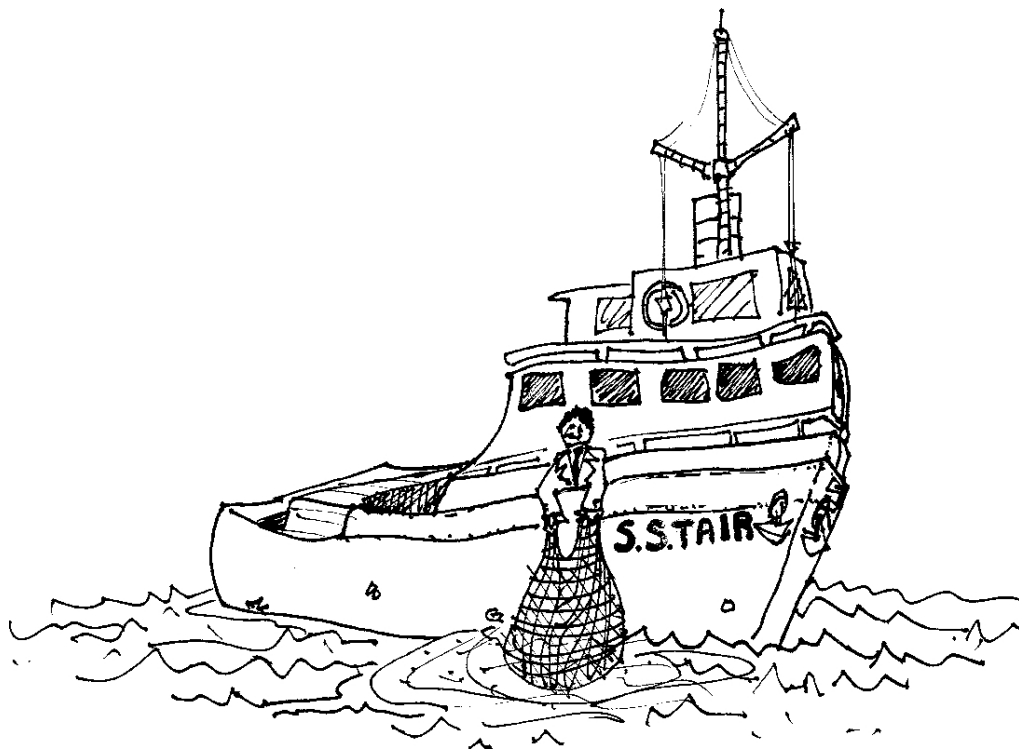


TAIR 2008: Netting Knowledge in the Gulf of Information



**Texas Association for Institutional
Research
30th Annual Conference
February 4-7, 2008
Moody Gardens Hotel
Galveston, Texas**

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Institutional Research: Netting Knowledge in the Gulf of Information

Welcome to Galveston, Texas for the 30th Annual Conference of the Texas Association for Institutional Research (TAIR). As is appropriate for our 30th anniversary, which traditionally calls for a gift of pearls in marriage, we hope to provide you with a pearl of a conference in more ways than one. Remember that our TAIR conference coincides with Mardi Gras festivities in Galveston where you will have an opportunity to gather up many faux pearls of various shapes and sizes: Thanks to a generous sponsorship from SAS Corporation, our special event will include watching the Fat Tuesday Parade along the historical area known as "The Strand" followed by a tasty seafood and chicken dinner with delicious desserts at the nearby Fisherman's Wharf restaurant.

We also think our 2008 TAIR Program Committee has put together a pearl of a program with a glowing slate of general session speakers:

Dr. Belle Wheelan, President of Southern Association of Colleges and Schools;
Dr. David Shulenburg, VPAA for Natl. Assoc. of State Univ. & Land Grant Colleges; and
Dr. Bill Smith, Executive Director of the American Statistical Association (retired).

Thanks to excellent participation by you and other TAIR members as well as dedicated efforts by our Professional Development and Program Committees, there will be a record number of sessions from which to choose: Ten pre-conference workshops, 42 concurrent sessions, 15 round tables, and 12 special interest groups. It may be hard to decide which sessions to attend, but you will have plenty to choose from.

During your free time in Galveston there will also be plenty to do and see at the nearby Moody Gardens pyramids, at eateries or novelty shops along the seafront, and in visiting the historical architecture and museums along The Strand. Bring along Glen Campbell on your iPod so you can kick back to "*Galveston, oh Galveston, I still hear your sea winds blowin'*" at a local seafront eatery or while looking out through the plate glass windows of the Moody Gardens Hotel in the evenings. Maybe we will even get some of our more talented members to honor the musical legacy of Galveston by singing some songs by Barry White or Janis Joplin while you sip on the beverage of your choice. It's bound to be a lot of fun and we look forward to seeing you in Galveston!



Ruben B. Garcia
President



Joseph M. Meyer
Vice-President/Program Chair

Program Overview

Sunday, February 3 (Pre-Conference)

4:00 p.m. - 7:00 pm.	Executive Committee Meeting
7:30 p.m. - 8:30 p.m.	Early Bird Dinner

Monday, February 4 (Pre-Conference)

8:00 a.m. - 1:00 p.m.	Registration
9:00 a.m. - 4:00 p.m.	Pre-Conference Workshops
6:00 p.m. - 8:00 p.m.	Program Committee Dinner

Tuesday, February 5

7:30 a.m. - 8:30 a.m.	Past Presidents' Breakfast
8:00 a.m. - 5:00 p.m.	Registration
9:00 a.m. - 12:00 p.m.	Pre-Conference Workshops
12:30 p.m. - 3:00 p.m.	Luncheon & General Session I
3:00 p.m. - 3:30 p.m.	Break
3:30 p.m. - 4:10 p.m.	Concurrent Sessions A
4:20 p.m. - 5:00 p.m.	Concurrent Sessions B
6:00 p.m. - 8:00 p.m.	Special Event: Fat Tuesday Parade and Dinner

Wednesday, February 6

7:30 a.m. - 9:30 a.m.	Breakfast Buffet
8:00 a.m. - 5:00 p.m.	Registration
8:00 a.m. - 8:30 a.m.	Round Table Session I
8:30 a.m. - 9:00 a.m.	Round Table Session II
9:00 a.m. - 9:30 a.m.	Round Table Session III
9:00 a.m. - 4:00 p.m.	Resource Fair
9:30 a.m. - 10:00 a.m.	Break
10:00 a.m. - 10:40 a.m.	Concurrent Sessions C
10:40 a.m. - 11:00 a.m.	Break
11:10 a.m. - 11:50 a.m.	Concurrent Sessions D
12:00 p.m. - 1:45 p.m.	Luncheon & General Session II
2:00 p.m. - 2:40 p.m.	Concurrent Sessions E
2:50 p.m. - 3:20 p.m.	Break
3:30 p.m. - 4:10 p.m.	Concurrent Sessions F
4:30 p.m. - 6:00 p.m.	Meet, Munch & Mingle: 30 th Anniversary Celebration and SIGs

Thursday, February 7

7:30 a.m. - 9:00 a.m.	Breakfast and Business Meeting
9:15 a.m. - 10:30 a.m.	General Session III
10:45 a.m. - 11:45 a.m.	SIGs
12:30 p.m. - 2:00 p.m.	Executive Committee Meeting

Invited General Session Speakers

General Session I • Tuesday, February 5 • 12:30 p.m. - 3:00 p.m.

“VSA: Accountability, Improvement, and Information”
David E. Shulenburg, Vice President for Academic Affairs,
National Association of State Universities and Land-Grant Colleges



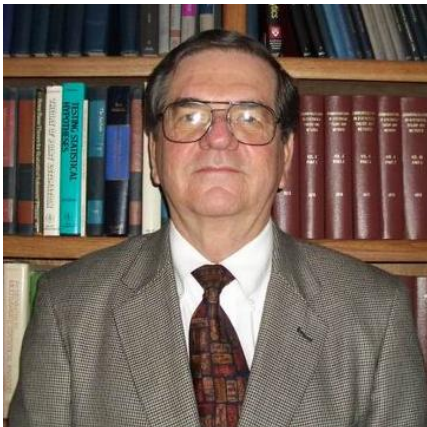
David Shulenburg's position at NASULGC is a new one for the organization. His immediate areas of concentration are on accountability and assessment in higher education. Before joining NASULGC in June, 2006, David Shulenburg was Provost and Executive Vice Chancellor of the University of Kansas. He served as the chief academic officer for thirteen years. He came to the University in 1974 as an assistant professor and currently holds the faculty rank of Professor in the School of Business. He received his PhD and Master's degrees from the University of Illinois and his Bachelor's degree from Lenoir Rhyne College. He previously served as a faculty member at Clemson University and as a labor economist for the U.S. Department of Labor.

His teaching areas are business economics and labor economics, and his most recent area of research focuses on the economics of scholarly communications. He has been active nationally and internationally as an advocate for reform in the areas of scholarly communication and academic accreditation.

He currently serves as member of the Board of Directors of the Center for Research Libraries, Commission member of the National Commission on Writing, Board member of BioOne, and Consulting Editor for Change Magazine. He was Chair of the National Association of State Universities and Land-Grant Colleges Council on Academic Affairs in 2000-2001.

General Session II • Wednesday, February 6 • 12:00 p.m. - 1:45 p.m.

“Equity Issues”
William B. Smith, Executive Director (retired), American Statistical Association



William B. Smith stepped down in 2007 as Executive Director of the American Statistical Association, a post that he held since 2001. It is the ASA Executive Director's responsibility to oversee and manage ASA efforts. ASA like any effective professional society depends on its members, whose volunteer efforts to enhance the discipline are valuable beyond measure. Along with its more than 18,000 members (a 20% increase during his tenure), it publishes nine journals (several joint with the other organizations), two magazines, has continuing education activities, large meetings, and is made up of numerous committees, chapters, and sections. ASA also has a permanent staff of thirty-eight. Now located in a newly refurbished building in Alexandria, Virginia, ASA strives to represent the statistics discipline in positive ways by actively participating in outreach efforts often with other associations from the mathematical, physical, engineering and social sciences.

