

# 32nd Annual TAIR Conference

*Texas Association for Institutional Research*

## Building a Bridge: Data to Decisions

March 1 - 4, 2010  
Hilton - Waco, Texas



*Waco Suspension Bridge, photo courtesy of Waco Convention and Visitor's Bureau*





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*Texas Ranger Hall of Fame at Fort Fisher, photo courtesy of Waco Convention and Visitor's Bureau*

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## ***Building a Bridge: Data to Decisions***

TAIR Colleagues:

Welcome to Waco, Texas for the 32<sup>nd</sup> Annual Conference of the Texas Association for Institutional Research (TAIR). Waco has a population of over 113,000 and is home to Baylor University, McLennan County Community College, and Texas State Technical College. And appropriate to this year's conference theme, "Building a Bridge: Data to Decisions," the conference is being held at the Waco Hilton Hotel directly across from the Brazos River and the Waco Suspension Bridge, the longest single-span suspension bridge west of the Mississippi.

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

Our special event, *"Discovery on the Brazos: A Mammoth Event,"* will be held at **Jeanes Discovery Center and Mayborn Museum Complex**, and will include a walkthrough of the three Natural History dioramas (including the Waco Mammoth Experience), a great meal, and time for networking and socializing. While in Waco, you may also enjoy visiting the Baylor campus or a number of other fun destinations, such as the Texas Sports Hall of Fame, the Texas Ranger Museum, the Dr Pepper Museum, or the Cameron Park Zoo. Special thanks go to Sue Herring and the rest of the local arrangements committee who have been burning the midnight oil to make sure this is a comfortable and entertaining experience for our members. We all look forward to enjoying the fruits of their labor!

The TAIR Annual Conference provides an informal, welcoming, and engaging environment to network with colleagues and share knowledge. It is one of the best, lowest-cost, and most rewarding professional development opportunities for IR professionals in the state. We hope all of you will consider making the trip and look forward to seeing you in Waco on March 1st!



**Allen Clark**  
President



**Kristi Fisher**  
Vice-President/Program Chair



## TAIR Program Overview

Date	Begin	End	Activity
<b>Monday, March 1</b>	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
<b>Tuesday, March 2</b>	8:00 a.m.	5:00 p.m.	Registration
	8:30 a.m.	9:45 a.m.	Past President's Breakfast
	10:00 a.m.	10:50 a.m.	Concurrent Sessions A
	11:00 a.m.	11:50 a.m.	Concurrent Sessions B
	12:15 p.m.	1:45 p.m.	Luncheon and General Session I
	1:45 p.m.	2:00 p.m.	Break
	2:00 p.m.	2:50 p.m.	Concurrent Sessions C
	3:00 p.m.	3:50 p.m.	Concurrent Sessions D
	4:00 p.m.	5:15 p.m.	SIGS
	5:30 p.m.	6:30 p.m.	Meet, Munch, and Mingle
<b>Wednesday, March 3</b>	8:00 a.m.	5:00 p.m.	Registration
	8:00 a.m.	10:00 a.m.	Breakfast Buffet
	9:00 a.m.	4:00 p.m.	Resource Fair
	8:30 a.m.	9:00 a.m.	Roundtable Sessions I
	9:00 a.m.	9:30 a.m.	Roundtable Sessions II
	9:30 a.m.	10:00 a.m.	Roundtable Sessions III
	10:10 a.m.	11:00 a.m.	Concurrent Sessions E
	11:10 a.m.	12:00 p.m.	Concurrent Sessions F
	12:15 p.m.	1:45 p.m.	Luncheon and General Session II
	2:00 p.m.	2:50 p.m.	Concurrent Sessions G
	3:00 p.m.	4:30 p.m.	VENDOR FAIR (drawing at 3:45 p.m.)
	4:00 p.m.	4:30 p.m.	Newcomers Wrap Up
	6:00 p.m.	9:00 p.m.	Special Event
<b>Thursday, March 4</b>	7:30 a.m.	9:00 a.m.	Breakfast and Business Meeting
	9:15 a.m.	10:30 a.m.	General Session III
	10:30 a.m.	10:45 a.m.	Break
	10:45 a.m.	12:00 p.m.	THECB Update
	12:30 p.m.	2:00 p.m.	Executive Committee Meeting



## Invited General Session Speakers

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### Luncheon and General Session I, Tuesday, March 2, 2010 \* 12:15 p.m. – 1:45 p.m.

#### **Title: Measuring Up...To the Next Level**

**Featuring:** *Bennie E. Lambert, Ph.D. - Educator, Motivational Speaker, & Auctioneer*

Lone Star College-North Harris

Location: Three Rivers Ballroom

**Bennie Lambert** earned his bachelor's and master's degrees in Business and Educational Psychology from Baylor University, as well as his doctorate of philosophy in Educational Human Resource Development from Texas A&M University.

He has served as the Vice President for Student and Organizational Development at Lone Star College-North Harris, an 11,000-student community college in north Houston. He has held several administrative positions including Registrar, Dean and faculty member for the past 17 years at Lone Star College. Before that he worked for Baylor University in Waco, TX, holding the positions of Academic Advisor to Athletes and Administrative Intern to the President.

For the past several years, he has traveled the country extensively, promoting higher education and excelling through training and development programs. He has delivered numerous commencement addresses to both primary and secondary institutions of higher learning. He has tutored and encouraged hundreds of young people to seek higher learning and educational goals. Dr. Lambert is a highly sought motivational speaker.



In addition to his career in higher education, Dr. Lambert is the president and CEO of The Lambert Group, a consulting company that specializes in motivational speaking, personality assessment, and corporate training. He has served as a consultant for countless organizations, including over 100 colleges and universities, several law enforcement agencies, corporations such as Chevron, Kellogg Brown & Root, Metropolitan Transit Authority, and the Houston Astros, to name a few.

Dr. Lambert was recently selected to team with Malcolm Jamal Warner (Theo) of the Cosby Show to increase the college going rate of students throughout the country.

The community organizations to which he has contributed his time and his talents include The Houston Livestock Show and Rodeo, Leadership North Houston, Junior Achievement, and Special Olympics. Dr. Lambert has also served on the board of directors of the Arthritis Foundation, American Red Cross, YMCA, and Boys and Girls Club of America.

Last spring, the Black Professional Cowboys and Cowgirls Association Inc. presented the "Living Legends Award" to Dr. Lambert. In addition, Lambert received the "Young African American Achiever of Houston" recognition award in the same ceremony with the first African American Mayor of Houston and "Super Achiever", Dr. Lee P. Brown.

And finally, just to show you he is not all academics, Dr. Lambert has done stand-up comedy professionally for several years. His comedic talents have been showcased on Comedy Central.



## Invited General Session Speakers (Continued)

### Luncheon and General Session II, Wednesday, March 3, 2010 \* 12:15 p.m. – 1:45 p.m.

**Title: The Texas Rangers and The Texas Ranger Museum**

**Featuring:** *Byron A. Johnson, Director*

The Texas Ranger Hall of Fame and Museum

Location: Three Rivers Ballroom



**Byron A. Johnson** served the museum field for 33 years as a curator and a director. He received a B.A. in Archaeology and Museum Management from the University of Arizona, and a Master's degree from Texas Tech in Museum Administration, focusing on the American West. Byron is a National Endowment for the Arts Fellow. During Byron's professional career, he has served as Chief of the History Division of the Albuquerque Museum in New Mexico (1993-1997), adjunct faculty in Southwest History at the University of New Mexico (1985-1991), and Executive Director of the Tampa Bay History Center in Tampa, Florida (1993-1996). He is currently serving as the Director of the Texas Ranger Hall of Fame and Museum.

Byron has produced more than 40 exhibits and numerous books and articles on the local and regional history of the American West. He has served as a consultant to the Smithsonian Museum of American History, the American Association of Museums, the National Air and Space Museum, and the National Park Service.

### General Session III, Thursday, March 4, 2010 \* 9:15 a.m. – 10:30 a.m.

**Title: Issues in Higher Education in Texas**

**Featuring:** *Barry McBee, Vice Chancellor for Governmental Relations*

The University of Texas System

Location: Three Rivers Ballroom

**Barry McBee** began his role as vice chancellor for governmental relations in the University of Texas System in June 2006. Prior to joining the UT System, he was first assistant attorney general, the agency's chief administrator under the State Attorney General. He was appointed to the post by Texas Attorney General Greg Abbott in 2002.

McBee served as chief of staff for Rick Perry in both the Governor's and the Lt. Governor's offices. He also served as Deputy Commissioner of Agriculture from 1991 to 1995 and was appointed by then-Governor George W. Bush to the Texas Natural Resource Conservation Commission where he served as chairman from 1995 to 1998.

McBee served as a special assistant to the secretary of the cabinet of President George H. W. Bush from 1989 to 1991. In the private sector he has been a partner at Bracewell & Patterson LLP (now Bracewell & Giuliani) in Houston and an oil and gas and real estate attorney as an associate and partner at the Dallas office of Thompson & Knight LLP.

As vice chancellor for governmental relations, McBee represents the Board of Regents and the UT System in its interactions with the Legislature and other state agencies.

McBee holds a bachelor's degree in history from the University of Oklahoma and a law degree from Southern Methodist University.







### *Nominees for Vice President/President Elect*

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



**Darline Morris, Texas State Technical College.** Darline has 37 years in higher education administration and research at Texas public 2-year community and technical colleges, a 4-year private university and the Texas Higher Education Coordinating Board. She has held the position of Director of Institutional Effectiveness, Research and Planning for the past 18 years at Texas State Technical College Waco. As an active member of TAIR she has presented papers, roundtable sessions and workshops. She has served on the TAIR Data Advisory Committee, Conference Program Committee (twice), Local Arrangements Committee, Nominating Committee, and as the TAIR Secretary. In addition to her activities in TAIR, she is an active member of AIR, SAIR, the National Community College Council for Research and Planning (NCCCRP), the Southern Association of Community College Research (SACCR), and is a certified NCES IPEDS Trainer. Darline holds a doctorate in Higher Education Administration and Applied Vocational Technical Education from the University of North Texas.





## Candidates for Election to TAIR Executive Committee (Continued)

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### *Nominees for Secretary*

**Kate Amorella, Texas Woman's University.** Kate received her bachelor's degrees in Math and Computer Science from Texas Woman's University. In 2006, she returned to her alma mater as a staff member and is currently the Senior Institutional Research Analyst. An active member of TAIR for three years, Kate has facilitated and presented concurrent sessions and she is currently serving on the data advisory and program committees. Her daily work in trudging through university databases has given her the know-how to maintain an accurate, up-to-date list of TAIR members. She can type 67 WPM with 98% accuracy, and frequent games of Scrabble keep her spelling skills sharp.



