INSTITUTIONAL RESEARCH

TAIR 2006

★ Austin

ALL ROADS LEAD TO AUSTIN

2006

Texas Association for Institutional Research

28ᵗʰ Annual Conference

January 31 – February 3, 2006
Radisson Downtown
Austin, Texas

Welcome to Austin and TAIR 2006!

While not literally true, it is certainly politically true that in Texas "all roads lead to Austin". We are delighted that our paths are destined to cross at the Austin Radisson, just blocks away from the seat of our government at the capitol building; just feet away from the Congress Bridge, which houses the largest natural collection of bats in Texas; and just steps away from 6th Street entertainment, jazz, and excellent dining facilities. Of course, the Commissioner of Higher Education and the Texas Higher Education Coordinating Board are at the center of the Texas educational world, and we are fortunate enough to be able to cross paths with these influential people at the conference, as well. The Commissioner will speak at our opening General Session, and the Coordinating Board have been an integral part of the planning team, with Susan Brown chairing the local arrangements committee, Gabriela Borcoman, their newest recruit and long-time TAIR member, editing the conference brochure, and their Board Room serving as the off-site location for hands-on SAS workshops during the pre-conference professional development series.

The executive committee has taken your input on the Strategic Plan seriously, and has heeded advice to increase the professional development opportunities, particularly by increasing the number and variety of workshops available. In order to accommodate the increased number of workshops, we have expanded the schedule to begin a half day earlier, so workshops will be offered all day on Tuesday, as well as the usual Wednesday morning selection.

Around 45% of the respondents to the SWOT survey have been employed in Institutional Research for less than five years, and a large number of newcomers arrive at their first TAIR conference each year. We always have paid close attention to the needs of the newcomer population, but this year we have expanded the newcomer workshop, and Marilyn Greer, who attended a "Train the Trainer" workshop at AIR, will bring us the "Foundations of IR" workshop on Wednesday morning, followed up on Friday with the usual panel of veteran IR professionals, who are eager to share their collective wisdom. **Early arrivals are encouraged to join newcomers, the executive committee, and local TAIR members for dinner on Monday night.**

One-third of the respondents said that they had two or less employees in their offices, and desires were expressed for a forum to discuss issues specific to this population. Amy Bawcom has initiated a new special interest group, "OPIRO", for one person IR Offices, which debuts this year.

There are many more ideas that you all have expressed to us during the planning process that need additional time for exploration. The executive committee is proposing a few changes which we hope will allow for thoughtful contemplation that will lead TAIR to the next level of excellence. You will be hearing more about these proposed changes at the conference, and soon there will be information on the website (www.texas-air.org). Please plan to attend the annual business meeting on Friday morning for discussion and a vote. Can't wait to see you in Austin, where all our roads will meet!

Gerry Dizinno
Vice-President/Acting President
Program Committee Chair

Karen Laljiani
Past President

Registration Information

The conference registration form (centerfold of this brochure) should be completed and postmarked to Margaret Drain, Houston Community College System, by December 15th. The registration fee of $80.00 includes membership, breaks, luncheon, and two breakfasts. Special rates are available for qualifying emeritus and full-time graduate student members (see below). _Late Registration_ – a $20.00 late fee will be assessed for any registration postmarked after December 15th.

Conference Fees:
Individual Members, includes conference registration and membership $100.00
Emeritus Member $65.00
Graduate Student Member $50.00

Pre-Conference Workshops:
IPEDS Workshop for Beginners $40.00
IPEDS Workshop for Advanced Users $40.00
SAS Enterprise Guide Workshop $35.00
Using SPSS in Institutional Research $35.00
Best Practices and "How To" Ideas for Assessment of Online Courses and Programs $35.00
Using MS Excel Functions and Pivot Tables...$35.00
Newcomers to Institutional Research and Planning...$35.00

Special Memberships:
Emeritus: To qualify for emeritus membership, a person must be retired and must have been an active member of TAIR for a minimum of five years preceding retirement.

Sponsored Full-Time Graduate Student: To qualify for graduate student membership, a person must be actively pursuing a graduate degree, must <u>not</u> be employed full-time, and must (a) be actively engaged in research leading to improved understanding, planning, and operation of institutions of post-secondary education, or (b) be interested in the methodology and results of institutional research, planning, evaluation, and policy analysis related to higher education in Texas.