William B. Smith is also Professor Emeritus of Statistics at Texas A&M University, where he was chairman of the Department for a period of nine years and served in A&M's College of Science Dean's Office for an additional nine years. Prior to the ASA, Smith was a program director in statistics at the National Science Foundation. His research interests are in the area of multivariate analysis, especially with regard to applications to industrial, educational and legal processes. He has co-authored two books and over fifty articles in statistics. He was editor-in-chief for Communications in Statistics for ten years. Smith is a Fellow of the American Statistical Association, received a distinguished teaching award (university-level) at Texas A&M University, and received the H. O. Hartley and Don Owen awards.

Dr. Smith will present statistical and labor economic techniques for conducting salary and wage studies of government and other non-profit institutions. Examples of studies conducted for non-profit associations, university faculties and a large state agency will be used for illustration. Particular emphasis will be placed on detection of illegal discrimination.

General Session III • Thursday, February 7 • 9:15 a.m. - 10:30 a.m.
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**“How the Accreditation Process Addresses Accountability”
Belle Wheelan, President, Southern Association of Colleges and Schools**



Dr. Wheelan currently serves as President of the Commission on Colleges of the Southern Association of Colleges and Schools and is the first African-American and the first woman to serve in this capacity. Her career spans 33 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.

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 recognitions 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); and the AAUW Woman of Distinction Award (2002).

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; 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.

Candidates for Election to TAIR Executive Committee

Nominees for Vice President/President Elect:



Allen Clark, University of North Texas. Dr. Allen Clark has spent the last ten years in institutional research, and currently serves as the Director of Institutional Research at the University of North Texas. Allen has been an active member of Texas Association for Institutional Research since 1999. He served as the Resource Fair coordinator for TAIR 2005 & 2006. He served on the Nominating Committee for TAIR 2006, and is serving as Round Table coordinator for TAIR 2007. Allen has served on the TAIR Professional Development Committee for the past 4 years. This past summer, he hosted the TAIR Summer Workshop Series at the University of North Texas. Allen plans to work with new TAIR members to encourage them to become active in TAIR conference participation and planning.



Pam Haws, University of Texas at Arlington. Pam joined the newly created institutional research office at The University of Texas at Arlington in 1994 as associate director and now holds the title of Associate Vice President of Academic Affairs and Director of Institutional Research, Planning and Effectiveness. She earned a BS in Psychology from Dallas Baptist University (1976), a PhD in Experimental Psychology from UTA (1983) and an MS in Counseling and Development from Texas Woman's University (1999). Pam serves on the SIS Steering Committee and the Strategic Planning Committee. In addition, she is the University's accreditation liaison to The Southern Association of Colleges and Schools (SACS). She has been a member of the Texas Association for Institutional Research since 1994.

Nominees for Secretary:

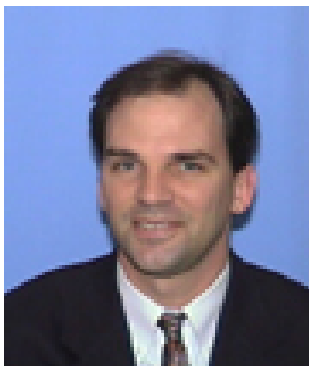


Rose Austin, Kingwood College. Rose Austin has been Dean for Institutional Effectiveness at Kingwood College for 12 years and has been a member of TAIR, SAIR, and AIR since assuming this position. She has served on TAIR planning committees including the program, conference brochure, strategic planning, and nominating committee. She has also been a conference presenter and facilitator. Her print version Fact Book has won first place several times. As Kingwood College's planning officer, Rose views both the overview and the details. If elected TAIR secretary, she will ensure timely, accurate, and comprehensive minutes and reports that reflect the business of the organization.



Trish Norman, The University of Texas System. Trish is a Research and Policy Analyst for the Office of Institutional Studies and Policy Analysis at the University of Texas System. She has a BA degree in History from George Mason University and over 15 years experience in higher education research. Prior to working at the UT System, Trish worked in the UT Austin Student Affairs Research Office where she developed a student tracking system and was involved with several research studies, including a longitudinal study of grading patterns in gatekeeping courses. At the UT System, Trish coordinates the production of the *Statistical Handbook* and contributes to the system-wide *Accountability and Performance Report* and other policy analyses. Trish joined TAIR in 2005 and gave a presentation at last year's TAIR conference on the Texas Educational Pipeline. She is currently working on an analysis of financial aid and enrollment patterns that lead to 'timely' graduation. Trish enjoys networking with other Institutional Research professionals and collaborating on studies that promote student success.

Nominees for Member-at-Large, Professional Development:



Paul Illich, McLennan Community College. Paul received his PhD in experimental psychology from Texas A&M University in 1993 and has been involved a wide range of applied research projects since that time. For the last 10 years, he has worked in the areas of institutional research and planning at McLennan Community College in Waco. During this time, he has been an active member of TAIR and has conducted several SPSS workshops and round table sessions at the annual conferences. Most recently he conducted TAIR workshops on the publication process and program review. At this TAIR conference he will conduct a presentation on promoting the use of information by taking calculated risks with institutional research data. Paul believes TAIR provides an excellent opportunity for IR professionals to expand their knowledge and skills and to share their areas of expertise.



Susan Thompson, Texas State University-San Marcos. Susan is a research analyst in the Institutional Research Office at Texas State University-San Marcos. She worked in IR at Texas State previously (1993 to 1997) and rejoined the IR office in 2005 after spending eight years focusing on student affairs research. Susan has been an active member of TAIR (1993 to 1997 and 2005 to present) and AIR (2001 to present), making many presentations and serving in volunteer roles, and she believes strongly that professional development opportunities enrich and inform our institutional research work. Susan earned an MAIS with a major in Applied Sociology and a BA in Anthropology from Texas State.

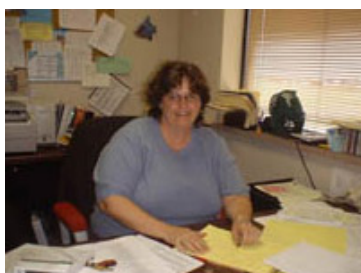
Candidates for the Nominating Committee



Gabriela Borcoman, Texas Higher Education Coordinating Board - Austin. Gabriela is Senior Program Director for Planning and Accountability at Texas Higher Education Coordinating Board (THECB). Prior to working for THECB she was affiliated with Dallas County Community College District, working in various of its colleges. She is a member of TAIR and AIR. For the last seven years Gabriela has been an active member of TAIR, as a presenter and a moderator. For several years, she has been a member of the Program Committee, being in charge of creating and distributing the annual TAIR conference brochure. Gabriela holds a PhD in Higher Education Administration with a cognate in Community College Leadership, MS in Human Development and Childhood Disorders, and a Doctor of Medicine degree.



Brenda Cole, South Texas College. Brenda S. Cole, PhD, is the Director of the Office of Institutional Research and Effectiveness at South Texas College (STC). She has worked in institutional research and effectiveness since 1998, and leads the institution in the integration and improvement of research-based institutional planning and assessment processes. The primary purpose of her work is to improve student success at STC, a level II community college of over 20,000 students, 95% of whom are Hispanic. She earned her Bachelor's Degree from Indiana Wesleyan University in Christian Education, her Master's Degree from Texas A&M Kingsville in Adult Education, and her Doctorate of Philosophy in Educational Human Resource Development from Texas A&M College Station. Dr. Cole has eleven years of work experience as an operations manager in a national wholesale distributing company and she has also taught in elementary, secondary and higher education. Her research focus has been on Hispanic student success in both face-to-face and distance courses in higher education.



Cheryl Grefenstette-Moon, Texas A&M University of Galveston. Cheryl is the Executive Director of Enrollment Services for TAMUG and works closely with the Student Relations, Admissions, Records, Registration, Financial Aid and Institutional Reporting departments. She has over 18 years experience in Higher Education and has been responsible in some part for institutional research during those times. Cheryl has been a member of AIR and TAIR and appreciates the excellent networking and mentoring TAIR members enjoy. Cheryl is currently working on her EdD in Higher Education Administration at the University of Houston focusing on Admissions Criteria and has presented similar data during several Access and Equity Conferences. She holds an MBA specializing in International Business from the University of Dallas and a BA in Political Science with a Business Administration minor from the University of Texas at Arlington.



Jo Lynn Loyd, Amberton University. Jo Lynn is Vice President for Strategic Services at Amberton University in Garland. In her position she is responsible for all strategic planning and control function of the Amberton, serves as the chief research officer for the University and maintains, supports, and develops computer support programs relative to strategic planning functions. She has been employed by Amberton since 1984. Dr. Loyd has been a member of TAIR for almost 20 years. As a member she has served on the program committee, the audit committee, and the committee for nonprofit status for TAIR. In her tenure at Amberton University she has directed three university reaffirmations as well as served on numerous SACS peer committee visits.



Mrinal Mughd, University of Texas at Brownsville and Texas Southmost College. Mrinal is the Director for Institutional Research and Planning at the University of Texas at Brownsville and Texas Southmost College (UTB/TSC). Prior to joining UTB/TSC, Mrinal served as the Director of Institutional Research for State University of New York Empire State College in Saratoga Springs. He also served as an Institutional Planner at the University of Wisconsin System Administration. Mrinal has consulted with many companies and State agencies including The Blue Cross Blue Shield United of Wisconsin, EDS, Innovative Resource Group, and the Wisconsin Department of Health and Family Services. He has presented and published at NEAIR, AIR, and AAHE and has served on different AIR and TAIR committees. Mrinal received his BS (Honors), MS, and PhD in Anthropology from Delhi University in India, and his MBA from the University of Wisconsin-Whitewater.