**Kerri L. Ford, Texas Tech University.** Kerri has been a part of the Institutional Research and Information Management (IRIM) department at Texas Tech University since September 2004. Her role in IRIM involves being the coordinator for the Student Evaluation of Course and Instructor process and conducting training workshops for the departmental evaluation contacts. Kerri also works to complete outside surveys of the University as well as gather data for the annual Graduate Program Review. She is currently pursuing a Bachelor of University Studies degree with emphasis in business, psychology, and human development and family studies. Kerri attended her first TAIR conference in 2006 and has since been a presenter, facilitator, and has served on the Local Arrangements Committee for the 2009 conference.



## Candidates for Election to TAIR Executive Committee (Continued)

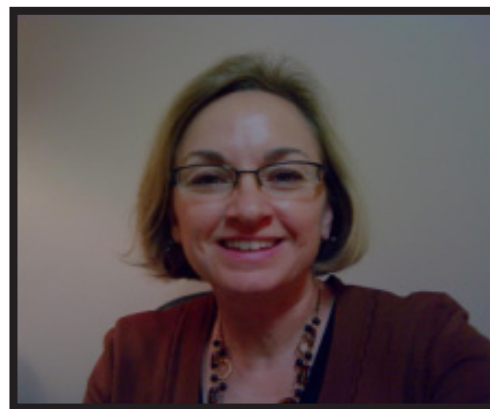
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### *Nominees for Member-at-Large Professional Development*



**Danielle Texera, Rice University.** Danielle has served as the Research Project Analyst for the Office of Institutional Research at Rice University since 2006. She has been a member of TAIR since that time and has attended every TAIR conference since joining. She has been an active participant in workshops, roundtables, special interest groups, and networking. She is currently serving as the Chair of the 2010 TAIR Conference Facilitator Committee. Her broad involvement and interest in all of the TAIR offerings have been instrumental in her recognizing the need for professional development for all TAIR members by honing their IR knowledge and skills. Danielle received a bachelor's degree in Psychology in 1997 from the University of California, in Riverside, California, and a master's degree in Cross Cultural Education from National University in San Diego, California, in 2002.

**Susan Thompson, Texas State University.** Susan is a senior research analyst in the Institutional Research Office at Texas State University-San Marcos, where she has worked in institutional research and student affairs research for the past 16 years. Susan has been an active member of TAIR (1993-1997 and 2005-present), presenting roundtables, concurrent sessions, and pre-conference workshops, as well as serving on the program committees for the 2008 and 2009 conferences. Susan earned a B.A. in anthropology and an M.A.I.S. with a concentration in applied sociology from Texas State.





## Candidates for the Nominating Committee

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**Tom Corll, Midland College.** Tom has worked in post-secondary education for seven years; he has been a member of TAIR and AIR for four years. Tom served as the Coordinator of Institutional Research at Central Texas College, and is now working as the Director of Institutional Effectiveness and Planning at Midland College. He has facilitated numerous TAIR workshops, concurrent sessions, and served as a roundtable presenter. In 2009 he served as a member of the TAIR Awards Committee. Tom has been actively working on issues of accountability with the Coordinating Board. In 2008 he chaired the Large Community College group, and in 2009 served as the Chairperson for the joint community colleges group submitting a consensus of recommendations to the Coordinating Board. Tom received his bachelor of science degree in Business Administration from Wayland Baptist University; master of Science in Human Resources from Tarleton State University, Central Texas; and is currently an Educational Ph.D. candidate at Capella University, with a specialization in Training and Performance Improvement interventions.

**Salma Ferdous, University of Texas at San Antonio.**

Salma has been working in institutional research for the last 5 years. She started her career at the University of Houston-Downtown, and currently is a Senior Research Analyst for the Office of Institutional Research at The University of Texas at San Antonio. Salma has worked a wide variety of projects in the UTSA OIR, including CB reporting, federal and state reports, surveys, ad-hoc requests and many more. She has been an active member of TAIR since 2006 and has made presentations in concurrent sessions, round tables and has served as a session facilitator. In addition to her experience at TAIR, Salma has co-presented at SAIR in 2008. Salma holds B.S. and M.S. in Physics and M.S. in Electrical Engineering. She will be honored to serve TAIR as a member of the nominating committee.





## Candidates for the Nominating Committee

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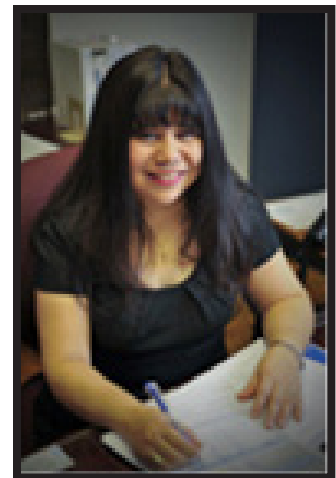
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**Karen Laljiani, El Centro College.** For the past twelve years, Karen has coordinated the planning, assessment, and evaluation processes for El Centro College. In this role, she supervises three researchers, provides data analysis and research for administrators and faculty, and produces survey, academic, and demographic data for use in planning, institutional effectiveness, enrollment management, and resource development. She works with an assessment committee to lead the learning outcomes and curriculum mapping processes for the college. Prior to joining the Dallas County Community College District, Karen was a Research Associate at the University of Texas at Arlington, where she also taught Psychology. She received a B.A. in Psychology from Boston University and a Ph.D. in Human Development & Communication Sciences from the University of Texas at Dallas. Karen has been an

active member of TAIR for the past 15 years. She has held every position on the Board except for Secretary. While she has not been elected to the nominating committee, she did lead the committee one year in her role as immediate past president. Karen is active in AIR and SAIR, and was most recently on the local arrangements committee for SAIR in Dallas in October 2009. Karen's long term knowledge of the goals and processes of TAIR make her a perfect candidate for membership on the nominating committee.

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





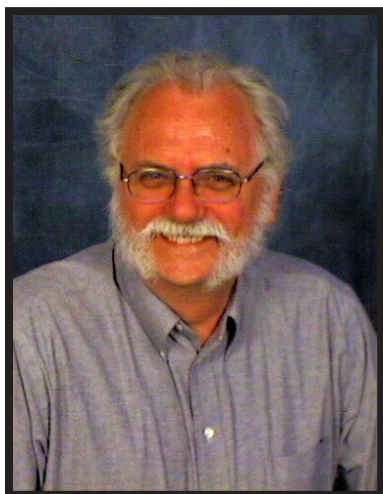


## Candidates for the Nominating Committee

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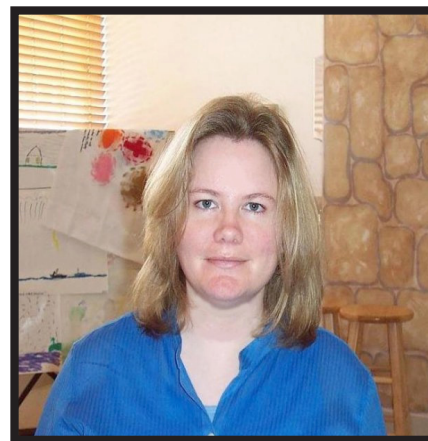
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### **Leroy Philbrook, University of Texas-Pan American.**

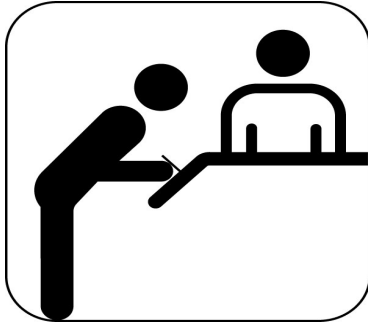


Leroy came to UTPA in November 2006 as Research Analyst. He is responsible for conducting and analyzing institutional-level surveys. Roy comes from Schreiner University where he served for 5 years with primary responsibility for the university's institutional research. He first joined TAIR in 2002. Prior to working in institutional research, Roy served as Assistant Director for the Louisiana Leadership Institution developing leadership and educational programs for urban youth. For more than 20 years, Leroy has worked with the Institute of Cultural Affairs as a facilitator of participatory strategic planning activities with private corporations, government agencies, and non-governmental organizations in Canada, South Korea, Hong Kong, Philippines, Taiwan, and the USA. Leroy's education includes undergraduate studies at the University of the Pacific-Raymond College and the University of Texas at Arlington.

**Tracy Stegmair, Richland College.** Tracy has worked in IR since 2002 and has been a member of TAIR since 2003. She worked for over six years as a Senior Research Analyst at Texas Woman's University and now is a Senior Research Analyst at Richland College. Tracy has co-presented two concurrent sessions and a workshop at past TAIR conferences plus a workshop at the recent SAIR conference. When asked by her son what she does at work all day, she was at first stumped on what to tell him. She finally settled on the explanation that she is a data translator who takes large amounts of information and converts it into numbers that people can understand. Tracy enjoys translating all sorts of data into maps, charts, graphs, tables, and reports. She earned two Bachelor's degrees from Texas Woman's University in History and Computer Science. Her experience and active membership in TAIR and SAIR have allowed Tracy to meet researchers from across the state and would make her an effective nominating committee member.







## **Registration**

**Monday, March 1**  
**8:00 a.m. - 1:00 p.m.**

**Location: Three Rivers Pre-function Area**  
**Continental breakfast provided at 7:30 a.m.**

**Refreshments and Registration**  
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# Pre-Conference Workshops

**Monday, March 1 \* 8:30 a.m. - 5:00 p.m.**  
**Location: McLennan Community College**

## \* Pre-Conference Workshop Details \*

- \* Beverages and snacks will be provided at morning and afternoon breaks.
- \* Lunch will be served to those attending workshops for the full day at no additional cost.