To receive the discount on the special registration fees, send a letter (with your registration materials) explaining your qualifications for the special applicable membership category. Graduate students must submit a sponsorship letter from a regular, active member of TAIR.

Payment of Fees:
Please make all checks payable to TAIR, and send payment to Margaret Drain, Houston Community College System. If paying by institutional check that won't be available until after December 15th, please send a copy of the purchase order submitted by your institution for payment of the conference fees before December 15th to avoid paying the late registration fee. The TAIR tax identification number is: 75-1695499. The TAIR vendor identification number is: 17516954991001.

Send completed registration form and payment to: Margaret Drain, TAIR Treasurer
Research Associate II
Houston Community College System
Office of Institutional Research
3100 Main St., 3C28, MC1147
Houston, TX 77002

Cancellation of Registration:
Requests for refunds must be made in writing to the Treasurer on or before January 6, 2006. The registration fee less a $15.00 processing charge will be returned.

"TAIR 2006: All Roads Lead to Austin"

28th Annual Conference – Austin

January 31- February 3, 2006

Table of Contents

☞ Program-at-a-Glance ☜

Monday, January 30 (Pre-Conference)

4:00 p.m. – 6:00 p.m.	Executive Committee Meeting
6:30 p.m.	Early Bird Dinner

Tuesday, January 31 (Pre-Conference)

8:00 a.m. – 5:00 p.m.	Registration
9:00 a.m. – 4:00 p.m.	Pre-Conference Workshops (4)

Wednesday, February 1

7:30 a.m. – 5:30 p.m.	Registration
8:00 a.m. – 12:00 p.m.	Pre-Conference Workshops (2)
12:00 p.m. – 1:15 p.m.	Lunch on your own
1:30 p.m. – 3:00 p.m.	General Session I
3:00 p.m. – 3:50 p.m.	Meet, Munch, & Mingle
4:00 p.m. – 4:40 p.m.	Concurrent Sessions A
4:50 p.m. – 5:40 p.m.	Concurrent Sessions B
6:30 p.m.	Conference Special Event

TAIR 2007 CONFERENCE
Sheraton Beach Hotel
South Padre Island, Texas
February 26 -March 1, 2007

Thursday, February 2

7:30 a.m. – 5:00 p.m.	Registration
7:30 a.m. – 9:30 a.m.	Breakfast
8:00 a.m. – 8:30 a.m.	Roundtable Session I
8:30 a.m. – 9:00 a.m.	Roundtable Session II
9:00 a.m. – 9:30 a.m.	Roundtable Session III
9:00 a.m. – 4:00 p.m.	Resource Fair
9:45 a.m. – 10:45 a.m.	General Session II
10:45 a.m. – 11:10 a.m.	Coffee Break
11:10 a.m. – 11:50 a.m.	Concurrent Sessions C
12:00 p.m. – 1:45 p.m.	Luncheon and General Session III
2:00 p.m. – 3:00 p.m.	Concurrent Sessions D
3:00 p.m. – 3:30 p.m.	Resource Fair/Break
3:30 p.m. – 4:10 p.m.	Concurrent Sessions E
4:20 p.m. – 5:00 p.m.	Sector SIGS
5:15 p.m. – 6:00 p.m.	Other SIGS
6:30 p.m.	Dinner Caravans

Friday, February 3

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7:30 a.m. – 9:00 a.m.	Breakfast / Business Meeting
9:15 a.m. – 10:30 a.m.	General Session IV
10:45 a.m. – 11:45 a.m.	SIGS and Newcomers' Workshop Recap
11:45 a.m.	End of Conference
12:00 p.m	Executive Committee/Wrap Up Installation of New Officers

❋ Invited General Session Speakers ❋

General Session I - Wednesday, 1:30 p.m. - 3:00 p.m.