Lawrence J. Redlinger, The University of Texas at Dallas. Lawrence (PhD, Northwestern University) is a Professor at The University of Texas at Dallas and Executive Director for Strategic Planning and Analysis—a position he has held since June 1997. He is responsible for: planning and institutional analysis including the academic, administrative and financial components of the University; identifying and researching trends and circumstances that affect higher education policies; implementing comprehensive institutional planning and research to support the university's strategic plan; and recommending resource allocation based on institutional objectives. Prior to this appointment Dr. Redlinger was Associate Provost. His research interests focus on the often complex and unanticipated relationships between structure, process, behavior and change dynamics. This includes demographic change, complex systems, organizational change and personal change in adult life. Current research is focused on the factors that influence 4-5-and 6-year graduation rates. Dr. Redlinger currently serves on the TAIR Data Committee. Besides TAIR and AIR, Dr. Redlinger is active in SAIR and RMAIR.



Bishar Sethna, Lamar State College – Orange. Bishar has been the Coordinator of Institutional Research at Lamar State College – Orange since 1994. He has been a member of TAIR since 1995 and has served on the 2002 and 2003 TAIR program committee as chair of evaluations and concurrent sessions respectively.



Fonda Vera, Richland College. Fonda is Dean of Planning and Research for Institutional Effectiveness at Richland College. She holds a BA degree in History and a MA degree in Urban Affairs from the University of Texas at Arlington. Fonda has worked with the Dallas County Community College District doing institutional research for 27 years and for the past 12 years she has worked at Richland College as Dean of the Office of Planning and Research for Institutional Effectiveness.

Mark your calendar for TAIR 2009 in *Lubbock* -- home of Texas Tech, Buddy Holly, unique shopping, dining and a legendary ranching and music heritage.

March 2-5, 2009 at Holiday Inn Park Plaza





Monday, February 4

8:00 a.m. - 1:00 p.m.

• Registration •

Hotel Lobby

9:00 a.m. - 4:00 p.m.

• Pre-Conference Workshops •

UT Medical Branch

Transportation to and from the Pre-Conference Workshops at U.T. Medical Branch (UTMB) will be provided through the Galveston Limousine Service. Those attending workshops will gather in the Moody Gardens Hotel lobby to board a bus no later than 7:45 a.m. for the morning workshops and 12:30 p.m. for afternoon workshops. The bus will also provide return transportation to the hotel at the end of the morning and afternoon sessions. There will be no additional charges to TAIR members for transportation to and from UTMB for the workshops.

Coffee, tea and pastries will be available to those attending the morning workshops, and lunch will be served to those who are registered for a day-long workshop or two workshops (morning and afternoon) at no additional cost.

(W1) IPEDS Workshop for Beginners

Time: 9:00 a.m. – 12:00 p.m.

Presenters: Darline Morris, Texas State Technical College – Waco and
Paula Cox, Rice University

Location: UTMB Moody Medical Library, Second Floor

This workshop will be an introduction to NCES/IPEDS data and the tools developed to access the data through the Peer Analysis System (PAS), the Executive Peer Tool (ExPT), and the College Navigator. The latest changes introduced by NCES/IPEDS including the new race/ethnicity categories will also be covered and participants will have the opportunity to practice hands-on exercises. Thirty internet-ready computers will be available.

(W2) Building a Balanced Scorecard

Time: 9:00 a.m. – 4:00 p.m.

Presenter: Jan Lyddon, San Jacinto College

Location: UTMB Rebecca Sealy, 1.504

Through this all day workshop, participants will get a basic understanding of balanced scorecards, some of the key components and methods for their development. These include 1) a basic understanding of Balanced Scorecards, Dashboards, KPIs and Strategy Maps; 2) Key Performance Indicators; 3) Roles of leaders and IR in building a scorecard; and 4) Components of an implementation plan for a scorecard.



(W3) IPEDS Workshop for Advanced Users

Time: 1:00 p.m. – 4:00 p.m.

Presenters: Darline Morris, Texas State Technical College – Waco and
Paula Cox, Rice University

Location: UTMB Moody Medical Library, Second Floor

This workshop will provide the audience with an update on the IPEDS data collection system and the new Peer Analysis System (PAS). It is designed to provide the target audience with knowledge of the complexity of IPEDS data and the skills needed to design analyses and produce customized reports using the advanced capabilities of PAS. Participants will have the opportunity to practice hands-on exercises. In addition, this workshop will provide advanced training on the knowledge and skills needed to produce customized datasets and to download entire IPEDS survey data files using the Dataset Cutting Tool (DCT). After identifying the desired variables, users will select, generate, and download the appropriate datasets and documentation files. Users will then be able to import and analyze these data in the statistical software package of their choice.

(W4) Taking a Pivot Table for a Spin

Time: 9:00 a.m. – 12:00 p.m.

Presenter: Leroy Philbrook, University of Texas-Pan American

Location: UTMB SAHS/SON LRC, Lab 2, First Floor

This workshop is a stimulating hands-on training session on using Excel Pivot Tables in the preparation of data for descriptive statistical analysis in IR. We will utilize simulated student enrollment data to create the Enrollment (B1) and Ethnicity (B2) elements for the Common Data Set. If time permits, we will use a simulated faculty roster to create Faculty Information (I1).

(W5) Statistical Methodologies for Institutional Research

Time: 1:00 p.m. – 4:00 p.m.

Presenter: Leslie Odom, University of North Texas

Location: UTMB SAHS/SON LRC, Lab 2, First Floor

Institutional research offices often conduct statistical analyses or provide statistical consulting services to the college/university community. Statistical procedures such as correlation and regression are very useful for the IR professional's knowledge base. This workshop will revisit some of the more common topics and procedures applicable to the IR field. This workshop will focus on the following items for discussion: 1) a brief review of descriptive statistics; 2) bivariate correlations (basic parametric and non-parametric procedures); 3) multiple linear regression; and 4) factor analysis (with an emphasis on exploratory factor analyses). Additional statistical methodologies may be discussed if time allows. An institutional data file typical of most IR offices will be used for all statistical examples. Data analyses will be conducted using SPSS. Copies of hand-outs, data files, and SPSS syntax files will be provided to workshop participants.



Monday, February 4

(W6) Office Management for Institutional Research

Time: 1:00 p.m. – 4:00 p.m.

Presenters: Thomas Corll, Central Texas College and
Tessa Matthews, Wharton County Junior College

Location: UTMB Rebecca Sealy, 1.508

Limited resources continuously challenge the IR staff when tasked with providing information to both internal and external customers. Despite limited resources, institutional research offices are expected to disseminate useful information in a timely manner. This module discusses proven management techniques that will assist the IR professional in managing projects and finding an appropriate balance among competing priorities. Through the use of time management techniques, task prioritization skills, and GANTT charts the aim will be to provide participants with useful time-management tips and organizational techniques relevant to any IR office regardless of size or function.

Election ballots will be distributed and collected during the Wednesday Luncheon & General Session II. Look for your ballot there and be sure to vote for the candidates of your choice!



Tuesday, February 5

8:00 a.m. - 5:00 p.m.

• Registration •

Hotel Lobby

9:00 a.m. - 12:00 p.m. • Pre-Conference Workshops • 1st Floor Meeting Rooms

(W7) Mail and Internet Surveys: Words of Wisdom, Tips and Tricks

Time: 9:00 a.m. – 12:00 p.m.

Presenter: Susan Thompson and Richard Batey, Texas State University-San Marcos

Location: Vine 2

As institutional researchers, we are often asked to develop surveys or serve as survey experts on our campuses, yet many of us have not received formal training in social research methods. This workshop will present basic information about selecting appropriate survey methods and developing instruments, with a special emphasis on writing and formatting questions for online surveys. The presenters will share tips and tricks gleaned from survey research literature and from their own experiences in developing survey projects for a large public university.

(W8) Writing and Presenting IR Results

Time: 9:00 a.m. – 12:00 p.m.

Presenter: Rick Leyva and Karen Laljani, El Centro College

Location: Salon F

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, based on the train the trainer workshop by Cliff Adelman last year, will cover writing and presentation techniques based on the work of Cliff Adelman, Edward Tufte and AIR best presentation awards. The presenters will also share tips and tricks gleaned from their own experiences and research on best practices. Participants will have an opportunity to practice by developing a summary report with data presented at the workshop.

Past Presidents' Breakfast
(By Invitation Only)

Tuesday, 7:30 a.m. - 9:00 a.m.
Shearn's Restaurant, 9th Floor

TAIR past presidents are invited to breakfast to share camaraderie and discuss strategic direction and new initiatives for TAIR.



Tuesday, February 5

(W9) Introduction to Data Mining

Time: 9:00 a.m. – 12:00 p.m.

Presenter: Tom Bohannon, SAS Corporation

Location: Salon G

Data mining can be defined as advanced methods for exploring and modeling relationships in large amounts of data. Data mining has been used by universities in a number of applications, including but not limited to enrollment management, retention and graduation analysis, donation prediction, and faculty retention to mention a few. This workshop will give you an overview of the data mining process and will introduce Enterprise Miner – the SAS solution for data mining – with an emphasis on predictive modeling. The example used will focus on donor modeling.

(W10) Newcomers to Institutional Research and Planning

Time: 9:00 a.m. – 12:00 p.m.

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

Location: Vine 1

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.



Tuesday, February 5

12:30 p.m. - 3:00 p.m.

• Luncheon & General Session I •

Ballroom E

Sponsored by Inquisite

“VSA: Accountability, Improvement, and Information”

David Shulenburg, Vice President of Academic Affairs,
National Association of State Universities and Land-Grant Colleges (NASULGC)

The last time we checked,
Survey Support Technician
was not your job title.

Inquisite's industry leading **Survey System** is powerful enough to gather critical data, yet easy enough to be deployed across various departments. The result? You'll have more time to do your job as the hub of data gathering efforts. Perhaps you can use the time to drive best practices in data collection throughout the institution... or just get a chance to breathe. Whatever you do with your extra time, Inquisite is sure it will be better spent than acting as technical support for disparate survey tools!

Contact us today to see how consolidating your survey efforts can help you do your job more efficiently.

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3:00 p.m. - 3:30 p.m.

• Break •

Foyer

Coffee, tea and water will be available.