### Bus Schedule is as follows:

- |                                   |                                   |
|-----------------------------------|-----------------------------------|
| * 8:30 a.m. Hilton to <b>MCC</b>  | * 12:45 p.m. Hilton to <b>MCC</b> |
| * 12:00 p.m. <b>MCC</b> to Hilton | * 4:00 p.m. <b>MCC</b> to Hilton  |
|                                   | * 5:00 p.m. <b>MCC</b> to Hilton  |

W#	Cost	Pre-Conference Workshop Title and Description	Date	Time	Room #
W1	\$ 50.00	<b>New Innovations in IR</b>	March 1	9:00 a.m. – 12:00 p.m.	MAC 235
<p>In this workshop three to four seasoned IR professionals will share the latest high impact tools/ methodologies they utilize in their offices. The innovations will include visualization reporting software, data warehousing technologies, and online survey technologies. The presentations will focus on how the various innovations can increase the impact IR professionals have on their institutions. The workshop should be useful for both new and experienced IR professionals.</p> <p><b>Presenters:</b> Allen Clark, University of North Texas  Paul Illich, McLennan Community College  Joseph Meyer, Texas State University-San Marcos</p>					
W2	\$ 50.00	<b>Using SPSS for IR Research</b>	March 1	9:00 a.m. – 12:00 p.m.	MAC 302
<p>This 3-hour hands-on workshop will focus on several practical applications of SPSS. The use of Custom Tables to analyze survey data will be one of several applications discussed. Participants will also have an opportunity to use the SPSS programming language, Syntax, to run a variety of SPSS procedures. The workshop is designed for both new and experienced IR professionals that want to learn how SPSS can be used to automate processes and improve efficiency in a range of IR projects.</p> <p><b>Presenter:</b> David Preston, Brazosport College</p>					
W3	\$ 50.00	<b>Using Pivot Tables to Conduct IR Research</b>	March 1	1:00 p.m. - 4:00 p.m.	MAC 302
<p>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).</p> <p><b>Presenter:</b> Roy Philbrook, University of Texas-Pan American</p>					
W4	\$ 50.00	<b>Meta-Analysis of Multiple Survey Instruments</b>	March 1	1:00 p.m. – 4:00 p.m.	MAC 108
<p>In this workshop participants will learn how to conduct a meta-analysis on survey data. The presenter will show how survey results can be combined to improve interpretation and application of key findings. The workshop is designed for both new and experienced IR professionals. The session will cover a range of statistical techniques (e.g., ANOVA, regression) used to identify key aggregate factors. If time permits, additional data mining techniques will be discussed.</p> <p><b>Presenter:</b> Richard Plott, University of North Texas</p>					



**Pre-Conference Workshops**  
**Monday, March 1 \* 8:30 a.m. - 5:00 p.m.**  
**Location: McLennan Community College**  
(Continued)

W#	Cost	Pre-Conference Workshop Title and Description	Date	Time	Location
W5	\$ 50.00	<b>Newcomers to Institutional Research and Planning</b>	March 1	1:00 p.m. – 4:00 p.m.	MAC 110
<p>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.</p> <p><b>Presenter:</b> Janet Beinke, THECB  Paul Illich, McLennan Community College</p>					
W6	\$ 0.00	<b>IPEDS Workshop (All Day Monday)*</b>	March 1	9:00 a.m. - 5:00 p.m.	MAC 238
<p>IPEDS Data as the Public Face of an Institution -This module raises the level of awareness among higher education professionals about the importance of accuracy and consistency in data reported to IPEDS. Examples of real IPEDS data used in the public domain will be incorporated, and will enable participants to understand how IPEDS data are used by governmental and non-governmental entities as consumer information about colleges and universities. This module includes presentations, discussions, exercises and demonstrations utilizing IPEDS data tools and resources. Topics include:</p> <ul style="list-style-type: none"> <li>• IPEDS lifecycle</li> <li>• Public use of IPEDS data</li> <li>• Institutional use of IPEDS data</li> <li>• Data nuances and context for interpreting the data</li> </ul> <p>IPEDS Data and Benchmarking: Supporting Decision Making and Institutional Effectiveness – This module introduces the basics of, and rationale for, creating benchmarks to measure institutional effectiveness. The module provides an overview of the various types of comparison groups that can be constructed using IPEDS data, as well as appropriate applications for each. Participants will use data from the IPEDS surveys, including the IPEDS Data Feedback Report and Executive Peer Tool. Exercises and resources will be used to demonstrate processes to establish key performance indicators and identify variables to refine comparison groups.</p> <p><b>Presenters:</b> Soon Merz, Austin Community College  Darline Morris, Texas State Technical College</p> <p><b>*Those interested in this workshop must also request a seat separately through AIR at <a href="http://www.airweb.org/tair2010ipedsws">http://www.airweb.org/tair2010ipedsws</a></b></p>					



## Registration

Tuesday, March 2

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

Location: Three Rivers Pre-function Area

Refreshments and Registration

*Sponsored by:* **Concord USA, Xitracs**

### **\* Past Presidents' Breakfast \*** (By Invitation Only)

Tuesday, March 2 -- 8:30 a.m. - 9:45 a.m.

Location: Rio Grande Executive Boardroom

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



*Dr Pepper Museum, photo courtesy of Baylor University*





Session #	Concurrent Sessions A	March 2	10:00 a.m. – 10:50 a.m.
A1	Green Jobs: The Outlook for Texas	Track: Workforce Research	
<p>The topic of green jobs is now a deafening crescendo as a result of the federal government’s initiative to create and sustain green jobs to help spur the nation’s economy. But what are green jobs? Are they any different in skills than those defined as non-green jobs? These and other questions will be answered in the presentation. In addition, the Texas Workforce Commission added Texas-specific employment projections to the O*NET-defined list of green jobs. These employment projections along with wages provide institutions with important information to better plan and manage programs that produce graduates for green occupations.</p> <p><i>Presenter: Hiwot Berhane, Texas Workforce Commission</i> <i>Facilitator: Delton Moore, Amarillo College</i> Location: Brazos A</p>			
A2	No Time for Project Tracking, I Have Too Much Work To Do!	Track: IT/Technology; Best Practices; Survey Research	
<p>Tracking projects is more than keeping a list of what you have to do. Useful metrics, process analysis, and office workflow provide measurable benefits to any size organization. An effective project management methodology can help to improve efficiency, accuracy of projected completion dates, and provide tangible data to justify increased staff headcount (or reduced workload expectations). Staff from the University of Texas at Austin will discuss high level project management implementation as well as how they used Microsoft Sharepoint and Microsoft Access to better manage project and task dependencies.</p> <p><i>Presenter: Mark Blankenship, The University of Texas at Austin</i> <i>Facilitator: Kate Amorella, Texas Women’s University</i> Location: Brazos B</p>			
A3	Bridging Learning and Assessment	Track: Assessment	
<p>An effective assessment process addresses a complex range of questions such as those related to targeted learning outcomes, bridging the intellectual and interactive space connecting the knowledge base, the learner, and institutional effectiveness. Refining the process necessitates thorough analysis and efficient response to each of these elements. A collaboratively created, positioned perspective produces consideration of these elements, generating an accurate representation of current performance and enabling deliberative planning for targeted institutional improvement.</p> <p><i>Presenter: Stella Thompson, Grayson County College</i> <i>Facilitator: Lisa Haynes, Texas Woman’s University</i> Location: Brazos C</p>			





<b>A4</b>	<b>Developing and Deploying a Web-based Institutional Information Portal</b>	<b>Track: Best Practices; Reporting</b>
<p>Information portals provide one-stop access to personalizable information and media necessary to make informed business decisions. Web Content Management Systems (WCMS) are software tools used to manage and control large, dynamic collections of documents, images and other forms of media for delivery to information users through an organization's intranet or the Web. A WCMS facilitates document control, auditing, editing, and timeline management. This presentation describes the design, development, and implementation of an institutional information portal at a large public university using the open-source WCMS, Drupal. There were many lessons learned through the process that we'll share through demonstration and handouts.</p> <p><i>Presenter: Dave Downing, University of North Texas</i> <i>Facilitator: Lincoln Holmes, University of Texas</i> <i>Location: Guadalupe</i></p>		
<b>A5</b>	<b>Dashboards: So What Is In It for Me?</b>	<b>Track: Reporting</b>
<p>We are familiar with dashboards in airplanes or cars, that include dials and gauges that provide information on things the pilot or driver has input to monitor their progress. Now dashboards have been developed to help organizations monitor advancement in meeting goals - Key Performance Indicators (KPIs) – that define attributes of success. HCC's Academic Dashboard consists of ten dimensions-- Access, Student Engagement, Financial Aid, Persistence, Completion, Transfer, Faculty, Placement, Satisfaction, and Excellence. This presentation focuses on why and how HCC's dashboard was developed, the challenges faced by institutional research and the impact of IR's partnership with IT and instruction.</p> <p><i>Presenters: Martha Oburn, Houston Community College</i> <i>Mario Heredia, Houston Community College</i> <i>Facilitator: Leona Urbish, Rice University</i> <i>Location: Lavaca</i></p>		
<b>A6</b>	<b>Bayesian "Backward" Success Profile Study</b>	<b>Track: Best Practices</b>
<p>Last year the Sam Houston State University (SHSU) Institutional Research &amp; Assessment Office attempted to develop a profile of the undergraduate students who have succeeded at SHSU. That study focused upon the students who had graduated from SHSU from Fall 2004-Summer 2008 who had begun as SHSU freshmen. A stratified representative sample of students was drawn from corresponding freshman cohorts of students who had not graduated from SHSU as a comparison group. Bayesian models were constructed for both the SHSU graduate group and the comparison group and used to analyze the interrelationships between many student characteristics, early collegiate experiences and their graduation, or not, from SHSU. The current update will revisit the SHSU-freshman non-graduate comparison group with new information about their enrollment in, or graduation from other institutions. The updated study will also focus upon SHSU graduates who entered as transfers and a comparison group of non-SHSU-graduates who form corresponding new-transfer cohorts. Bayesian models will be constructed for both groups, comparing the interactions between factors that lead to SHSU graduation, graduation elsewhere, or not.</p> <p><i>Presenters: Xiaohong Li, Sam Houston State University</i> <i>Rita Caso, Sam Houston State University</i> <i>Facilitator: Kathleen Morley, Baylor University</i> <i>Location: Sabine</i></p>		



Session #	Concurrent Sessions B	March 2	11:00 a.m. – 11:50 a.m.
B1	<b><i>Compliance Assist! – Lessons Learned</i></b>	<b>Track: IT/Technology; Reporting</b>	
<p>This “lessons learned” session will include product demonstrations of our accreditation solution, Compliance Assist!, as well as a PowerPoint presentation focused on electronic submission for SACS reaccreditation. Austin College’s Director of Institutional Research and Assessment, Judy Wheaton, and from Dataliant, Jeremy Chupp will facilitate the session. They will strive to keep it interactive, allowing participants to ask questions about how the product might be of use to their institution, and share personal experiences with institutional reaccreditation.</p> <p><i>Presenters: Judy Wheaton, Austin College Jeremy Chupp, Dataliant</i></p> <p><i>Facilitator: Leroy Philbrook, University of Texas Pan American</i></p> <p><i>Location: Brazos A</i></p>			
B2	<b><i>Building a Bridge to Decisions Using Business Intelligence</i></b>	<b>Track: IT/Technology; Reporting</b>	
<p>As the THECB, Tarleton State University, San Jacinto College, Houston Community College and many others have found, the WebFOCUS Business Intelligence platform can help you quickly build a bridge from data to decisions. In this session, we’ll demonstrate web-based dashboards that your peers have built to eliminate basic ad hoc requests, and show how they are often providing thousands of reports at the click of a button. IR staff from one or more schools will be co-presenting, and sharing the benefits they’ve gained. Attendees will see examples of Strategic, Tactical, and Operational Dashboards. Q&amp;A time will be provided.</p> <p><i>Presenters: Tim Beckett, Information Builders Bonnie Hurford, Tarleton State University Noel Saucedo, Tarleton State University</i></p> <p><i>Facilitator: Marcelo Paredes, University of Texas Pan American</i></p> <p><i>Location: Brazos B</i></p>			
B3	<b><i>The Relationship of Sophomore Retention to the Perceived or Assumed Quality, or the Types of Classes that Students Take</i></b>	<b>Track: Reporting</b>	
<p>Much research has addressed the prediction of retention from the perspective of Tinto’s explanations of student attrition. Far less research has approached the prediction of retention from indicators of perceived or assumed class quality, or from the types of courses to which students have been exposed. This study uses unadjusted logistic regression analysis, and then, adjusted multiple-predictor logistic regression modeling to explore the association between sophomore persistence and a student’s exposure level to positively rated classes; exposure level to classes taught by tenure-track faculty; and/or exposure level to required courses. These variables are examined in conjunction with covariates representing constructs historically associated with university persistence (i.e., Entry At-Risk; 1st semester GPA; Campus Residence; Commitment to Major; Level of Financial Aid).</p> <p><i>Presenters: Rita Caso, Sam Houston State University Xiaohong Li, Sam Houston State University Rebecca Bowyer, Sam Houston State University</i></p> <p><i>Facilitator: Richard Batey, Texas State University, San Marcos</i></p> <p><i>Location: Brazos C</i></p>			