"Accountability in Texas Higher Education and its Implications for Institutional Research"
Raymund Paredes, Texas Commissioner of Higher Education
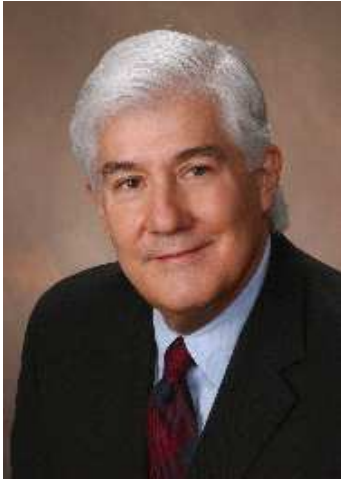
Dr. Paredes was appointed Commissioner of Higher Education in 2004. A former faculty member and administrator at UCLA, Dr. Paredes has extensive experience in student outreach efforts as Vice President for Programs at the Hispanic Scholarship Fund. Dr. Paredes' writing career focused on Mexican American culture and literature and he has been a judge for the *Los Angeles Times* Book Prize in fiction, a cultural diversity consultant for National Public Radio, and a consultant on several film projects. Dr. Paredes earned a Bachelor's degree from UT Austin, a Master's degree in American Studies from University of Southern California, and a doctoral degree in American Civilization from University of Texas at Austin.

The accountability system was instituted in 2004 at the urging of Governor Perry, who requested information necessary to determine the effectiveness of higher education. In its second year, the system touches all areas of higher education and is used by the legislators in the decision-making process.

General Session II - Thursday, 9:45 a.m. – 10:45 a.m.

"IR Past/Present and Future."
Larry G. Jones, former SAIR President
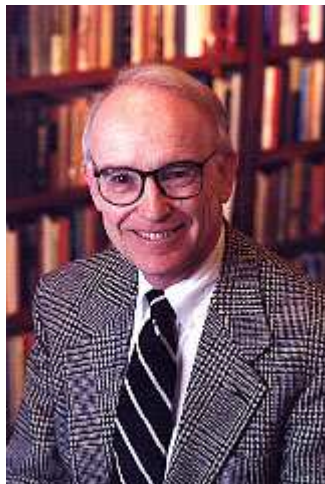
Dr. Jones retired recently from the University of Georgia, Institute of Higher Education (IHE), where he was a senior public service associate. Larry also taught institutional research at the IHE. Prior to coming to the IHE in 1991, Larry was the dean of Midland Lutheran College, assistant provost and director of IR at Wittenberg University, and in the IR office at the University of Georgia. His special areas of interest include institutional research, institutional planning and institutional effectiveness and efficiency.

Larry is a recipient of the Distinguished Membership Award of the Association for Institutional Research (AIR), and has served on the AIR Board of Directors and chaired numerous AIR committees. A past president of the Southern Association for Institutional Research (SAIR), he was awarded Distinguished Membership and is the recipient of the James R. Montgomery Outstanding Service Award. He served for many years as the IHE liaison for the SAIR/IHE Institutional Research Alliance and was the editor of *SAIRendipity,* an electronic and print op-ed column and the editor/manager of SAIRMAIL, an electronic message service of SAIR. In his many roles in the IR community, Larry has been both a historian and a visionary regarding the role of IR in higher education.

"Evaluating and Explaining Athletic Performance: From Lab to Games of Texas"
Edward D. Coyle, Professor of Human Performance Laboratory, UT - Austin

Dr. Coyle is a "systems physiologist" who has directed the *Human Performance Laboratory at UT-Austin* for 23 years and researched the limits to athletic performance. He studies exercise and physical fatigue and how the various systems of the body (e.g. cardiovascular, nervous and muscular systems) work individually and together attempting to maximize performance and cope with stress. He also has developed laboratory tests to predict performance and monitor the effectiveness of training. Dr. Coyle advises a number of the teams for Intercollegiate Athletics at UT-Austin, he is the "sports nutritionist" for the San Antonio SPURS and he has recently published lab data explaining Lance Armstrong's physiological maturation over a seven year period. As a luncheon speaker, he will tell stories about how hard lab data sometimes gets "spun" by institutions and "human nature" to fit a particular view that is often comically absurd. How do you explain to coaches that data does not give them the definitive yes or no answer they want?

General Session IV- Friday, 9:15 a.m. – 10:30 a.m.