Tuesday, February 5

3:30 p.m. - 4:10 p.m. • Concurrent Sessions A • 1st Floor Meeting Rooms

(A1) Moving from Program Assessment to Core Curriculum Assessment

Presenter: Vicky Putman, Collin County Community College District

Facilitator: Rick Leyva, El Centro College

Location: Vine 1

Increasing emphasis on general education student learning outcomes made administrators at one community college aware of a need to modify its tradition of assessing academic programs separately. A new assessment process was designed around student learning outcomes and a holistic approach to general education. Faculty members will analyze cross-sectional and longitudinal data at multiple levels and address applicable SACS and THECB standards. Issues and recommendations raised by the assessment will feed into the College's annual strategic planning process. A similar template will be used to redesign assessments centered around student learning outcomes for workforce education programs and service units.

(A2) Effective Practice with Entering Students: the Survey of Entering Student Engagement

Presenters: Angela Oriano-Darnall and Courtney Adkins, CCSSE, University of Texas at Austin

Facilitator: Janet Beinke, Texas Higher Education Coordinating Board

Location: Vine 2

This session will provide an overview of The Community College Survey of Student Engagement's newest survey, the Survey of Entering Student Engagement (SENSE). SENSE focuses on the entering student experience and is designed to be administered during the fourth and fifth weeks of the fall academic term. Session facilitators will discuss the rationale for the survey, provide a brief overview of the survey instrument, including sampling frame and administration timeline, and discuss how your college can request to participate in the 2008 Field Test of this exciting and important new survey. College participants from the fall 2007 SENSE pilot will be invited to share their experiences.

(A3) Convolutions of a Faculty Salary Equity Study

Presenters: Michael Tumeo and John Kalb, Southern Methodist University

Facilitator: Maureen Croft, University of Houston

Location: Salon F

Many institutions are concerned about equity in faculty salaries, especially those of gender. Studies consistently demonstrate gender inequity in salary distributions with female salaries lagging behind those of their male counterparts. Attempts to understand these inequities have yielded several contributing variables that need to be considered, including, faculty instructional discipline, rank and tenure, and length of time in the field or the institution. The current study conducted at SMU attempted to explore gender equity using several graphical and statistical techniques. Pros and cons of these techniques will be explored as well as considerations and limitations for future study.



Tuesday, February 5

(A4) Raising your IQ on BI: How Business Intelligence Impacts Institutional Research

Presenters: Martha Oburn, North Harris Montgomery Community College District and
Faron Kincheloe, Baylor University

Facilitator: Evilu Pridgeon, The Art Institute of Dallas

Location: Salon G

Business Intelligence tools are emerging as new ways colleges and universities can approach institutional research. However, these implementations can be expensive and complex. Many questions need to be addressed, including how the tools will be used, what institutional resources will be needed, and how projects will be developed and deployed. The presenters will approach the topic from the perspectives of a private 4-year university and a public community college. Each will provide insight as to how these tools are being used on campus. Sample projects will be demonstrated.

(A5) Satisfaction at Cy-Fair College: Is the College "Closing the Gap" with Minorities?

Presenter: Steven Tran, Cy-Fair College

Facilitator: Paula Cox, Rice University

Location: Salon H

Few discount the importance in closing the education gap with minorities. According to students surveyed in both the 2004 and 2006 Cy-Fair Student Profile Survey, Cy-Fair College appears to be doing that job regarding satisfaction. Approximately 45 percent of students in the survey state they were "very satisfied" with Cy-Fair College. Comparably, the national average is approximately 31 percent. The proportion is magnified at the College's main branch at Barker-Cypress with at least 55 percent of students saying they are "very satisfied," almost double the national average. Ethnicity and alternative explanations affecting level of satisfaction at the College are considered.

(A6) Tips to Handle a Complex Data Request/Report with Less Anxiety

Presenter: Salma Ferdous, University of Texas at San Antonio

Facilitator: Sam Stigall, University of Texas at Arlington

Location: Ivy 1

Any institutional research office often gets complex requests from different sources. The IR office is obligated to provide quality information, research, and analysis that institutional leaders can use to make sound decisions and to take a proactive stance on current higher education issues. After receiving a multifaceted data request from our automated data request process, we follow certain steps to get the data from various data sources, manipulate data as needed and produce necessary reports with less anxiety. TAIR members, especially analysts, would benefit by developing guidelines for handling complex data requests and reports more analytically.



Tuesday, February 5

(A7) Conducting Alumni and Employer Surveys

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

Facilitator: Linda Perez, University of the Incarnate Word

Location: Ivy 2

Both alumni surveys and employer surveys are helpful for determining program outcomes. Alumni surveys can be helpful for improving educational programs and guiding planning efforts. Employer surveys are useful for learning about the job performance of graduates and possible areas of weaknesses. This concurrent session will cover survey design, distribution, analysis, and reporting. It will discuss how to use the surveys together to get the information you want. Sample surveys will be available for review.

4:20 p.m. - 5:00 p.m. • Concurrent Sessions B • 1st Floor Meeting Rooms

(B1) Community College Faculty and Staff "Tell It Like it Is"

Presenter: Georgia Sinclair, El Paso County Community College District

Facilitator: Paul Illich, McLennan Community College

Location: Vine 1

Like most community colleges, EPCC has had its ups and downs. When Dr. Richard Rhodes began leading the College, staff and faculty morale was extremely low. The College had gone through years of cabinet level in-fighting and multiple presidential turnovers. Weariness and depression were quite high. Dr. Richard Rhodes' leadership, with the support of his cabinet, turned depressed and disgusted faculty and staff into one of the best higher education teams in the U.S., one able to handle exploding student enrollment with grace and expertise. The EPCC Employee Survey Shows how perceptions changed between Spring 2001 and Spring 2007.

(B2) Assessment and IR: Transitioning to WEAVEonline

Presenter: Thereisa Coleman, Huston-Tillotson University

Facilitator: Pam Haws, University of Texas at Arlington

Location: Vine 2

For over three years, Huston-Tillotson University has used the ARIES Online System to measure institutional effectiveness. To increase the efficiency of institutional assessment, the university is transitioning to WEAVEonline, an online assessment management system. Come learn about the process of one university's transition to an integrated assessment management system. This presentation will provide an overview of the costs and benefits of changing assessment systems, lessons learned along the way, as well as an overview of effective assessment plans in colleges and universities. There will also be a brief demonstration of how to create an assessment plan using WEAVEonline.



Tuesday, February 5

(B3) The CCSSE-Texas Small Colleges Consortium: Working Together to Improve Student Success

Presenters: Erika Glaser and Courtney Adkins, CCSSE, University of Texas at Austin

Facilitator: Claire Gauntlett, Cedar Valley College

Location: Salon F

This session will provide an overview of the Community College Survey of Student Engagement (CCSSE) Texas Small Colleges Consortium, a group of 29 Texas community colleges that joined CCSSE in 2004 and 2005 to gain valuable information about the engagement, learning, and retention of the students they serve. The colleges gathered and reviewed baseline data in their first year of participation, sought to implement necessary changes for improvement the following year, and then administered follow-up surveys in 2006 or 2007. After a look at the data collected over the last four years, two representatives from consortium colleges will discuss ways in which CCSSE results have been used for improvement efforts on their campuses.

(B4) Business Intelligence at Tarleton State University: The Efficiency of Self-Service

Presenters: Lauren Morton, Tarleton State University and
Tim Beckett, Information Builders

Facilitator: Eugene Pond, Dallas Theological Seminary

Location: Salon G

What are the enrollment numbers? How are we doing on retention? After a migration to Banner, one of the issues to be addressed at Tarleton State University was identifying the most efficient way for users to get ad hoc answers from Banner and other data sources. This session will address the Business Intelligence approach that was selected and why. We will demonstrate how internal and external users get those answers today, in the report output formats that make sense to them, using WebFOCUS by Information Builders.

(B5) CUPA Administrative Salary Analysis for Your President

Presenter: Allen Clark, University of North Texas

Facilitator: Kate Amorella, Texas Woman's University

Location: Salon H

What do you do when your president wants administrative salary comparison data for your peer institutions? CUPA Administrative Salary Survey data can be right at your fingertips. This presentation will walk you through the data gathering process using CUPA Data-On-Demand. You will receive a recommended data format and will discuss SAS/SPSS coding to help get you what your president will appreciate.



Tuesday, February 5

(B6) Using Baldrige Discipline to Improve Through Benchmarking and Environmental Scanning

Presenters: Fonda Vera and Bao Huynh, Richland College

Facilitator: Mary Elkins, Texas Tech University

Location: Ivy 1

This session will describe how one college used the discipline gained from the Malcolm Baldrige criteria to benchmark and scan the environment more effectively. Specific examples of benchmarking inside and outside of higher education will be discussed as well as the use of a business model to increase the college market share in dual credit, distance learning and transfer courses. The presenters will discuss options for benchmarking when funds are unavailable and guidelines for selecting benchmark institutional profiles. Session presenters will discuss the difficulty of overcoming institutional resistance to benchmarking and methods used to address this issue.

(B7) Making Data Functional

Presenters: Gabriel Rensch, CCbenefits Corporation and
David Andrus, Del Mar College

Facilitator: Kerri Ford, Texas Tech University

Location: Ivy 2

In our information age, researchers are bombarded with a myriad of data sources that vary widely in quality and usefulness for specific applications and geographies. This situation can be frustrating for the institutional researcher seeking a specific set of relevant data. This presentation will outline methods and tools utilized to aggregate and harmonize multiple data sources that are selected specifically for college needs. In addition, the presenters will demonstrate a web-based interface that accesses the data in an intuitive way to inform strategic planning, environmental scanning, program development, and labor market analysis.



Tuesday, February 5

6:00 p.m. - 8:00 p.m.