<b>B4</b>	<b>Creating a Dashboard with Excel</b>	<b>Track: Assessment; IT/Technology; Best Practices;</b>
<p>In higher education, dashboards are used to monitor the performance of the institution on various measures. This presentation will give a brief overview of the process this institution used in developing measures and demonstrate the use of Excel in creating the dashboard.</p> <p><i>Presenter: Soon Merz, Austin Community College</i>  <i>Facilitator: Susan Thompson, Texas State University, San Marcos</i>  <i>Location: Guadalupe</i></p>		
<b>B5</b>	<b>Business Intelligence: How One University is Bringing It to Campus</b>	<b>Track: IT/Technology; Reporting</b>
<p>The IR office at the University of Houston-Downtown is currently working with the IT department to provide a BI product to its campus. The goal of this project is to provide decision-makers on campus with more access to the data needed for their work. This presentation will show how the process has proceeded at UHD, including a demonstration of the end product.</p> <p><i>Presenters: Carol Tucker, University of Houston-Downtown</i>  <i>Carol Boethel, University of Houston-Downtown</i>  <i>Facilitator: Mary Barton, University of North Texas</i>  <i>Location: Lavaca</i></p>		
<b>B6</b>	<b>The ACT Texas Research Consortium: A Longitudinal Research Initiative to Review</b>	<b>Track: Enrollment</b>
<p>This session will review the initial findings from four major public institutions in Texas tracking student success over a six year time period. Comparing the characteristics of ACT-tested students who persist at the institutions with those who do not will be reviewed. Findings pertinent to academic advising of students will be discussed based on students' readiness for freshman level courses as measured by secondary coursework and the ACT scores.</p> <p><i>Presenter: Allen Clark, University of North Texas</i>  <i>Facilitator: Cathy Vale, University of Texas, Pan American</i>  <i>Location: Sabine</i></p>		





**Tuesday, March 2**  
(Continued)

**\* Luncheon and General Session I \***

**Tuesday, March 2 \* 12:15 p.m. - 1:45 p.m.**

**Title: Measuring Up...To the Next Level**

**Featuring: Bennie E. Lambert, PhD -  
Educator, Motivational Speaker, & Auctioneer**

**Location: Three Rivers Ballroom**

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Tuesday, March 2  
(Continued)

**\* Break \***


March 2 \* 1:45 p.m. - 2:00 p.m.  
Location: Three Rivers Pre-function Area

Coffee, tea, soft drinks, and water will be available.

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**Tuesday, March 2**  
**Concurrent Session C**  
**2:00 p.m. - 2:50 p.m.**

Session #	Concurrent Sessions C	March 2	2:00 p.m. – 2:50 p.m.
C1	<b><i>Taking Assessment Online: Keeping it from Becoming aSTRESSment</i></b>		<b>Track: Assessment</b>
<p>Blinn College completed a new institutional strategic plan in Spring 2009 and simultaneously decided to update institutional, program, and classroom assessment strategies, including a move online with assessment management software. In this interactive presentation you will learn how the Office of Institutional Research and Effectiveness used a variety of methods to reduce employee stress as program strategic plans and assessment strategies were developed and moved into an electronic format. Handouts and resources will be provided.</p> <p><i>Presenter: Cathy Kemper, Blinn College</i> <i>Facilitator: Judson Yeats, Dallas County Community College</i> <i>Location: Brazos A</i></p>			
C2	<b><i>Back to the Basics: A Comprehensive Review of First-time Freshmen Data</i></b>		<b>Track: Reporting</b>
<p>This presentation will refresh the significance of getting “Back to the Basics”. As Institutional Researchers many times we want to flex our statistical muscle by conducting highly complex research projects. However, sometimes we just have to make it plain. This presentation will review first-time freshmen enrollment over a 5 year period. Demographic variables as well as precollege college information will be presented. The student’s first-semester variables such as hours enrolled, hours completed, GPA and persistence will also be discussed. This information will be presented in a very comprehensive manner so that IR neophytes and veterans alike will benefit.</p> <p><i>Presenter: Rajjanel Crockem, Texas Southern University</i> <i>Facilitator: Jaime Garcia, Rice University</i> <i>Location: Brazos B</i></p>			
C3	<b><i>Frequently Asked Questions regarding SACS COC Institutional Effectiveness Requirements</i></b>		<b>Track: Assessment; Reporting</b>
<p>As part of the process of developing a training curriculum for Institutional Effectiveness (IE) Evaluators, a set of Frequently Asked Questions (FAQs) was developed and included in the training, centering around common issues of concern to institutions. These FAQs deal with all areas of IE and all IE Core Requirements, Comprehensive Standards, and Federal Requirements. The presenter, chair of the committee that developed the training materials, will review the FAQs and provide opportunity for discussion and questions.</p> <p><i>Presenter: Gerry Dizinno, The University of Texas at San Antonio</i> <i>Location: Brazos C</i></p>			



<b>C4</b>	<b>A Single Version of the Truth: Using Business Intelligence to Inform Policy and Strategic Decision-Making at UT Austin</b>	<b>Track: IT/Technology</b>
<p>An overview of how enterprise-wide business intelligence tools (COGNOS) now in production at UT Austin are used by deans' offices and central/executive administration to support strategic decision-making. This session will demonstrate the "Project IQ" cubes and reports for which UT Austin's Office of Information Management and Analysis (IR) is the primary data steward, including student and faculty demographics, course enrollments, teaching activities, faculty workload, graduation and retention rates, formula funding, and more. A few technical details will be shared, but this session is primarily about the project, its governance model, development methodology, and more importantly, the resulting value-added information products.</p> <p><i>Presenter: Kristi Fisher, The University of Texas at Austin</i>  <i>Facilitator: Mark Blankenship, The University of Texas at Austin</i>  Location: Guadalupe</p>		
<b>C5</b>	<b>StudentTracker for Institutional Researchers</b>	<b>Track: Enrollment; Reporting</b>
<p>StudentTracker from the National Student Clearinghouse allows schools to query a nationwide database of post-secondary enrollment and degree records to track the enrollment history of former applicants and students, thus improving their educational research results and recruiting efforts. This presentation will include an overview of the different StudentTracker query options, when to use each of these options, and a review of the aggregate report and raw data produced by these queries. Demo data and handouts will be available.</p> <p><i>Presenter: Edward Torpy, National Student Clearinghouse</i>  <i>Facilitator: Lincoln Holmes, The University of Texas at Austin</i>  Location: Lavaca</p>		
<b>C6</b>	<b>Getting the Most Out of MS Office: Survival Skills for the One Person IR Office</b>	<b>Track: IT/Technology; Best Practices; Reporting</b>
<p>There are a variety of sophisticated reporting tools available to IR practitioners if they have the budget for it. However, many small offices cannot afford such tools and must rely on what is readily available. This session will demonstrate, through practical application, how IR staff can easily accomplish a number of reporting tasks using the products available in MS Office. From importing data to building a dash board, and everything in-between, participants will learn how to more efficiently employ MS Office in their day-to-day activities. Participants should have a basic knowledge of MS Excel and relational databases.</p> <p><i>Presenter: Katherine Friedrich, College of the Mainland</i>  <i>Facilitator: Karen Weisbrodt, The University of Texas at Austin</i>  Location: Sabine</p>		



**Tuesday, March 2**  
**Concurrent Session D**  
**3:00 p.m. - 3:50 p.m.**

Session #	Concurrent Sessions D	March 2	3:00 p.m. – 3:50 p.m.
D1	<b><i>Putting the “C” in Survey Research</i></b>	<b>Track: Assessment; Survey Research</b>	
<p>Is the sample representative of the population? Should we use a five-point or seven-point scale? Does the instrument measure what it’s intended to measure? Without a doubt, these are important considerations in survey research. All too often, however, we focus so much on the technical elements of survey research that we sometimes neglect a critical component—communication! In this session, we will discuss strategies for eliciting survey participation and distributing results in useable formats. By putting the “C” in survey research, we can move one step closer to promoting continuous quality improvement.</p> <p><i>Presenter: Kari Dickson, Texas Tech University Health Sciences Center</i> <i>Facilitator: Raifu Durodoye, University of North Texas</i> Location: Brazos A</p>			
D2	<b><i>Post 9/11 Returning Student-veterans and Faculty Perceptions</i></b>	<b>Track: Survey Research</b>	
<p>As military operations in Iraq and Afghanistan continue coupled with the recent authorization of the GI bill, institutions of higher education in the United States are expected to experience an influx of returning student-veterans. We surveyed approximately 500 faculty members as to their views of serving in the military, the United States’ involvement in the Iraq/Afghanistan wars and perceptions of their ability or self-efficacy to address the special needs of combat veterans in the classroom. Results indicate that faculty perceptions may be associated with their self-efficacy to teach and work with returning student-veterans in classroom.</p> <p><i>Presenter: Lucy Barnard-Brak, Baylor University</i> <i>Facilitator: Dave Downing, University of North Texas</i> Location: Brazos B</p>			
D3	<b><i>Making the THECB Accountability System Meaningful</i></b>	<b>Track: Assessment; Best Practices; Reporting</b>	
<p>Few people outside IR use the THECB’s Accountability System for making comparisons or decisions. Even if they are aware of the THECB Accountability System, they are often overwhelmed by the technical definitions or the sheer number and scope of the data tables. This presentation focuses on one institution’s efforts to distill and graphically represent the THECB’s accountability measures to make it easier for administrators, faculty, and staff to understand and use this rich data resource as a meaningful tool in helping them understand institutional performance relative to other institutions, and to use the data for benchmarking and decision making.</p> <p><i>Presenter: Thomas Martin, Collin County Community College District</i> <i>Facilitator: Lisa Haynes, Texas Woman’s University</i> Location: Brazos C</p>			



