corner of North Shoreline Boulevard and Starr Street.

DIRECTIONS FROM THE NORTH – VIA US-77 SOUTH

Take US-77 South onto I-37 South. Follow I-37 South to exit 1A. Turn left onto ramp. At exit 1B keep left and stay on ramp. Bear right (south) onto North Shoreline Boulevard. The Bayfront Tower is on the corner of North Shoreline Boulevard and Twigg Street. The Marina Tower is one block south on the corner of North Shoreline Boulevard and Starr Street.

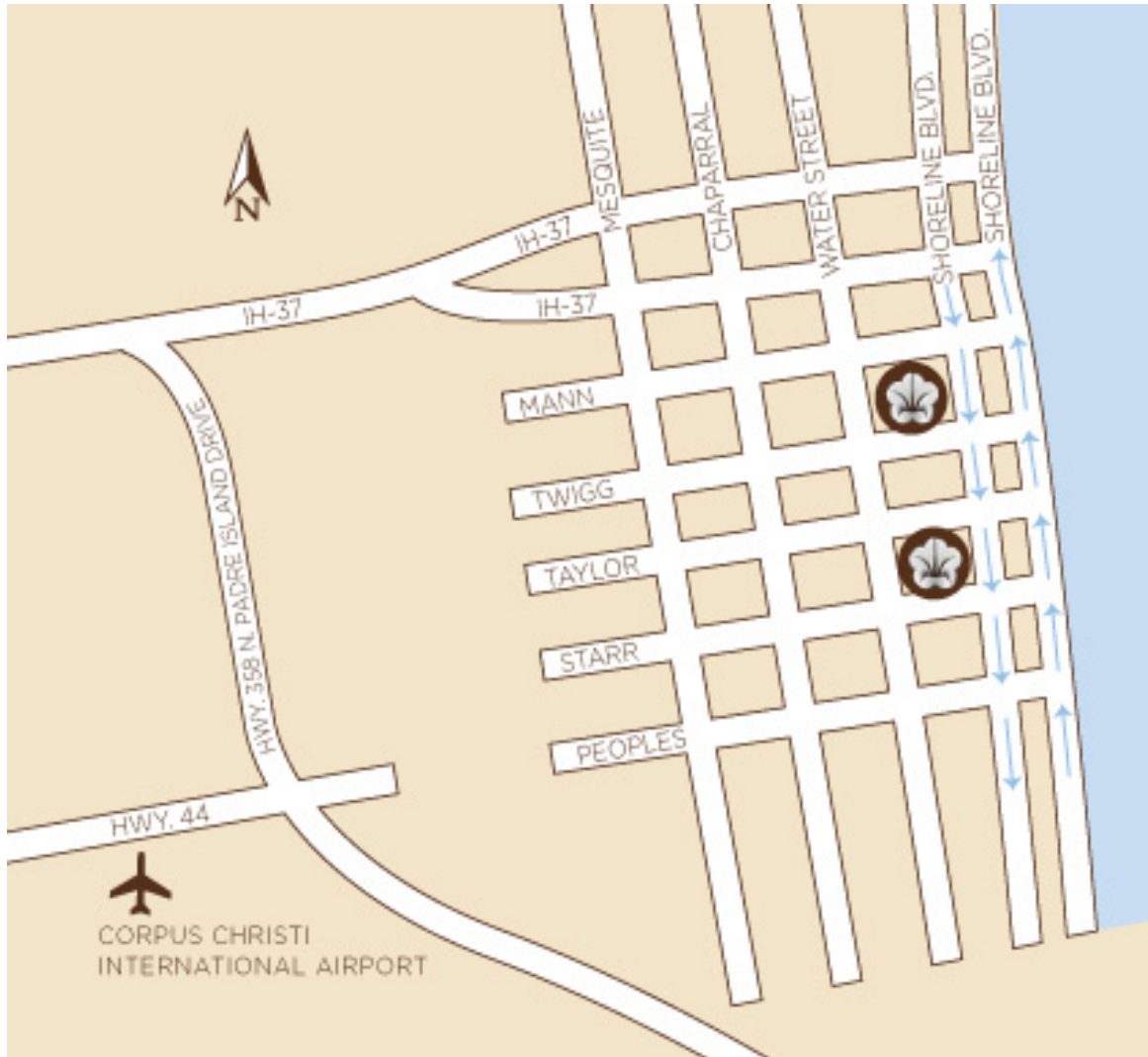
DIRECTIONS FROM THE SOUTH – VIA US-77 NORTH

Take US-77 North to where the road name changes to Five Points Road. Take ramp right onto I-37 South. Take I-37 South and at exit 1A turn left onto ramp. At exit 1B keep left and stay on ramp. Bear right (south) onto North Shoreline Boulevard. The Bayfront Tower is on the corner of North Shoreline Boulevard and Twigg Street. The Marina Tower is one block south on the corner of North Shoreline Boulevard and Starr Street.