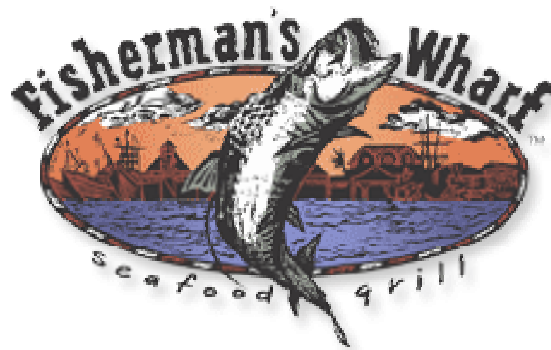
• TAIR Special Event •

Fat Tuesday Parade and Dinner

Sponsored by SAS



The TAIR Special Event this year will begin with the Fat Tuesday Parade along the famous "Strand" in Galveston. Buses will depart at 6:00 p.m. from the Moody Gardens hotel lobby and transport TAIR members to the parade route where a festive, though tamer, version of the famous Fat Tuesday Parade of the Mardi Gras celebration of New Orleans will take place. Beads will be provided to all TAIR members who attend, but bring your own mask if you want to truly get into the lively spirit of the evening. After the colorful parade, TAIR members will stroll about a block to the Fisherman's Wharf restaurant for a banquet of seafood and chicken entrees with delicious side dishes and desserts. Buses will pick up TAIR members at the restaurant and return them to the Moody Garden's Hotel after dinner.



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Wednesday, February 6

8:00 a.m. - 5:00 p.m.

• Registration •

Hotel Lobby

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

• Breakfast & Round Tables •

Ballroom E

Sponsored by WEAVEonline

A breakfast buffet will be served in the foyer from 7:30 a.m. until 9:30 a.m. Three back-to-back 30-minute Round Table sessions begin at 8:00 a.m. with each topic presented at all three sessions.

Feel free to move from one table to another during each of the 30-minute sessions.

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Wednesday, February 6

(R1) Student Learning Outcomes: What Does SACS Really Want?

Presenter: Paul Illich, McLennan Community College

This round table will include a detailed discussion of one approach to assessing student learning outcomes at the program level. The discussion will include details on how the process is designed to fit the intent of the measures and standards outlined by SACS while fitting the culture of the institution. The process to be discussed at this round table is faculty-driven and focuses on creating a seven-step approach that emphasizes faculty flexibility and creativity at the course level. The actual outcome assessment occurs at the program level and incorporates an evaluation of the college's core curriculum. Participants are encouraged to share their opinions on program level student-learning outcome assessment.

(R2) Fact Book Essentials and Challenges

Presenter: Sheena Sharma, M. D. Anderson Cancer Center

Fact books are an essential part of the Southern Association on Colleges and Schools (SACS) accreditation/reaccreditation process. From fall 2007, colleges and schools undergoing a SACS visit will be required to have an on-line link to their fact book. This round table will provide an overview of fact book essentials, different looks for on-line and hardcopy versions of the fact book, and challenges faced in obtaining data for the fact book. This will be an interactive sharing session and participants are encouraged to bring a copy of their fact book and share their experiences and tips for creating a fact book.

(R3) Handling & Improving Survey Response Rates

Presenter: Tad Pfeifer, College of the Mainland

Join in a discussion on survey response rates (paper – mail out, paper – in class, web – distance education, web – email survey). With administrative personnel wanting to know the “Why’s” and “Where’s” of our pool of possible students, we have been facing the challenge of collecting valid, representative information from groups such as non-enrolled applicants and non-returning students. These groups are large and consist of what may be “least-likely to respond” groups. Join in if you are interested in sharing and learning techniques being used by other institutions to ensure that data collected is useful and representative of the target group.

(R4) Deploying the Plan

Presenter: Gloria Washington, Richland College, Dallas County Community College District

No matter how excellent the strategic plan, it is not effective if it is not deployed throughout the institution. The challenge is always to help employees become familiar with the plan and engage their participation. Examine one method used to educate and involve every employee with the strategic plan.



(R5) Family Income and Persistence

Presenter: Maureen Croft, University of Houston

A cohort of 2,911 freshman students receiving financial aid was studied longitudinally over 3.5 years using survival analyses techniques. Persistence was graphed for three family income groups using Kaplan Meier survival curves and tested using Log Rank tests. No differences were found in the survival curves among family income groups, suggesting that, for this population, economic resources do not initially impact the rate in which students re-enroll; although, some literature links economic resources with graduation rates. The goal of the round table will be to facilitate discussion about methodology, possible contributing factors, and possible conclusions to be drawn from the research.

(R6) Where Does The Time Go? -- Planning and Calendaring for the Small Staff Office

Presenter: Amy Bawcom, University of Mary Hardin-Baylor

When your staff consists of just yourself or yourself and one to two others, there never seems to be enough time. Come join this discussion about strategies that can help you create effective ways to calendar and plan for all of the responsibilities that you have. Share and listen to streamlining and time management techniques that can help you accomplish more in less time! Sponsored by the OPIRO (One-person IR Offices) SIG, this round table will be most beneficial to IR offices with smaller staffs.

(R7) Students: A Resource for Institutional Research

Presenter: Elizabeth Fisher, University of North Texas

As we expand our horizons in institutional research, it is possible, if not probable, that our resources will stay the same. One might wonder, "Where will we find the time or the funding to accomplish our goals?" A frequently overlooked resource is the student body. Whether an entire class lends a hand in completing one IR project, or a single student gains experience working on many, both parties will benefit. I will discuss how the IR office at UNT set up the internship, selected a student intern, and the mutually beneficial experience that resulted.

(R8) "New" PREP -- Online Queries of Coordinating Board EDC Data Collections

Presenter: Kathy Cox, Texas Higher Education Coordinating Board

In May 2007, the new PREP Online server-based query facility replaced the previous mainframe application. New PREP preserves access to the data elements that were in PREP, with enhancements: Fewer layers or "clicks" to retrieve data; choices of output formats -- HTML, PDF, and Excel; selection options for systems, districts, or multiple distinct institutions in one query; additional years of historical data online; statewide summaries by higher education sector; queries that replicate Statistical Report pages, with access to multiple years in one query; and access to data elements and EDC data collections that previously were not available online.



(R9) Best Practices in Institutional Research

Presenter: Danica Frampton, St. Edward's University

Is there a question or topic that you would like to discuss with other TAIR members? Wondering how others have handled similar situations? Concurrent sessions are a great way to learn about a variety of IR topics, but sometimes we just need a little bit of information on a topic not covered. This open topic round table will provide an opportunity to discuss issues important to you and other members and to share solutions as well as current best practices in institutional research. Members are encouraged to bring their questions and experiences to share with colleagues.

(R10) Automate Your Course and Faculty Evaluation Process from Beginning to End

Presenter: Craig Russell, Scantron Corporation

Why automate surveys and evaluations? See how easy it is to automate the time-consuming process related to surveys and evaluations. Scantron's solutions are designed to minimize your efforts. In this presentation we will review how to: 1) Save manpower, time and money by uploading your course and instructor information from systems such as Banner, WebCT, DataTel and others into Class Climate; 2) Utilize both paper and online surveys; 3) Efficiently report in a PDF format that is immediately available; 4) Distribute results via e-mail; 5) Capture handwritten comments in a comment report; and 6) Print your own forms. Come see how others are managing the process.

(R11) Bridging the Information Gap -- Pubs and Processes to Meet Client Needs

Presenter: Cathi Chambers, Texas Woman's University

With a variety of publication formats and data processing techniques, the IR office can provide for the varying needs of the campus community and save time processing 'ad hoc' requests. Whether the user requires online access to detailed information or fast facts in a catchy brochure, the IR office can anticipate and provide for those needs in a variety of ways. This discussion will provide examples of published media, both hard and soft, as well as an overview of the data generation programs that make quick work of data requests.

(R12) Diagnose the Maturity of Your Institutional Effectiveness Process

Presenter: Susan Griffith, The University of Texas-Pan American

TAIR sponsored Susan Griffith's attendance at the 2007 AIR workshop "The Next Step Toward Institutional Effectiveness: Aligning the Planning Process and Institutional Assessment Program". A key tool demonstrated was the "Institutional Effectiveness Diagnostic". This tool uses nine criteria to rate an institution's institutional effectiveness implementation along a continuum from "beginning" to "maturing" stages of implementation. Susan will share this tool with round table participants and ask them to informally rate their institutions in a mock exercise. The real results gathered at your institution can be used to better understand where you are succeeding as well as where there are opportunities for improvement with respect to institutional effectiveness.



(R13) Deploying the Estudios Enterprise System at Sam Houston State University

Presenter: Devesh Koirala, Sam Houston State University

The presenters will discuss and answer questions about expected vs. unanticipated problems and steps involved in deploying the Estudios Enterprise system at SHSU. The discussion will include: 1) Preparing and cleaning university core data which is not in a database, not centralized, nor in a standardized format; 2) Setting up our own Institutional Research database (IRD) in lieu of the non-existent university database; 3) Writing multiple procedures and functions to extract data from multiple tables in IRD in accordance with required Estudios database formats; 4) Losing key personnel due to frustrations over Computer Services requirement that its staff manage the SQL server and that the server be accessible to the IR office only over the network, with insufficient network privileges to install required service packs for the Analysis Server, or to backup and restore the database, etc.; 5) Running a trial of the ZETL program using only current semester data and incurring problems due to lack of sys-admin privileges required in that process; 6) Testing output generated by Estudios Enterprise against the source; 7) Repeating steps 3 through 6 with a full set of multi-semester, multi-year data; 8) Demonstrating Estudios to executive users for whom it was especially intended to benefit; 9) Negotiating the means to regularly maintain and update data in Estudios in cooperation with external network and server system administrators; and 10) Developing programs to make use of the Estudios interface as front-end for user-friendly, interactive reports that draw data from the IRD in addition to the Estudios databases.

(R14) Facts for Grants

Presenter: Salma Ferdous, The University of Texas at San Antonio

To aid grant writers in putting their best foot forward, we created an online document combining multiple sources of information, reflecting the health of the University. The online format allows the user to select facts needed to justify or strengthen their grant request. We compiled statements highlighting UTSA's standing in comparison to peer institutions; programs receiving local, state, or national attention; significant achievements; or recognition of our faculty and students. This presentation provides useful ideas to TAIR members allowing them to show the significance of their programs and accomplishments or the challenges that they face as an institution.