<b>D4</b>	<b>Developing an Effective Undergraduate Internship Program</b>	<b>Track: Best Practices; Reporting</b>
<p>For two years our office has had an agreement with the Sociology Department to host an undergraduate student internship program. This program enables the undergraduate students to develop skills in data analysis, report writing and various software packages. In addition to these skills students also are able to become more comfortable in an office setting while working with the analysts in our office. These interns have also been assigned to work with a variety of data requests throughout the program. This discussion will focus on successes and challenges of this program and give a general outline of the semester long internship.</p> <p><i>Presenter: Brian Cordeau, The University of Texas at San Antonio</i> <i>Facilitator: Kate Amorella, Texas Woman's University</i> <i>Location: Guadalupe</i></p>		
<b>D5</b>	<b>El Centro College's Experience in Initial Stages of Planning and Setting up Strategic Planning On Line</b>	<b>Track: Assessment</b>
<p>This session will talk about El Centro College's experiences with preparing and initializing Strategic Planning On Line as a Planning and Assessment tool. We will also talk about some of the issues that we encountered such as: differences in terminology, establishing Users and Planning Units, function codes and categories, commodity types, goals, objectives, fields needed and not needed by SPOL, navigation, how to create items like calendar years, insertion of college mission statements and goals, assigning Users to Planning Units, working with the Budget section, how the whole thing integrates, "Simple stuff" such as changing the Unit Manager, etc.</p> <p><i>Presenter: Sue Kornfeld, El Centro College</i> <i>Facilitator: Richard Batey, Texas State University, San Marcos</i> <i>Location: Lavaca</i></p>		
<b>D6</b>	<b>Online Databases for Institutional Research</b>	<b>Track: IT/Technology; Best Practices; Reporting</b>
<p>Online databases that provide easy access to state, regional, and national data are valuable sources of information for institutional researchers to use in comparative studies. This session will give a brief overview of online data sources that are available and demonstrate how they can be used for peer studies through the use of actual examples. This session may be particularly useful for newcomers to TAIR, but is also an opportunity for long-term members of TAIR to participate in a discussion of how they use these resources.</p> <p><i>Presenter: Joseph Meyer, Texas State University, San Marcos</i> <i>Facilitator: Maryann Ruddock, The University of Texas at Austin</i> <i>Location: Sabine</i></p>		



**Special Interest Groups 1**

**4:00 p.m. – 4:35 p.m.**

- (SIG1)     **OPIRO (One-Person IR Offices)**  
*Convener: Amy Bawcom, University of Mary Hardin Baylor*  
Location: Brazos A
- (SIG2)     **SAS Users**  
*Convener: Faron Kincheloe, Baylor University*  
Location: Guadalupe
- (SIG3)     **Datatel Colleague Users**  
*Convener: Teresa Isbell, North Lake College*  
Location: Sabine
- (SIG4)     **SPSS Users**  
*Convener: David Preston, Brazosport College*  
Location: Lavaca
- (SIG5)     **CCSSE - Community College Survey of Student Engagement**  
*Convener: Margaret Drain, Houston Community College*  
Location: Brazos B
- (SIG6)     **Achieving the Dream**  
*Convener: April Juarez, CCCSE*  
Location: Brazos C

**Special Interest Groups 2**

**4:40 p.m. – 5:15 p.m.**

- (SIG7)     **Public Universities Sector**  
*Convener: Cindy Dutschke, Texas A&M University*  
Location: Brazos B
- (SIG8)     **Public Community College and Technical Colleges**  
*Convener: Martha Oburn, Houston Community College*  
Location: Brazos C
- (SIG9)     **Independent Colleges and Universities (ICUT)**  
*Convener: Amy Bawcom, University of Mary Hardin Baylor*  
Location: Brazos A





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**Tuesday, March 2  
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**5:30 p.m. - 6:30 p.m.**

**Location: Three Rivers Ballroom**

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Wednesday, March 3



## Registration

Tuesday, March 3

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

Location: Three Rivers Pre-function Area

Refreshments and Registration

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### \* Breakfast Buffet \*

March 3

8:00 a.m. - 10:00 a.m.

Location:  
Three Rivers  
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**Resource Fair**  
**Wednesday, March 3**  
**9:00 a.m. - 4:00 p.m.**

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## **\* Resource Fair \***

**Wednesday, March 3**  
**9:00 a.m. - 4:00 p.m.**  
**Location: Vendor Area**

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.



*Texas Rangers*, photo courtesy of Baylor University



## **TAIR Roundtables**

### **(R1) Using MS Excel Pivot Tables for Retention and Graduation Tracking**

*Presenter: Joseph M. Meyer, Texas State University-San Marcos*

**Tracks: IT/Technology, Best Practices**

Microsoft Excel pivot tables provide a simple and flexible way to explore data relationships and provide descriptive statistics to clients. This session will demonstrate the use of pivot tables at Texas State University-San Marcos for tracking retention and graduation rates by a wide range of variables.

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### **(R2) TAIR Data Advisory Committee (DAC)**

*Presenter: Maryann S. Ruddock, The University of Texas at Austin*

**Tracks: Best Practices, Reporting**

The TAIR Data Advisory Committee (DAC) is the body tasked with making recommendations on the definition, collection, and use of data by Texas institutional researchers. In order to make informed recommendations, we would like to use this roundtable as an opportunity to talk about what TAIR DAC has been working on and to get feedback from the membership on the issues you would like us to consider. Please bring your questions, comments, insights, concerns, and ideas on what TAIR DAC should be addressing.

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### **(R3) Managing Administrative Surveys to Improve Data Quality**

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

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

Our institution has struggled with issues surrounding an ever-increasing number of surveys conducted on our campus. We now have a new university policy that requires each administrative division to take responsibility for reviewing and ensuring the quality of surveys before involving Institutional Research. A University Survey Committee oversees the schedule and helps to identify projects where collaboration can be accomplished to avoid collection of duplicate information. I will discuss research efforts and findings that led us to the development of our policy, as well as an update on effects of the policy on our campus and its surveys.

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## **TAIR Roundtables**

*(Continued)*

### **(R4) Retention/Graduation Forecasting**

**Presenter:** Raifu Durodoye, University of North Texas

**Tracks:** Enrollment

Retention forecasting has become a very important tool to institutional research offices across the country. Forecasting has given UNT staff members and administrators the ability to engage students that would benefit most from outside interventions. In an effort to better understand some of the reasons why students did not persist here at UNT, we created a binary logistic regression model (retention forecasting model) to 1) Identify student characteristics that made them more or less likely to return, and 2) Focus efforts and resources toward those students that we considered “most” at-risk. The information generated from our modeling efforts has not only helped to clarify who we consider at-risk of attrition but it has also given us the opportunity to take a proactive approach to retaining these “highly at-risk” students. The roundtable will cover data needs, model selection, development, and institutional uses.

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### **(R5) The SACS Reaffirmation Process Made Easy?**

**Presenter:** Gerry Dizinno, University of Texas at San Antonio

**Tracks:** Assessment

The University of Texas at San Antonio recently completed submission of its Compliance Report and Quality Enhancement Plan (QEP) for reaffirmation of accreditation. This roundtable will provide a description of the three and a half-year process used to coordinate multiple authors of the Compliance Report, ensure all documentation was provided and relevant, and edit the final product. In addition, information will be provided regarding selection of a topic and preparation of a QEP.

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### **(R6) Online Survey Research for Online Students**

**Presenters:** Valerie Paton, Texas Tech University and Javier Flores, Howard College

**Tracks:** Survey Research

As enrollment in online courses increases, students are changing how they interact with institutions of higher education. Two studies using the same distance learning instrument were conducted with online students at a major research university and HSI community colleges. The researchers will discuss these different research populations, the study development and IRB process at the different institutions, response rates, findings and use for higher education administrators. Roundtable participants will be asked to share information on their research activities and to discuss best practices in online research.

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**TAIR Roundtables**  
*(Continued)*

**(R7) Cross Analysis of Student Survey**

*Presenter: Richard Plott, University of North Texas*

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

Cross-analysis of data empowers Institutional Research and Effectiveness (IR&E) offices to examine multiple characteristics from a variety of survey instruments. These instruments provide additional value towards ad hoc requests, student development, and strategic planning by conducting user friendly techniques in Statistical Analytical Software (SAS), Data Analysis and Statistical Software (Stata), or Predictive Analytics Software (SPSS). This powerful analytical technique additionally facilitates strategic planning, student development, learning center technologies, and student enrollment to examine best practices, forecast policy initiatives, and plan for campus growth.

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**(R8) All about SNAP**

*Presenter: Mansour Salami, University of Texas at Arlington*

**Tracks: Assessment, IT/Technology, Best Practices, Survey Research**

Snap Survey Software is an integrated software package suitable for questionnaire design, publication, data collection and data analysis. Snap Professional is the core product which can be enhanced with other modules such as web hosting, scanning and mobile interviewing. Even with all these added functionalities, the price of the software is much lower than other competitive software products currently in the market. This should make SNAP the number one choice of survey software in any IR office. We will discuss the capabilities of the software and will entertain related questions in more detail in this roundtable.

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**(R9) Fact Books**

*Presenter: Cathe Lester, University of Texas at El Paso*

**Tracks: Best Practices, Reporting**

This discussion will focus on how award-winning Fact Books are created. In particular, the participants will discuss the organization of the award winning fact books, how data is collected, and how the final document is produced.

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**TAIR Roundtables**  
**Wednesday, March 3**  
**8:30 a.m. - 10:00 a.m.**  
**Location: Three Rivers Ballroom**

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**TAIR Roundtables**  
(Continued)

**(R10) Assessing Student Perceptions on Academic Integrity**

*Presenter: Lucy Barnard-Brak, Baylor University*

**Tracks: Assessment, Survey Research**

Cheating and other academically dishonest behaviors have been a part of landscape of higher education since its inception. This study intends to assess student perceptions of cheating in view of how a hypothetical peer behaves and a faculty member reacts according to university policies regarding academic integrity. The study consisted of an experimental design where students were randomly assigned to one of four conditions via an online survey method. Student perceptions about academic integrity appeared to differ according to faculty member interpretations and subsequent applications of university policy.

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**(R11) Best Practices in Institutional Research**

*Presenter: Leona Urbish, Rice University*

**Tracks: Best Practices**

Do you wonder if you are the only one who is faced with situations with no precedent? What is the best way to get some "instant info" about a question posed to your office? Is there a question or topic that you would like to discuss with other TAIR members? This open topic roundtable 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.

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**A fast fact about Waco**



M&M Mars – which became MasterFoods, INC. – makes the world's most popular candy bar, Snickers, in Waco.