"THECB Hot Topics including Jane Caldwell on Financial Aid"
Susan Brown, Jane Caldwell, Kenneth Dalley, James (Kal) Kallison

The session is an interactive session, with questions and answers for the Texas Higher Education Coordinating Board. The topics covered will refer to accountability system, financial aid, reporting, and programs. The newest developments will be presented by the panelists in the first part of the session and they will answer questions after that.

| Susan Brown | Jane Caldwell | Kenneth Dalley | Kal Kallison |

Meet the 2006 Executive Committee Candidates

Nominees for Vice President / President Elect

Ruben B. Garcia, Texas Workforce Commission. Ruben has worked at the Texas Workforce Commission in Austin since 1995, first as Deputy Director for the Texas Automated Student and Adult Learner Follow-Up System and for the last six years as the Director. Prior to joining TWC, Ruben worked for the Texas Higher Education Coordinating Board, Community and Technical Colleges Division as a Data Analyst. Ruben became a member of TAIR in 1992 while working for the THECB. Ruben has served on the TAIR nominating committee, awards committee, chair of roundtables and is the chair of the concurrent sessions for this year's conference. Ruben has given a number of paper presentations at TAIR and AIR. Ruben was recently named the Track 5 chair for the 2007 AIR Forum.

Joe Meyer, Texas State University – San Marcos. Joe arrived at Texas State in January 1989 as a Planning Analyst for the Office of Institutional Research. He became Assistant Director of the Institutional Research office in 1993 and Director in 1996. Joe was previously the Assistant Project Leader for the Center for Semi-Arid Forest Resources of the Caesar-Kleberg Wildlife Research Institute at Texas A & M Kingsville (1987-1988).

He earned an M.S. in Plant & Soil Sciences (1987) with a minor in statistics at Texas A & M Kingsville, while supported by a generous fellowship from the Meadows Foundation, and a B.S. in Biology (1981) at U. T. San Antonio. More recently, Joe co-authored a chapter with Dr. Susan Griffith in "Promising Practices in Recruitment, Remediation, and Retention", edited by Gerald Gaither and published in New Directions for Higher Education (Winter 1999). In TAIR he would like to work on increasing the membership by encouraging institutional researchers who do not currently attend TAIR Conferences to become participating members. He would also like to actively seek ways to get graduate students involved in attending and presenting at future TAIR conferences.

Nominees for Secretary
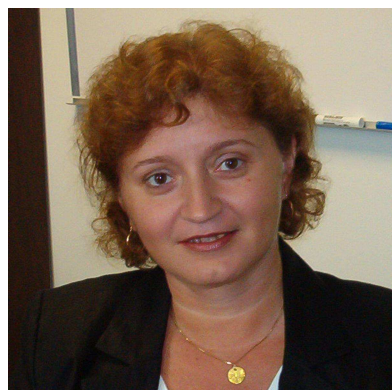
Gabriela Borcoman, Texas Higher Education Coordinating Board - Austin. Gabriela is Program Director for Planning and Accountability at Texas Higher Education Coordinating Board (THECB). She is a member of TAIR since 2000. Prior to working for THECB she was affiliated with Dallas County Community College District, working as intern with core curriculum assessment for Cedar Valley College, Director of Research at Bill Priest Institute, and coordinator of statistical processes at Mountain View College. Before working in education, Gabriela worked in the medical field as a laboratory technologist and physician. Gabriela has a PhD in Higher Education Administration with a cognate in Community College Leadership, MS in Human Development and Childhood Disorders, and a Doctor of Medicine degree.

For the last five years Gabriela has been an active member of TAIR, as a presenter and a moderator. For the last three years she has been a member of the Program Committee, being in charge of creating and distributing the Annual TAIR Conference brochure. If elected secretary, Gabriela will fulfill all the requirements for the position. She will work with TAIR Executive Committee to maintain accurate information for the TAIR archives and of the membership.

Nominees for Secretary, continued

Darline Morris, Texas State Technical College – Waco. Darline has been the Director of Institutional Effectiveness, Research and Planning at Texas State Technical College Waco for the last 14 years. She has over 30 years experience in higher education administration, working at all types of higher education institutions: public and private, two and four year, colleges and universities. She worked also for the Texas Higher Education Coordinating Board. For the past six years she has served as an IPEDS trainer for NCES in an effort to insure that Texas colleges and universities would be better informed.

Darline earned two doctorates, one in Higher Education Administration/Adult Education and one in Applied Technical and Special Education/Education Research. She also completed post doctoral course work in Computer-aided Instruction. She is fond of animals, having raised and shown Arabian horses, St. Bernard, German Short Hair Pointers and Collie dogs.