(R15) A Quasi-Experiment of the Impact of Financial Aid on Persistence: Implications for Enrollment Management & Financial Aid Policy

Presenter: Joseph Schlichting, North Harris Montgomery Community College District

As a participant in the national Achieving the Dream initiative, Cy-Fair College conducted a quasi-experiment to show the impact of financial aid on student persistence. Although the "gold standard" for experimental research utilizes randomization of subjects to evaluate program impact, quasi-experiments can also provide useful program evaluation. This particular study uses an Interrupted Time-Series design, and also Multiple Time-Series design. Study results shed light on approaches to enrollment management regarding financial aid awards that can increase student persistence rates, and also increase a college's total contact hours taught. This study also has implications for state and federal aid policy.



Wednesday, February 6

9:00 a.m. - 4:00 p.m.

• Resource Fair •

Salons A, B, C

Stop by and visit with our Resource Fair participants at any time between 9:00 a.m. and 4:00 p.m., but especially during the morning and afternoon breaks.

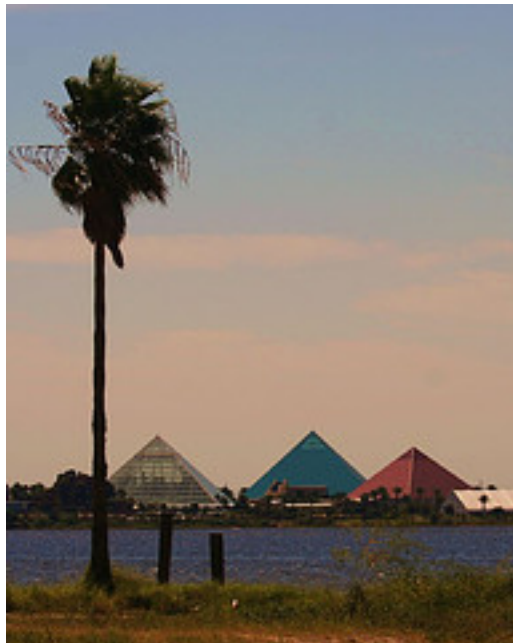
9:30 a.m. - 10:00 a.m.

• Break •

Foyer

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Enjoy a snack and a soft drink or tea while catching up with your IR friends and colleagues. This is a great time to visit the Resource Fair!



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See our TAIR website for presentation details and an online demo :

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Michael Nguyen

mnguyen@zogotech.com



10:00 a.m. - 10:40 a.m. • Concurrent Sessions C • 1st Floor Meeting Rooms

(C1) Assessment That Makes Sense: Synthesizing and Measuring Educational Competencies

Presenter: Eugene Pond, Dallas Theological Seminary

Facilitator: Connie Carey, St. Edward's University

Location: Vine 1

Accreditation is calling us to "show our work" by researching how well we are achieving the intended results of the education we provide. This presentation will walk through a process of assisting a faculty in synthesizing institutional and program outcomes, and then help the institutional researcher design how outcome levels can be assessed within courses. The model is a graduate theological seminary, where the development of institutional outcomes may parallel the development of undergraduate general education outcomes. We will also show how these assessments are planned and presented to demonstrate institutional effectiveness.

(C2) Tracking Our Students with National Student Clearinghouse StudentTracker Data

Presenters: Jennifer Li, Sandy Naumann and Kent McShan, North Harris Montgomery
Community College District

Facilitator: Linda Hines, Tarrant County College District

Location: Vine 2

As an Achieving the Dream participant, our college recently had the opportunity to begin using the Student Tracker service of the National Student Clearinghouse organization. The decision was made to request both subsequent enrollment and previous enrollment of our Achieving the Dream student cohorts, and also for all students enrolled for the past five years at our institution. We are developing several types of transfer reports including numbers of students coming from each institution, numbers of students transferring to each institution, and numbers of students leaving NHMCCD who transferred to other institutions and how that affects retention rates.

(C3) Academic Major Migration of Students by College at The University of Texas-Pan American

Presenters: S.J. Sethi and Sam Shi, University of Texas-Pan American

Facilitator: Debbie Pickett, Navarro College

Location: Salon F

Over 2,000 first-time, full-time students enter The University of Texas-Pan American (UTPA) every Fall. A little over 80% of these students declare a major at the time of entry. It is interesting to see how student choices change as they progress through college. This study tracks the fall 2000 and 2001 cohorts for 6 years to understand student migration when they change colleges at UTPA. The presenters will also share the way they built the SPSS file and syntax to calculate student migration among colleges within UTPA.



(C4) Importance of Student Support Services, As Perceived by Nontraditional Students in South Texas Public Institutions

Presenter: Bridgette Hardin, Texas A&M University-Corpus Christi

Facilitator: Georgia Sinclair, El Paso Community College

Location: Salon G

To understand undergraduate nontraditional students' perceptions regarding the requirement of student support services, the researcher conducted a cross-sectional study of nontraditional students from 5 public universities in south Texas. Using a researcher-developed online survey, the researcher obtained "importance" ratings from 53 nontraditional freshman students and 369 nontraditional senior students for the following student support services constructs: 1) Academic Guidance; 2) Educational Planning; 3) Career Planning; and 4) Overall Student Development. The researcher compared "importance" ratings of both student groups, and examined the extent to which student support service requirements were met, as inferred by nontraditional senior student "satisfaction" ratings.

(C5) Leaping Over a Gulf of Information (Becoming a Hedgehog)

Presenter: Tom Corll, Central Texas College

Facilitator: Susan Thompson, Texas State University-San Marcos

Location: Salon H

In his book "Good to Great" author Jim Collins presents the success stories of companies who became great profit-makers. Large corporations base success on a return on investment factor which is difficult to establish in non-profit organizations. For colleges and universities Collins recommends a triangulation of passion (what does your college want to accomplish), skills (what are you good at doing) and resources (time, money and "brand"). The IR staff that understands the inter-relationship of these entities could provide leaders with the information necessary to move their school onto a path of academic leadership.

(C6) Applying Bayesian Belief Networks to the Examination of Student Outcomes

Presenter: Xiaohong Li, Sam Houston State University

Facilitator: Ruben Garcia, Texas Workforce Commission

Location: Ivy 1

This study will apply Bayesian Belief Networks to the examination of student outcomes for the purpose of identifying families of factors associated with students' college success. The study will replicate methods used by Edamatsu, Jankovic, and Pokrajac in a study presented at the AIR 2007 Forum. First-year retention and GPA at time of retention will be studied for fall first-time freshman cohorts from 1999-2006. In addition, six-year graduation rates and GPA at time of graduation will be studied for fall 1999-2001 first-time freshman cohorts. All outcomes will be examined in relation to students' risk/promise levels at time of admission; students' performance experience during the first year (probation/ dean's list/ neither); student demographics; first-year on-campus/off campus residence; financial aid; parents' history of college attendance; Texas residency; and participation in first-year support/enhancement programs, etc. Methods and model results will be discussed.



Wednesday, February 6

(C7) Unlock the Treasure of Report Design with Adobe Suite

Presenters: Kate Amorella and Tracy Stegmair, Texas Woman's University

Facilitator: Bruce Lockhart, Texas State University-San Marcos

Location: Ivy 2

Creating professional looking reports and publications can be a time-consuming and costly endeavor for IR offices. Adobe offers many options to easily turn data into aesthetically pleasing reports minus the hassle of graphic designers and print shops. This presentation will step participants through Adobe Creative Suite (focusing on Acrobat, InDesign, Illustrator, and Photoshop) and various methods and shortcuts of these programs that will benefit your IR office.

10:40 a.m. - 11:00 a.m.

• Break •

Foyer

Coffee, tea and water will be available.

11:10 a.m. - 11:50 a.m. • Concurrent Sessions D • 1st Floor Meeting Rooms

(D1) Baiting the Hook: Creating a Culture of Assessment

Presenters: Evilu Pridgeon and Lisa Casto, The Art Institute of Dallas

Facilitator: Joseph Meyer, Texas State University-San Marcos

Location: Vine 1

One difficult challenge facing institutional effectiveness professionals is motivating faculty and staff to document assessment that takes place routinely. Everyone has reasons (some valid) for not completing this essential step in the process of institutional effectiveness. The Art Institute of Dallas developed a step-by-step process to overcome obstacles and create a culture of assessment. This system was implemented in spring 2006, leading to dramatic results, including improved morale, a sense of community, and a thirst for more. This presentation will benefit any institutional effectiveness and research professionals, particularly those who face an impending visit from an accrediting agency.

(D2) Update on the Missing Link Project: Bridging the Gap Between Programs/Courses and Work Activities

Presenters: James Loiselle and Hiwot Berhane, Texas Workforce Commission

Facilitator: Dewayne Gragg, Navarro College

Location: Vine 2

During the 2007 TAIR Conference, the Texas Workforce Commission unveiled their Missing Link Project, an endeavor designed to link program/course descriptions and learning outcomes to occupationally specific work activities to help bridge the gap between employers and training providers. This presentation will update TAIR members on the status of the project, highlighting both the successes and the challenges that have been encountered. Available results of the project (i.e. databases and crosswalks) will be unveiled and the project's future timetables will be discussed.



(D3) Comparing New-Transfer Cohorts to Native Students with Equivalent Earned Credit Hours in the Cohorts' Entry-Semesters

Presenters: Rita Caso and Fang Duan, Sam Houston State University

Facilitator: Sylvia Ortiz, South Texas College

Location: Salon F

This retrospective, longitudinal study examines Fall 01, Fall 02, Fall 03, Fall 04, Fall 05 & Fall 06 new transfer cohorts in comparison to the university's "native" students with equivalent levels of earned credits in that same fall term. Graduation, retention and GPA outcomes will be examined for new community college transfers, university transfers and equivalent native students. Student demographics and their academic experiences will be examined and compared, as well, and will be considered in relation to outcomes, in order to identify distinct areas of vulnerability which may be addressed by specially tailored support services.