Session #	Concurrent Sessions E	March 3	10:10 a.m. – 11:00 a.m.
E1	<b><i>Race and Ethnicity AFTER Re-Identification</i></b>	<b>Track: Reporting</b>	
<p>A major 4-year institution opened the race/ethnicity re-identification survey for faculty, staff, and students in September 2009. A committee had met for over a year in preparation for this event. The results have been very interesting and we learned many things we should and should not have done! Come join us as we discuss some do's and don'ts and also a summary of the outcome of the survey. How did the data change?</p> <p><i>Presenter: Sue Herring, Baylor University</i> <i>Facilitator: Lucy Barnard-Brak, Baylor University</i> <i>Location: Brazos A</i></p>			
E2	<b><i>Creating Retention and Graduation Triangles</i></b>	<b>Track: Enrollment; Reporting</b>	
<p>This presentation will review the creation of ten-year Retention and Graduation Triangle Reports, and their evolution from fully manual legacy systems reports to a relatively easy-to-use automated report create in Discoverer/PeopleSoft. The end product is seamless for the end user. The creation of the report required adding variables to warehouse data, creating and implementing business practices to capture cohort data more accurately. It required the cooperation of IRP (main presenter), IT (also presenting), and Graduate school. Results are constantly challenged by colleges and departments but prove to be accurate. The controversy of the report for the programs will also be discussed.</p> <p><i>Presenters: Robert Lorick, The University of Texas at Arlington</i> <i>Albert Celaya, The University of Texas at Arlington</i> <i>Facilitator: Carol Tucker, University of Houston-Downtown</i> <i>Location: Brazos B</i></p>			
E3	<b><i>Success by Design: Data, Research, Assessment, and Planning</i></b>	<b>Track: Assessment; IT/Technology; Best Practices; Reporting</b>	
<p>What sort of organizational structure is necessary to support research, reporting, assessment and planning processes to track implementation and evaluation of innovative interventions and processes for student success? This interactive workshop includes problem solving in small groups presented with facts from a case study. Groups will develop potential solutions or redesigns of organizational structure to support development of embedded infrastructure for institutional excellence. Presenters will share how problems were addressed at South Texas College. Participants will receive electronic copies of useful tools and structural designs including model for institutionalizing an intervention, formative and summative evaluation instruments, logic models, research briefs.</p> <p><i>Presenter: Brenda S. Cole, South Texas College</i> <i>Facilitator: Danielle Texera, Rice University</i> <i>Location: Brazos C</i></p>			



<b>E4</b>	<b>Google Analytics and Interactive Dashboards</b>	<b>Track: IT/Technology; Best Practices; Enrollment; Survey Research</b>
<p>Google Analytics is a free web analytics solution that gives you rich insights into your website users and website effectiveness. The first part of the session will feature how to set up and use Google Analytics to track website users, and as an Assessment tool for your IR website. Second part of the session will cover how Business Objects Xcelsius bridges the gap between static spreadsheets and the need for visual, interactive Dashboards. The session will showcase examples of Dashboard tools featuring Student Enrollment by Counties, Zip Codes, Student Demographics, Enrollment Trends, Contact Hours, Budget Information and other samples.</p> <p><i>Presenter: Sushil Pallemmoni, Del Mar College</i> <i>Facilitator: Karen Weisbrodt, The University of Texas at Austin</i> <i>Location: Guadalupe</i></p>		
<b>E5</b>	<b>A Comparison Group Sampling Problem</b>	<b>Track: Best Practices</b>
<p>This presentation will explain some of the typical problems encountered with selecting a comparison group for evaluation of an existing academic program, where random assignment of participants was neither ethical nor practical. Challenges arose from the fact that the assumed criteria for membership in the “treatment” group appeared to have been largely ignored in actual practice, making it difficult to identify characteristics that could be used to select comparison groups. The presentation will describe the processes used to overcome this challenge in order to construct appropriately representative comparison groups against which to assess various aspects of the targeted student population.</p> <p><i>Presenters: Ranil Sudharshan Samaratunga, Sam Houston State University</i> <i>Rita Caso, Sam Houston State University</i> <i>Facilitator: Delton Moore, Amarillo College</i> <i>Location: Lavaca</i></p>		
<b>E6</b>	<b>To IRB or Not to IRB? That Is the Question!</b>	<b>Track: Best Practices</b>
<p>The ethical treatment of human beings is an issue that cuts across all organizations. Federal law requires institutions receiving financial research support to establish institutional review boards (IRB) to ensure the well being of human research subjects. Institutional research professionals are generally unaware of when their activities fall under the purview of the IRB. This session explores this issue, discussing many questions of concern to the institutional research community. This session is based on material the presenter co-delivered at AIR and SAIR conferences where it was well received and has been incorporated into ongoing AIR ethics discussions.</p> <p><i>Presenter: Thomas Martin, Collin County Community College District</i> <i>Facilitator: Sam Shi, University of Texas, Pan American</i> <i>Location: Sabine</i></p>		



Session #	Concurrent Sessions F	March 3	11:10 a.m. – 12:00 p.m.
F1	<b><i>Getting Dirty with Data</i></b>	<b>Track: IT/Technology</b>	
<p>North Central Texas Community College is getting dirty with data. In the past it has been a heavy burden for the IS and IR offices keeping up with a multitude of data requests. Now with the help of a new tool, we're empowering the rest of the campus to get dirty with us. Come learn how we took our data process bottle neck and turned it into a gold mine of efficiency for the entire campus.</p> <p><i>Presenters: David Brown, North Central Texas College</i> <i>Michael Taft, ZogoTech</i></p> <p><i>Facilitator: Faron Kincheloe, Baylor University</i></p> <p><i>Location: Brazos A</i></p>			
F2	<b><i>Does Living on Campus Matter? The Academic Success of Students Living in Residence at UH as Compared to Students Living Off Campus</i></b>	<b>Track: Assessment; Reporting</b>	
<p>This workshop presents the results of a study on the educational outcomes of undergraduate students living on and off campus at a university classified by the Carnegie Foundation as a primarily non-residential campus. While some literature points to positive outcomes in the areas of critical thinking (Pascarella, 1993) and quality of life (Chater &amp; Hatch, 1991) for on-campus residents, other studies are inconclusive (Bliming, 1989; Bowman &amp; Partin, 1993). This study addresses another gap in the literature by addressing the unique educational outcomes of "commuter" campuses. Special attention is given to design considerations of population definitions and potential moderating variables.</p> <p><i>Presenters: Kristen Hogan, University of Houston</i> <i>Maureen Croft, University of Houston</i></p> <p><i>Facilitator: Maryann Ruddock, The University of Texas at Austin</i></p> <p><i>Location: Brazos B</i></p>			
F3	<b><i>Pathways: A Data Driven Project to Increase Successful High School to College Transition</i></b>	<b>Track: Survey Research; Reporting</b>	
<p>The Pathways project is a local partnership between secondary and post-secondary institutions that is designed to improve curriculum alignment between high school and post-secondary institutions. Pathways partners agree to share student-level data including enrollment, course, and graduation data. The data is received and stored at Texas Higher Education Coordinating Board (THECB) where reports on curriculum alignment, graduation, and other topics are generated. Local vertical alignment teams (comprised of secondary and post-secondary faculty) review the data reports to discover the reasons for misalignment. The teams are charged with the task of creating interventions to solve the misalignments.</p> <p><i>Presenter: Colby Stoevers, Texas Higher Education Coordinating Board</i></p> <p><i>Facilitator: Joe Meyer, Texas State University-San Marcos</i></p> <p><i>Location: Brazos C</i></p>			





<b>F4</b>	<b>Now You See Them, Now You Don't! The Role of Part-Time Students and Faculty in Student Engagement</b>	<b>Track: Enrollment; Best Practices; Survey Research</b>
<p>Nationally, well over half of community college students attend part-time while adjunct faculty ratios continue to soar — trends reflected in the majority of Texas colleges. On-campus for brief periods, these students and faculty may be easy to overlook, but their impact should not be ignored. Researchers at the Center for Community College Student Engagement have examined the role “part-timeness” plays in student engagement. Presenters will share new findings about these often-ignored groups of students and faculty, and will suggest ways institutional researchers can use similar research to improve student outcomes in their own colleges.</p> <p><i>Presenters: E. Michael Bohlig, Center for Community College Student Engagement          April Juarez, Center for Community College Student Engagement</i>  <i>Facilitator: Carol Tucker, University of Houston-Downtown</i>          Location: Guadalupe</p>		
<b>F5</b>	<b>Widening the Scope: Encompassing State and National Trend Comparisons in Evaluating Institutional Performance</b>	<b>Track: Best Practices</b>
<p>One of the primary IR goals is to provide analyses in support of the strategic objectives and improvement efforts of campus leaders. Another key role is to offer policy leaders relevant feedback on the effects of policy changes at the institutional/system levels compared to state and national trends. In this session, examples of policy briefs will be presented to demonstrate how an IR office responds to questions such as, “How has the deregulation of tuition affected affordability in relation to state and national averages?” and “What are the T/TT and contingent faculty employment trends compared to national trends?” The collection, analysis, and reporting methodologies of these reports will be shared with session participants.</p> <p><i>Presenter: Trish Norman, The University of Texas System</i>  <i>Facilitator: Carol Boethel, University of Houston, Downtown</i>          Location: Lavaca</p>		
<b>F6</b>	<b>Lessons Learned Migrating from a Data Warehouse to Business Intelligence</b>	<b>Track: IT/Technology; Best Practices</b>
<p>After implementing and maintaining a data warehouse for over 6 years, Baylor University migrated all of its warehouse content to a Business Intelligence software platform. This paper will discuss the process that was used for the migration and lessons learned along the way. Among the topics covered will be security, user acceptance, training and backups.</p> <p><i>Presenter: Faron Kincheloe, Baylor University</i>  <i>Facilitator: Dave Downing, University of North Texas</i>          Location: Sabine</p>		



Luncheon and General Session II  
Wednesday, March 3  
12:15 p.m. - 1:45 p.m.

**\* Luncheon and General Session II \***

Wednesday, March 3 \* 12:15 p.m. - 1:45 p.m.

Title: ***The Texas Rangers and The Texas Ranger Museum***

Featuring: **Byron A. Johnson, Director -  
The Texas Ranger Hall of Fame and Museum**

Location: Three Rivers Ballroom

*Sponsored by:* **ELearningTOOLBOX.COM**



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

**TAIR would like to thank Scantron for processing our election ballots.**



For more than three decades, Scantron has helped colleges and universities measure and improve effectiveness with assessment and survey solutions. We provide cutting edge paper/web-based tools for rapid, accurate and reliable test scoring/reporting, faculty/course evaluation automation and image-based data collection/processing. Scanners, Software, Handhelds and Forms... Scantron offers a complete solution.

***Class Climate***

Class Climate is an enterprise level course and faculty evaluation system that's being used to automate the evaluation process, measure instructor effectiveness, improve student satisfaction, comply with accreditation standards, collect data to measure learning objectives, and as a general survey tool for a variety of campus surveys.

The technology, called Class Climate, offers a survey management platform that includes a questionnaire designer for online and paper-based surveys, scanning utilities and reporting modules. Class Climate automates the use of these modules by matching surveys to courses, creating reports and sending out notifications automatically.