DIRECTIONS FROM THE WEST – VIA US-59 EAST

Take US-59 East to I-37 access and take ramp onto I-37. Take I-37 South and at exit 1A turn left onto ramp. At exit 1B, keep left and stay on ramp. Bear right (south) onto North Shoreline Boulevard. The Bayfront Tower is on the corner of North Shoreline Boulevard and Twigg Street. The Marina Tower is one block south on the corner of North Shoreline Boulevard and Starr Street.

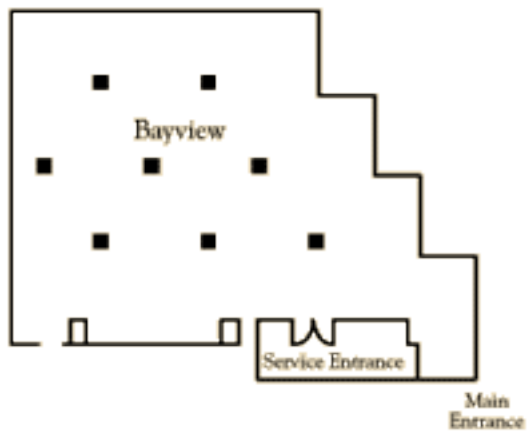
Omni Bayfront Area Map



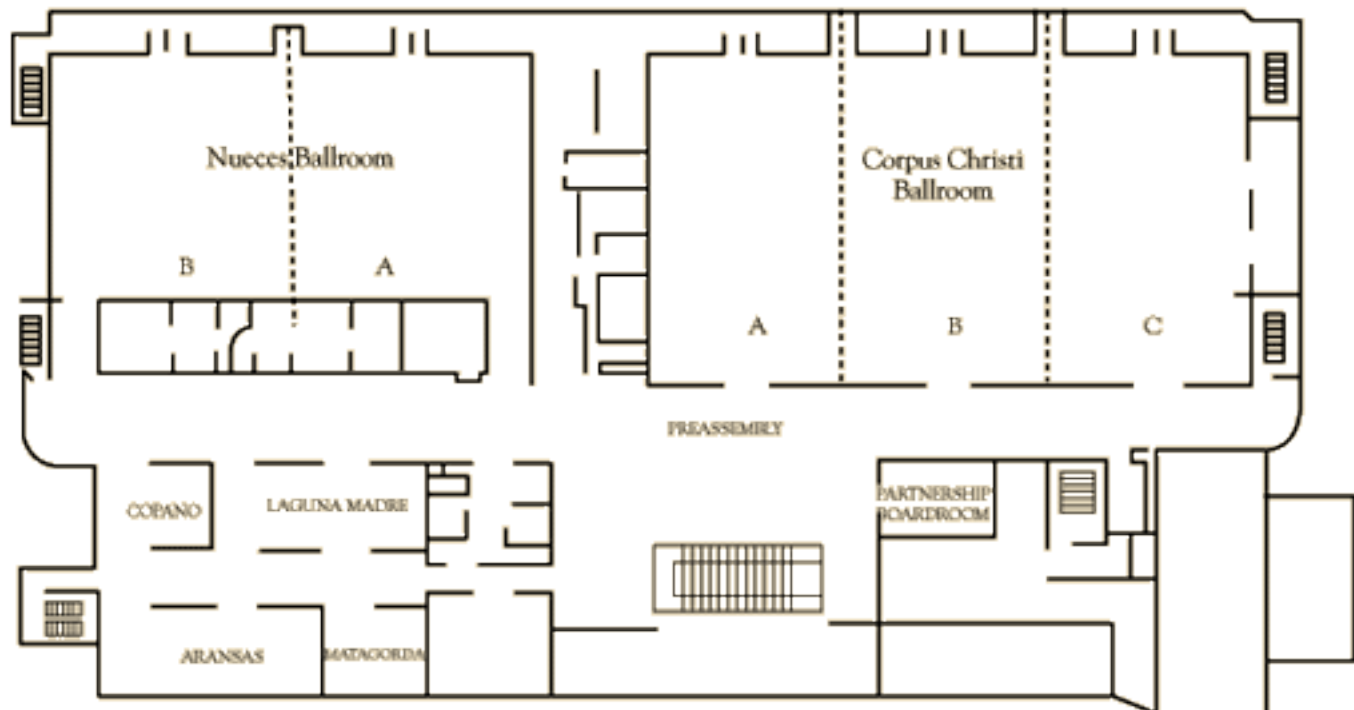
Omni Bayfront Meeting Area Floor Plan

Bayfront Tower

FIRST FLOOR



THIRD FLOOR





TAIR 2012 Program Committee

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

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Roy Matthew, University of Texas – El Paso
Kate Amorella Proff, Texas State University – San Marcos
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- Public 2-Year: Kathy Friedrich, College of the Mainland
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- Private 4-Year: Sue Herring, Baylor University
Phil Rhodes, Houston Baptist University
- Technical: Ben Cox, Texas State Technical College – Waco

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