(D4) Data Warehouse and Reporting from BANNER, All in One

Presenters: Linda Perez and Michael Taft, University of the Incarnate Word

Facilitator: Jana Marak, Baylor University

Location: Salon G

The University of the Incarnate Word needed a data warehouse but the problem remained of how to build the reports and with which reporting software. Currently, many data warehouses on the market do not have a reporting tool. Reporting tools are usually sold separately and programmers have to take time to build them for users. Utilizing the Estudios solution has helped to provide accurate and accessible reports that provide users information in a timely fashion. Estudios includes several reports which allow users the ability to generate information immediately after deployment. There will be a demonstration of the reports provided with Estudios.

(D5) Course and Instructor Evaluations

Presenters: Mary Elkins and Kerri Ford, Texas Tech University

Facilitator: Catherine O'Brien, San Jacinto College

Location: Salon H

This session will cover the evaluation process from survey distribution to publication of results. Instruction will be given on distribution, proctoring, and assessment. Providing user-friendly online information will also be emphasized. This process is a team effort including the departmental contact, MailTech, the Computer Center and Institutional Research and Information Management offices. This year's presentation will also feature our very own training video used in the fall workshops for our departmental evaluation contacts!



(D6) Live a Little, Take Risks with Your Data

Presenter: Paul Illich, McLennan Community College

Facilitator: Paul Orser, Texas A&M University-Corpus Christi

Location: Ivy 1

The purpose of this session is to discuss the importance of using institutional research data to make a difference in the way your college functions. At the core of this discussion is the idea that it is often necessary to take risks with your data by providing specific recommendations on how the data can be utilized. We will discuss specific topics such as enrollment forecasting, program need assessment, and survey research. We will discuss the necessity of using sound research methods to ensure you are taking well-calculated risks.

(D7) Panel Discussion: Data Sharing Between Educational Institutions and State Agencies: Legal and Logistical Implications

Presenters: Karen Laljani, El Centro College and

Panelists from Public and Private Universities, Community Colleges, TWC, and THECB

Facilitator: Mitzi Lewis, Midwestern State University

Location: Ivy 2

Members of the TAIR Data Advisory Committee will discuss issues of data sharing between institutions. Student tracking has become complicated for colleges in recent years due to restrictive interpretations of the FERPA regulations. Texas Higher Education Coordinating Board, with the help of the Texas Workforce Commission, TACC, institutional researchers statewide, and the TAIR Data Advisory Committee have begun to work out alternative ways to track students and share data, including developing new summary reports, and grappling with issues of factors to track and data definitions. Transfer data has traditionally been restricted to public institutions in Texas. This has improved with the inclusion of data from private institutions reporting data to the THECB, but might be even more inclusive if other alternatives are sought out. Panelists will share recent advances and discuss future directions with input from the audience.



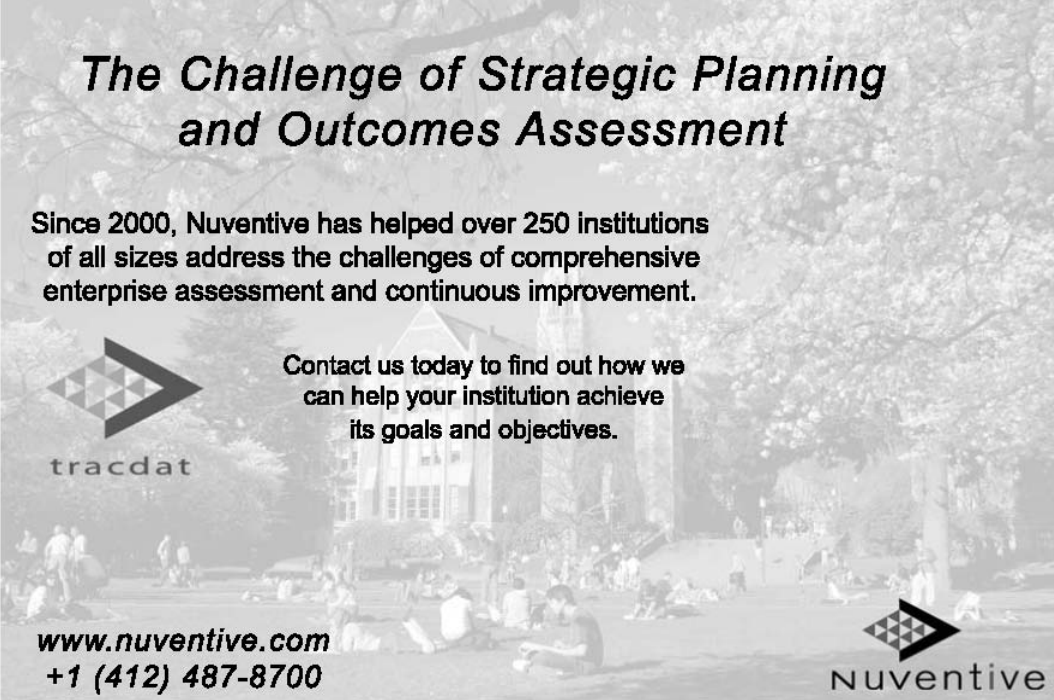
Wednesday, February 6

12:00 p.m. - 1:45 p.m. • Luncheon & General Session II • Ballroom E

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“Equity Issues”

Bill Smith, Executive Director (retired), American Statistical Association




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2:00 p.m. - 2:40 p.m. • Concurrent Sessions E • 1st Floor Meeting Rooms

(E1) On-Line Assessment Management

Presenters: David Andrus and Jane Haas, Del Mar College, and
Paul Orser, Texas A&M University-Corpus Christi

Facilitator: Barbara Brumley, Howard College

Location: Vine 1

Recognizing the need for comprehensive, longitudinal, and manageable institutional assessment, our college decided that our old paper-based unit planning and assessment system would no longer do. We needed a better way to manage the documentation of data-driven institutional and programmatic improvements. We discovered in WEAVEonline a system that streamlined assessment management, provided reliable, consistent documentation of data for institutional as well as program reaccreditation, and easy accessibility for all users. We found it surprisingly easy to set up. We'll describe how we transitioned from the old system to WEAVEonline within one annual assessment cycle.

(E2) A Framework to Understand College Access and Affordability at the National, State and Institutional Level

Presenters: Trish Norman and Roy Mathew, The University of Texas System

Facilitator: Carol Tucker, University of Houston-Downtown

Location: Vine 2

Ensuring access to higher education continues to be a major policy issue for the nation and Texas. Affordability is a key element in ensuring access. Traditionally, tuition and fees and the total price of attendance at Texas public four-year institutions have been lower than national averages. However, the decline in state appropriations has forced public institutions to use tuition and financial aid to make up the difference, while still ensuring access to low-income students. This presentation provides a framework to understand access and affordability in the nation, state and at UT System institutions in context of recent funding changes.

(E3) Statistical Methods for Researching Student Persistence: Comparing Multivariate Regression and Logistic Regression Approaches

Presenter: Joseph Schlichting, North Harris Montgomery Community College District

Facilitator: Tanya Hughes, Odessa College

Location: Salon F

This study utilizes unique student survey data containing over 300 variables including student demographic and educational background characteristics, psycho-social measures, and student self-reported levels of satisfaction with the college, college programs, and services. Linking student transcript data with this rich student survey data provides an extraordinary opportunity to research those factors that impact student persistence. Although persistence research typically treats continued enrollment as a dichotomous variable, suggesting the use of logistic regression, this study also investigates the possible use of multivariate regression when the dependent variable measure is changed from a dichotomous variable to a continuous variable.



(E4) Development and Use of the Online Assessment Tracking Database (OATdb)

Presenters: Rita Caso and Jeff Roberts, Sam Houston State University

Facilitator: Tad Pfeifer, College of the Mainland

Location: Salon G

The presentation will demonstrate and describe the creation, implementation and campus-wide use of Sam Houston State University's Online Assessment Tracking Database (OATdb). The OATdb is a web-based application which facilitates outcomes-based assessment through a structured workflow that maneuvers users through the establishment of broad goals, quantifiable objectives, indicators, criteria, findings and actions within each consecutive period, as defined by the organization. Equally useful to both academic and non-academic units, every office on our campus is able to enter their assessment information into the system, greatly simplifying not only documenting, but also the carrying out of assessment.

(E5) Dirty Data -- Can You Afford It?

Presenter: Faron Kincheloe, Baylor University

Facilitator: Katherine Friedrich, College of the Mainland

Location: Salon H

Recent legislation has essentially taken away the Social Security number as a unique identifier making duplicate records even harder to identify. Baylor University uses SAS® Data Quality Server software to identify potential duplicates and standardize contact information. This presentation discusses the impact of dirty data on the bottom line and how it affects important decisions. It also provides an overview of how the Data Quality software can be used to resolve a number of data quality issues.

(E6) Quick and Painless Strategies for Evaluating Faculty Salaries

Presenter: Maureen Croft, University of Houston

Facilitator: Susan Moreno, University of Houston

Location: Ivy 1

The existence of real or perceived discrepancies in faculty pay can create highly charged discourse among stakeholders. Institutional researchers are often responsible for collecting and analyzing salary data. This presentation demonstrates how to analyze and present salary data using two techniques: (i) scatterplots with fitted OLS regression lines and (ii) the compa-ratio. Scatterplots visually depict the location of faculty sub-group salaries in relation to predicted salaries. Benchmarking to OSU survey data using the compa-ratio was proposed by Berman & Scott (1991) as a higher education application of an HR technique, and this presentation extends the framework to include additional analyses combining techniques.



Wednesday, February 6

(E7) The Tsunami Effect: Cleaning Up After the Implementation of a New Integrated Student Information System

Presenters: Sam Stigall and Robert Lorick, University of Texas at Arlington

Facilitator: Tami Reeves, Texas State University-San Marcos

Location: Ivy 2

UT Arlington recently implemented a new student information system (PeopleSoft), drastically changing the way institutional research is conducted at the institution. This session will discuss the lessons learned during the implementation process, including how data access in the new system affected one's understanding of the legacy system data and how business practices have changed as a result of system implementation. The process of coming to a consensus regarding the interpretation of value and variable definitions will be discussed, as well as how the actions of one department directly impacts other departments within an integrated system. The ownership and maintenance of tables and the necessity/practicality of automating processes will also be discussed.