Session #	Concurrent Sessions G	March 3	2:00 p.m. – 2:50 p.m.
G1	<b>Assessing General Education: Findings from a Survey of Texas Public Colleges and Universities</b>	Track: Assessment	<p>This session will present findings from a survey of general education assessment practices at Texas public colleges and universities. Topics covered will include how general education assessment is structured within institutions, what resources are available to support general education assessment, what methods and instruments are used to assess general education outcomes, how assessment findings are shared and used, and how these factors vary based on institutional type and size. Participants will also be invited to discuss how these findings compare with general education assessment practices on their own campuses.</p> <p><i>Presenter: Wendy Erisman, Higher Education Policy Institute, THECB</i> <i>Facilitator: Sue Hering, Baylor University</i> <i>Location: Brazos A</i></p>
G2	<b>Allocation of Closing the Gaps Participation Goals to Institutions</b>	Track: Enrollment; Best Practices	<p>Closing the Gaps by 2015: The Texas Higher Education Plan has a participation goal of 1,650,000 students for fall 2015, 351,000 more than in fall 2008. Institutional and government planners and policymakers need to know where these students will come from and where they will enroll. This session describes methodology to allocate the 2015 participation goal to public higher education institutions and regions, by ethnicity. The results show that, if the Closing the Gaps participation goal is met, many institutions will have enrollments that exceed their targets, especially for Hispanic students.</p> <p><i>Presenter: Doug Bond, Texas Higher Education Coordinating Board, THECB</i> <i>Facilitator: Maryann Ruddock, The University of Texas at Austin</i> <i>Location: Brazos B</i></p>
G3	<b>Creating and Sustaining a Culture of Assessment: General Education Core Courses</b>	Track: Assessment	<p>Building a culture of understanding the assessment of student learning outcomes cannot be accomplished in one day or even one semester. Developing student learning outcomes assessment requires a process of introducing and reinforcing the concepts. In addition, assessment should generate value-added information that can be used for improvement. In this session, the presenter will explain the evolution of UT Dallas' general education core course assessment process, discuss problems and solutions, and describe the way in which the new process has already helped UT Dallas align its general educational core curriculum with the Texas Higher Education Coordinating Board and SACS requirements. At the end of the presentation, there will be an open discussion on the issues involved in implementing institution-wide assessment effort.</p> <p><i>Presenter: Metta Alsobrook, The University of Texas at Dallas</i> <i>Facilitator: Leona Urbish, Rice University</i> <i>Location: Brazos C</i></p>



<b>G4</b>	<b>Putting a New Face on Facilities</b>	<b>Track: IT/Technology</b>
<p>Changes to THECB reporting on space management created an opportunity to reengineer a twenty-year-old legacy facilities system by UT-Austin staff. A plan was in place to retire this system and use another system under development by another unit. Considerable collaborative work had been completed to make the new system work for everyone, but it was still a year away from delivering all necessary functionality. In the meantime, the legacy system had to flex. See how the team of research analysts and IT developers worked together to incorporate THECB changes and long-needed improvements to usability in a very short timeline.</p> <p><i>Presenter: Karen Weisbrodt, The University of Texas at Austin</i>  <i>Facilitator: Leona Urbish, Rice University</i>  <i>Location: Guadalupe</i></p>		
<b>G5</b>	<b>Align Strategic Plans, Budgets, Assessment Efforts, and Accreditation Requirements</b>	<b>Track: Best Practices</b>
<p>This session will demonstrate how to align strategic plans with budgeting priorities and assessment requirements while directly supporting accreditation standards. Attendees will see how to increase visibility of assessment efforts while coordinating the various facets of planning, budgeting, assessment, and accreditation. Learn how to facilitate an environment of continuous improvement by involving unit managers in the strategic planning process. See how to monitor effectiveness with assessment outcomes and accreditation standards. This session will illustrate a painless, effective method of focusing unit managers on developing strategic plans, focusing budget managers on funding strategic objectives that directly support assessment targets, and focusing faculty members on developing a culture evidence for assessment and accreditation.</p> <p><i>Presenters: Barbara Walker, Howard College</i>  <i>Andrew Davies, Think Education Solutions</i>  <i>Facilitator: Faron Kincheloe, Baylor University</i>  <i>Location: Lavaca</i></p>		
<b>G6</b>	<b>Fact-lift: Putting a New Face on the Factbook</b>	<b>Track: IT/Technology; Best Practices; Reporting</b>
<p>Recognizing the need to do more in less time, The University of Texas at Austin undertook a redesign of their Statistical Handbook process. Broad goals included improving the overall presentation of information, providing wider and easier access to the data, and reducing the time and labor required to produce the handbook. Join team members as they share details of the project, including lessons learned, obstacles overcome, and customer survey feedback on the result.</p> <p><i>Presenter: Mark Blankenship, The University of Texas at Austin</i>  <i>Facilitator: Cathi Chambers, Texas Woman's University</i>  <i>Location: Sabine</i></p>		





**Wednesday, March 3**  
**Vendor Fair and Newcomers Wrap Up**

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**\* VENDOR FAIR \***

**Wednesday, March 3**  
**3:00 p.m. - 4:30 p.m.**

**(Drawing at 3:45 p.m. at Vendor Area)**



*Waco Suspension Bridge, photo courtesy of Baylor University*



*Waco Mammoth Site, photo courtesy of Baylor University*

**\* Newcomers Wrap Up \***

**Wednesday, March 3**  
**4:00 p.m. - 4:30 p.m.**  
**Location: Brazos A**



Wednesday, March 3  
**Special Event**  
6:00 p.m. - 9:00 p.m.

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## ***Discovery on the Brazos: A Mammoth Event***

Get ready for information, great food, entertainment, and a lot of fun as we visit the Jeanes Discovery Center and Mayborn Museum Complex for our special event. We will have full run of the complex that was opened in May, 2004. We can walk through the three Natural History dioramas (including the Waco Mammoth Experience) and visit the many exploration stations. The natural history galleries focus on Waco at the Crossroads of Texas from the Cretaceous period to the early 1900's including a log house, a Waco Indian grass house and a Comanche tipi. We will have a great meal, time for networking and information sharing on the state of institutional research, and plenty of things to see and hear and experience. Join us for this Mammoth Event! Buses will depart from the Waco Hilton Hotel at 6:00 p.m. for the Mayborn Museum Complex. Entertainment by MCC Singers. There will also be a special 'Dr Pepper' treat!

**Special Event Sponsored by: ZogoTech**



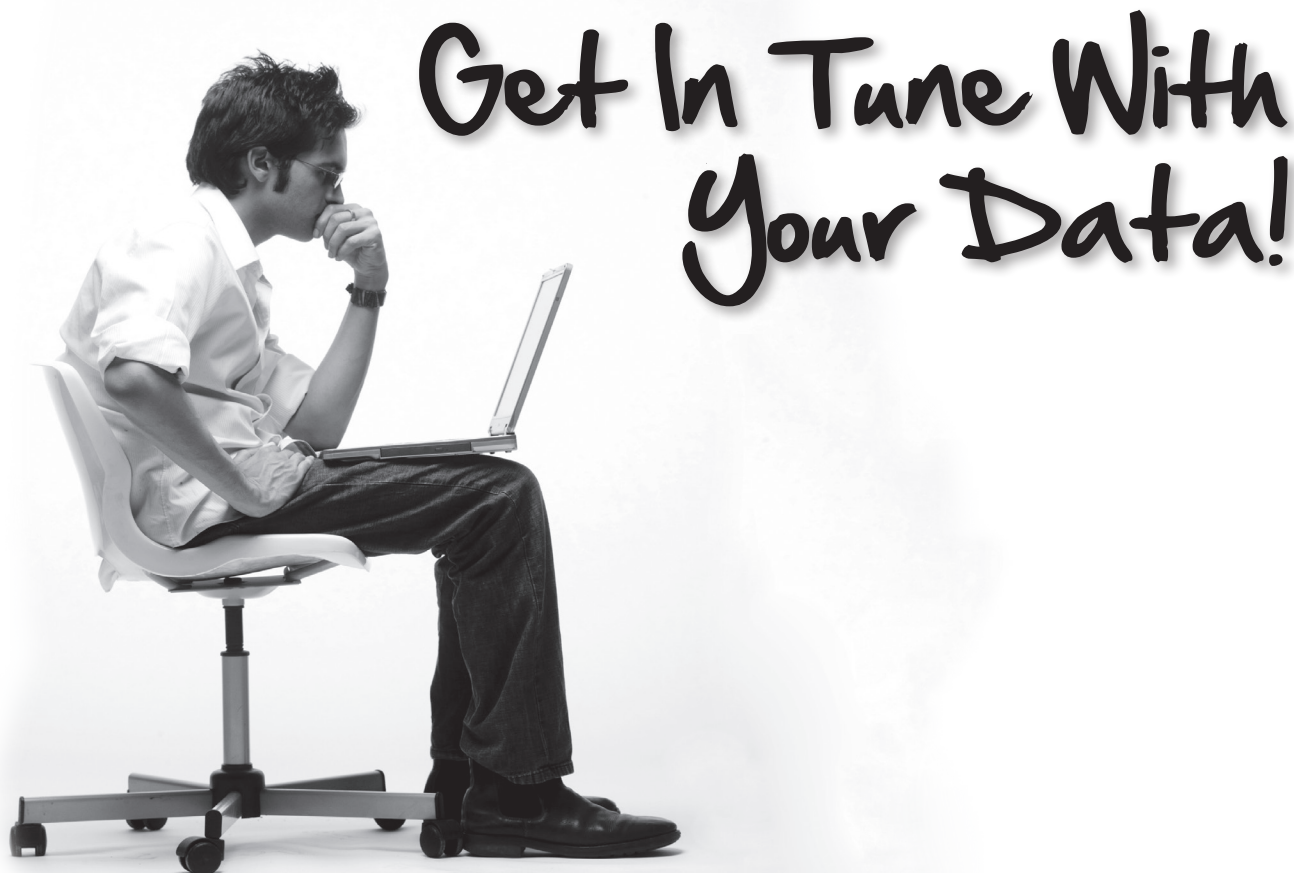
*Jeanes Discovery Center and Mayborn Museum Complex, photo courtesy of Baylor University*



*Pliosaur, photo courtesy of Baylor University*



Wednesday, March 3  
Special Event Sponsored by: ZogoTech  
6:00 p.m. - 9:00 p.m.



ZogoTech's has the only data warehousing solution that brings together both business intelligence and at-risk intervention, providing the data that can change how you lead your institution. It's an adaptable solution that easily integrates with ERP (i.e. Datatel, PeopleSoft, Banner, POISE) and features easy to-use, customizable tools like:

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Thursday, March 4  
Breakfast and Business Meeting  
2:00 p.m. - 2:50 p.m.

**\* Breakfast and Business Meeting \***

**Thursday, March 4**

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

**Location: Three Rivers Ballroom**

**Sponsored by: Tk20**



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- Accountability Management
- Institutional Effectiveness
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**Comprehensive assessment and reporting systems.**



Thursday, March 4  
General Session III  
9:15 a.m. - 10:30 a.m.

**\* General Session III \***

Thursday, March 4 \* 9:15 a.m. 10:30 a.m.

**Title:** Issues in Higher Education in Texas

**Featuring:** Barry McBee, Vice Chancellor for  
Governmental Relations - The University of Texas System

**Location:** Three Rivers Ballroom

**\* Break \***

March 4 \* 10:30 a.m. - 10:45 a.m.

Location: Three Rivers Pre-function Area

Coffee, tea, soft drinks, and water will be available.

***Sponsored by: Information Builders***

The advertisement features a header with the 'Information Builders' logo and 'WebFOCUS' text. Below this, the word 'Increase:' is prominently displayed. Underneath, there are three small images: a woman looking down, a woman smiling, and a man looking to the side. Below these images, the text 'Enrollment' and 'Student Success' are written. The main body of the ad contains a paragraph about WebFOCUS helping to build a bridge from data to decisions, mentioning Tarleton State University. At the bottom, it states 'Session B2 on Tuesday, March 2'.

Information Builders WebFOCUS

**Increase:**

Enrollment

Student Success

WebFOCUS can help you build a bridge from data to decisions. Hear Tarleton State University share the benefits gained from this business intelligence platform.

Session B2 on Tuesday, March 2





**\* The Coordinating Board (THECB) Update \***

March 4 \* 10:45 a.m. - 12:00 p.m.

Location: Brazos C

**Janet Beinke** and **Gabriela Borcoman** from the Texas Higher Education Coordinating Board staff will provide an update on research activities and data collection at the agency. A question and answer session will follow.



*Sports Hall of Fame Hand, photo courtesy of Baylor University*

**\* Executive Committee Meeting \***  
**(By Invitation Only)**

March 4 \* 12:30 p.m. - 2:00 p.m.

Location: Hilton *"The Grille"* restaurant

Conference Wrap-Up; Installation of New Officers

Lunch will be provided



## Save The Date! - TAIR 2011



## Sheraton Austin Hotel - February 15 - 18, 2011



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[http://www.austintexas.org/now\\_playing/play?category=5720&search=&form\\_action=Search&x=18&y=14&gclid=CLPJ7P7Qyp4CFRRlswodK1nNrg](http://www.austintexas.org/now_playing/play?category=5720&search=&form_action=Search&x=18&y=14&gclid=CLPJ7P7Qyp4CFRRlswodK1nNrg)

**Austin Convention & Visitors Bureau** - [http://www.tourtexas.com/page.cfm?p=cart\\_add&PID=7](http://www.tourtexas.com/page.cfm?p=cart_add&PID=7)

**Austin Chamber of Commerce** - <http://www.austin-chamber.org/>

**Official Visitors Guide to Austin** - <http://www.nxtbook.com/nxtbooks/weaver/auovg109/#/0>



## Conference History

### Conference History from 1979 to 2010

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 Laljiani
2001	Clear Lake	James Calarco	Maryann Ruddock	Martha Oburn	Karen Laljiani
2002	Corpus Christi	Maryann Ruddock	Michael Green	Martha Oburn	Jana Marak
2003	El Paso	Michael Green	Marilyn Greer	Rebecca Richter	Jana Marak
2004	College Station	Marilyn Greer	Karen Laljiani	Rebecca Richter	Jaime Garcia
2005	Arlington	Karen Laljiani	Christopher Benton	Danica Frampton	Jaime Garcia
2006	Austin	**	Gerry Dizinno	Danica Frampton	Margaret Drain
2007	South Padre	Gerry Dizinno	Ruben Garcia	Darline Morris	Jana Marak
2008	Galveston	Ruben Garcia	Joseph Meyer	Darline Morris	Cathy Vale
2009	Lubbock	Joseph Meyer	Allen Clark	Trish Norman	Cathy Vale
2010	Waco	Allen Clark	Kristi Fisher	Trish Norman	Rick Leyva

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

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

### Air Travel:

The Waco Regional Airport (ACT) is serviced by the following airlines:

- American Airlines/American Eagle with connecting service to the Dallas/Fort Worth Airport (DFW)
- Continental Connections by Colgan Air, with connecting service to Houston's George Bush Intercontinental Airport (IAH)

Getting from the Waco Airport to the Hilton hotel:

Free Waco Airport shuttles are provided by the Hilton and Courtyard by Marriott. To request pickup, please call the Hilton at (254) 754-8484 or Courtyard by Marriott at (254)752-8686.

### Driving Instructions:

The Waco Hilton Hotel is located at 113 S. University Parks Dr., Waco, TX 76701

- \* When traveling North on I-35, take exit 335B (University Parks Dr.) and turn left under the interstate.
- \* When traveling South on I-35, exit 335B and continue on University Parks Dr.

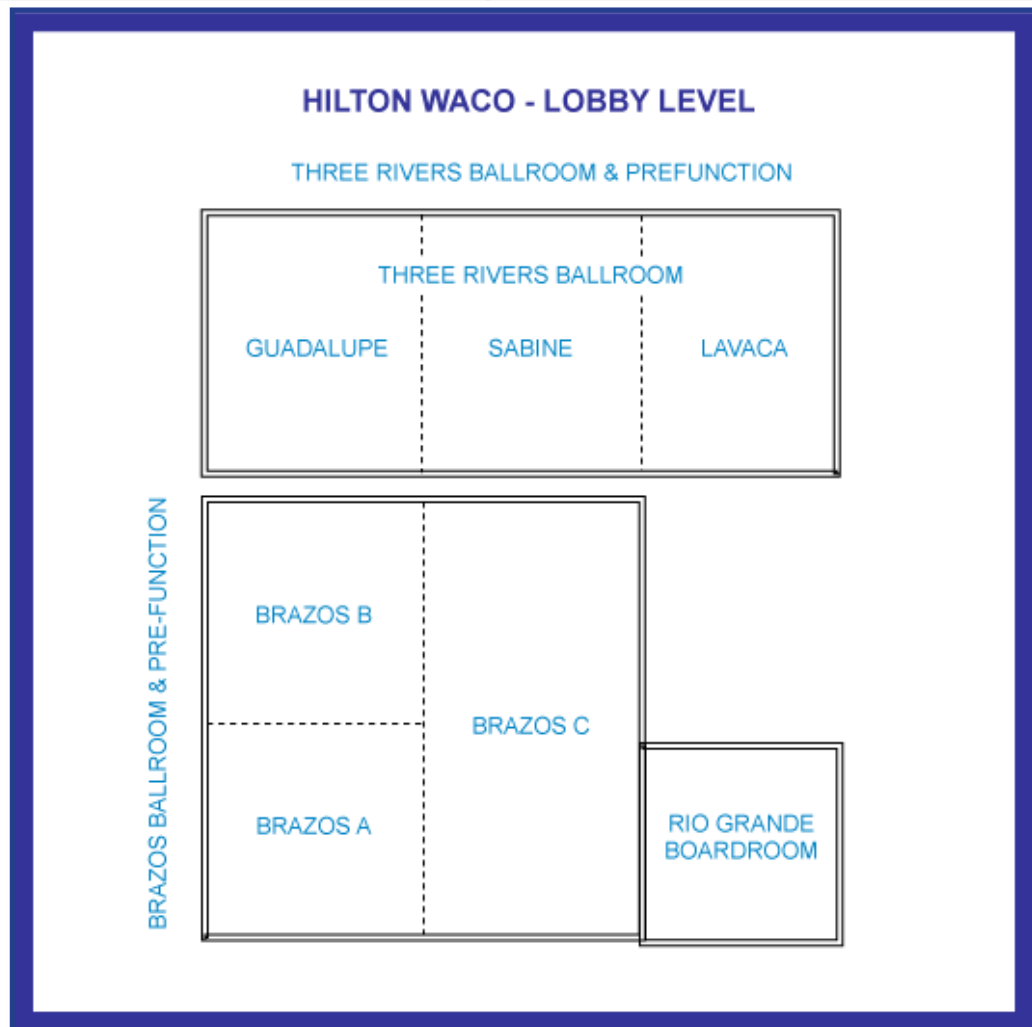
Mapquest may give you slightly different directions to the hotel – but the easiest way is to exit University Parks Dr. from I-35.







## Map of the Waco Hilton Hotel



### First Floor/Main Lobby

The Grille Restaurant  
 Lobby Lounge and Bar  
 Starbucks Coffee and Gift Shop  
 Meeting Rooms  
 Outdoor Pool  
 Registration  
 Business Center\*

### Second Floor

Exercise Facility\*

\*Requires use of room key for access





Parking: Self Parking: Complimentary  
Check-In: 4:00 PM - Check-Out: 12:00 PM

## **Explore Waco**

*Places within 5 miles of the Hilton*

- \* 1852 Suspension Bridge
- \* Baylor University
- \* Dr Pepper Museum
- \* Lake Waco
- \* Texas Rangers Museum
- \* Waco Zoo

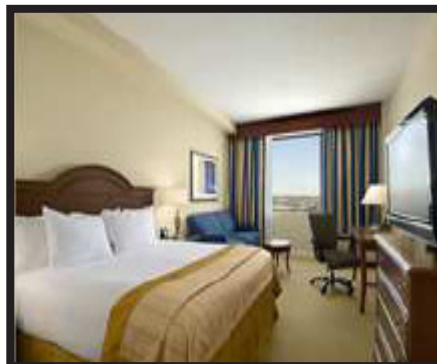
## **Food**

*Restaurants across the street from the Hilton*

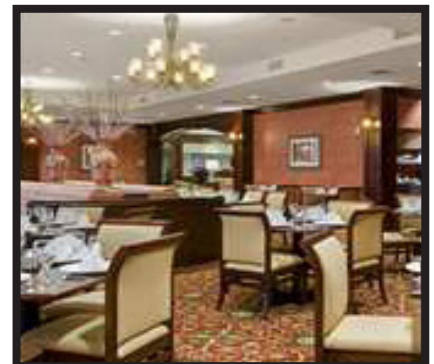
- \* Bangkok Royale
- \* Crickets
- \* Diamond Back
- \* Gratzianos
- \* Ninfas
- \* Teriyaki Park
- \* Wing Stop



**Lobby Bar**



**Guest Rooms**



**The Grille**



## TAIR Executive Committee

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### **President**

#### **Allen Clark**

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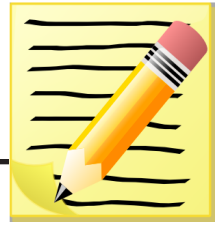
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A large, empty rectangular area intended for writing or drawing. It is enclosed by a thick green border with a wavy, scalloped pattern. The interior of the rectangle is white.

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