3:50 p.m. - 3:20 p.m.

• Break •

Foyer

Snacks, soft drinks, tea and water will be available. Here's another opportunity to visit the Resource Fair!

3:30 p.m. - 4:10 p.m. • Concurrent Sessions F • 1st Floor Meeting Rooms

(F1) THECB Updates

Presenters: Janet Beinke and Doug Parker, Texas Higher Education Coordinating Board

Facilitator: Susan Griffith, University of Texas-Pan American

Location: Vine 1

Staff members from THECB will give updates on issues pertaining to public institutions. The updates will include rules, data collection, and reports.

(F2) Ad Hoc Query Reporting -- Tips, Tools and Techniques

Presenters: Bonnie Hurford and Lauren Morton, Tarleton State University

Facilitator: Allen Clark, University of North Texas

Location: Vine 2

As the role of Institutional Researchers expands and the information available grows daily, the skill set to provide 'ad hoc reporting' is necessary. There are a variety of query tools available and a knowledge of Structured Query Language (SQL) will enhance the ability of institutional research administrators and staff to provide the information your institution needs on periodic as well as 'spur of the moment' basis. SQL is an easy to learn query language and a variety of tips and techniques will be presented in addition to 'SQL 101' coding information.



(F3) Using JMP Statistical Software to Perform IR Tasks

Presenters: Jerry Oglesby, SAS Institute and
Tom Bohannon, Baylor University (retired)
Facilitator: Richard Batey, Texas State University-San Marcos
Location: Salon F

This presentation will use JMP statistical software to demonstrate how this interactive and highly visual software can perform typical institutional research tasks. JMP is the SAS product that links statistics with graphics right on your desktop, empowering you to explore data interactively and bring understanding your work in institutional research. The following tasks will be performed using JMP: reading data from different formats into JMP tables, transforming data and JMP tables, producing descriptive statistical reports, creating statistical models, and more as time permits.

(F4) Predictors of Interest in Distance Learning Courses

Presenter: W. Clay McFaden, Cy-Fair College
Facilitator: Amy Bawcom, University of Mary Hardin-Baylor
Location: Salon G

As internet use reaches almost universal levels, more students in higher education are considering Distance Learning (DL) courses. Using Logit and Probit analyses of the 2006 Cy-Fair College Student Profile Survey, I identify the characteristics of students who are most interested in DL courses. Two of the strongest predictors of interest in DL courses are stay-at-home mothers with young children and full-time workers. Prior to the advent of DL courses, the best choices for these demographics were night or weekend courses, and DL turns out to be comparatively a better choice.

(F5) How to Conduct a Process Evaluation for a Community College Freshman Orientation Program: An Achieving the Dream Study

Presenter: Chris Timmerman, Cy-Fair College
Facilitator: Christine Blair, Panola College
Location: Salon H

As part of Cy-Fair College's participation in the Achieving the Dream Initiative, a freshman orientation program was developed to increase student engagement with the college community and enhance student success. Because of the difficulty of implementing an experimental or quasi-experimental research design in the initial year of the program, this session will provide a descriptive analysis of the program. Also discussed will be how initial program goals and descriptive information can be used to better inform the development of a subsequent evaluation using a more robust experimental or quasi-experimental research design.



(F6) A Streamlined Approach: Crafting the Compliance Certification Report

Presenters: Terri Day and Pam Haws, University of Texas at Arlington

Facilitator: Julie Thomas, Southwest Texas Junior College

Location: Ivy 1

This session will focus on using a streamlined approach to crafting the Compliance Certification Report. Tips will be given regarding the following Compliance Certification Report-related components: (a) writing/editing, (b) faculty roster, (c) website development and (d) responding to the offsite committee through the Focused Report. Participants will gain: (a) a better understanding of the decisions involved in setting up the Compliance Certification Report, (b) realistic expectations of the reaffirmation process and (c) a starting point for campus discussions regarding the Compliance Certification Report, including pertinent tips that participants can apply/adapt for usage at their institutions.

(F7) Making Connections: The Importance of the Social Networks of Students Enrolled in Learning Communities

Presenter: Gale Stuart, Texas A&M University-Corpus Christi

Facilitator: Danica Frampton, St. Edward's University

Location: Ivy 2

Learning communities are theorized to enhance relationship formation among students and that these relationships in turn impact college outcomes. To-date there has been little empirical exploration of this theory. One approach to investigating the importance of these relationships is to consider students' social networks using Social Network Analyses (SNA). This session begins with a primer on SNA followed by presentation of data from a network survey of 873 first-year students enrolled in 52 freshman seminar sections at a university in Texas. Using regression, the connections between network measures and college outcomes such as GPA and satisfaction with college are highlighted.



Wednesday, February 6

****** Meet, Munch & Mingle! ******

Sponsored by SPSS

4:30 p.m. - 6:00 p.m. • Special Interest Groups • Ballroom E

Come celebrate 30 years of TAIR with us! Don't miss this opportunity to enjoy good food and good company. In honor of the 30th anniversary of the first TAIR conference, champagne and light hors d'oeuvres will be served, and six Special Interest Groups will provide an opportunity for you to join with others who share your interests.

(SIG1) One-Person IR Offices

Convener: Amy Bawcom, University of Mary Hardin-Baylor

(SIG4) PeopleSoft/Oracle Users

Convener: Linda Gibbs, Houston Community College System

(SIG2) SAS Users

Convener: Jana Marak, Baylor University

(SIG5) Texas A&M System

Convener: Verna Dewees, Texas A&M University System

(SIG3) Datatel Colleague Users

Convener: Teresa Isbell, North Lake College

(SIG6) University of Texas System

Convener: Marsha Kelman, University of Texas System



The advertisement banner features the SPSS logo in a red box at the top left, with the website www.spss.com to its right. The main headline reads "Gain Insight and Improve Decision Making". Below this, a paragraph states: "Institutional research can uncover unexpected associations—if you have the right tools. SPSS software can help you meet institutional goals and achieve measurable results quickly." A call to action in italics says: "Visit the SPSS booth to learn how we have been supporting higher education for nearly 40 years." At the bottom left, small text reads: "© 2008 SPSS INC. ALL RIGHTS RESERVED. TAIRAD-0108 US08A 01001". On the right side of the banner, there are three small photographs: a man in a white shirt looking at a laptop, a group of students in a classroom setting, and a woman with blonde hair writing on a notepad.



Thursday, February 7

7:30 a.m. - 9:00 a.m. • Breakfast & Business Meeting • Ballroom E

9:15 a.m. - 10:30 a.m. • General Session III • Ballroom E

“How the Accreditation Process Addresses Accountability”

Belle Wheelan, President, Southern Association of Colleges and Schools (SACS)

10:45 a.m. - 11:45 a.m. • Special Interest Groups • 1st Floor Meeting Rooms

(SIG7) Public Universities

Convener: Cindy Dutschke, Texas A&M
University
Location: Vine 1

(SIG10) CCSSE Participants

Conveners: Margaret Drain,
Courtney Adkins and Ray Golitko,
Houston Community College System
Location: Salon G

**(SIG8) Public Community and Technical
Colleges**

Convener: Soon Merz, Austin
Community College
Location: Vine 2

(SIG11) Newcomers Recap

Convener: Marilyn Greer, M. D.
Anderson Cancer Center
Location: Salon H

**(SIG9) Independent Colleges and
Universities**

Convener: Elizabeth Puthoff,
Independent Colleges and Universities
of Texas, Inc.
Location: Salon F

(SIG12) SPSS Users

Convener: Tom Martin, Collin County
Community College District
Location: Ivy 1 & 2

Executive Committee Meeting

(By Invitation Only)

12:30 p.m. - 2:00 p.m.
Group Office

Conference Wrap-Up; Installation of New
Officers; Lunch will be provided

Conference History

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, 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
2008	Galveston	Ruben Garcia	Joseph Meyer	Darline Morris	Cathy Vale

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

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

Travel and Transportation Information

Air Travel

Galveston Island is served by two Houston-area airports: George Bush Intercontinental Airport/Houston (IAH) and William P. Hobby Airport (HOU).

Airport Transfers:

Conference attendees requiring transportation from one of the above airports may contact Galveston Limousine Service at (800) 640-4826 or www.galvestonlimousineservice.com. Reservations must be confirmed in advance and prepaid. Attendees should reference the conference name when booking reservations. Rates: \$55 roundtrip per person from/to Houston Hobby and \$65 roundtrip per person from/to Houston Bush Intercontinental. Passengers will travel on a scheduled, shared shuttle.

Most national taxi cab companies service Galveston Island from William P. Hobby Airport and George Bush Intercontinental Airport.

Driving Directions

From I-45 south, exit 61st Street. Turn right on 61st Street and again on Seawall Boulevard. Turn right on 81st Street to Jones Road. Turn left on Hope Boulevard to Moody Gardens.

TAIR 2008 Executive & Program Committees

Executive Committee

President:	Ruben Garcia, Texas Workforce Commission
Vice President/President Elect/Program Chair:	Joe Meyer, Texas State University-San Marcos
Past President:	Gerry Dizinno, The University of Texas-San Antonio
Secretary:	Darline Morris, Texas State Technical College - Waco
Treasurer:	Cathy Vale, The University of Texas-Pan American
Member-at-Large, Professional Development:	Teresa Isbell, North Lake College
Member-at-Large, Technology:	Brian Cordeau, The University of Texas-San Antonio

Program Committee

Concurrent Sessions:	Vicki West, Texas Tech University
Evaluations:	Rick Leyva, El Centro College
General Sessions:	Soon Merz, Austin Community College
Listserv:	David Preston, Brazosport College
Local Arrangements:	Marilyn Greer, M. D. Anderson Cancer Center
Newsletter:	Carol LaRue, Southwest Texas Junior College
Program Brochure:	Susan Thompson, Texas State University-San Marcos
Resource Fair:	Shari Koukl, The University of Texas-Tyler
Round Tables:	Mary Barton, University of North Texas
Special Interest Groups:	Paula Cox, Rice University

Moody Gardens Hotel -- Map of First Floor