## 2006 Candidates for the Nominating Committee

Dennis Alejos, St. Philip's College. Dennis has been working in Planning, Research and Effectiveness at St. Philip's College as the Senior Statistical Research Specialist since 1999. Before that he was employed at Texas State Univ. in San Marcos from 1990 to 1992 as a Planning Analyst in the Physical Plant where he was responsible for the facilities inventory. Between 1992 and 1999 he was employed in the Office of IR at TSU as a Planning Analyst. Dennis also has non-profit business sector experience as he worked at a non-profit organization involved in educational research. Dennis received a B.S. in computer science from the University of Texas at San Antonio in 1985. His hobbies include sports and reading.

Rose Austin, Kingwood College. Rose has served as Dean for Institutional Effectiveness at Kingwood College for nine years and has been a member of TAIR, SAIR, and AIR for eight years. She has attended every TAIR and SAIR conference since becoming a member. Rose has served as TAIR program brochure chair and as a member of the TAIR Strategic Plan Committee. She has presented at roundtable discussions and her FACT BOOK has won first prize three times. Rose would like to hold an elected position, starting with the Nominating Committee, to select visionary and creative leadership.
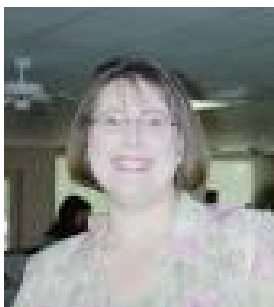
Amy Bawcom, Univ. of Mary Hardin-Baylor. Amy has been a member of TAIR since 2004 when she attended her first TAIR conference on a travel grant. During her time as Director of Institutional Research at the University of Mary Hardin-Baylor, she has served TAIR as a facilitator and a roundtable presenter and is a founding member of the OPIRO (One-person IR Offices) special interest group in TAIR. Currently working on her dissertation for a Doctorate of Educational Administration from Baylor, she received her MA in English Language and Literature from Baylor University and two baccalaureate degrees from UMHB in business administration and in English.

Paula N. Cox, Rice University. Paula is a senior research officer in the Office of Institutional Research at Rice University. She has been a member of TAIR and AIR since 1996. She holds a doctorate in higher education administration (Ed.D) and is an AIR/NCES IPEDS trainer. Previous service to TAIR has been in the capacity of pre-conference workshop presenter, workshop facilitator, nominating committee member and local arrangements committee member.

Cindy Dutschke, TAMU. Cindy has served as director of the Office of Institutional Studies and Planning (OISP) at Texas A&M University since 1998. She previously served as Director of Planning and Institutional Research for seven years at the University of Houston-Clear Lake. She received her Bachelor's degree from Memphis State University, Master's degree from Peabody College and Ph.D. in Educational Research and Evaluation from North Texas State University.

Connie Howells, Eastfield College. Connie has been Assistant Dean of Institutional Effectiveness and Research at Eastfield College (DCCCD) since 1994. Before that, she worked at Richland College and Collin County Community College District as coordinator of evaluation. Connie has been active in TAIR as a presenter, facilitator, and as a member of Program Committee (roundtables, conference evaluations, local arrangements). She is also a member of AIR and SAIR. Connie earned her BA at UT – Pan American and her MA in Political Science at UT-Dallas. Presently she is working on her PhD in Higher Education Administration at UNT.

Tom Martin, Collin County Community College District. Tom is the Associate Vice-President for Research and Institutional Effectiveness at Collin County Community College District. Previously he worked in institutional research at Utah Valley State College and in Texas at Odessa College. Former TAIR President in 1998-1999, Tom is also active in SAIR and AIR, where he has served on Higher Education Data Policy Committee since 2003. He got his PhD in 1986 from Brigham Young University. Tom is the proud grandfather of Zola, Calvin, and Isis.

Leslie R. Odom, University of North Texas. Leslie is the Senior Research Analyst for the Office of IR and Accreditation at UNT. She was previously a Research Analyst for the University of Texas at Dallas and a Data Analyst for the Richardson ISD. Although a new member to TAIR, Leslie has been an active member of both AERA and NCME and has presented at these national educational conferences. She has a BS in Microbiology from TAMU and an MA in Religious Education from Southwestern Baptist Theological Seminary. Leslie is currently working on her Ph.D. in Educational Research from UNT.

TAIR Officers

Vice President/:.............**Gerry Dizinno**
President Elect   UT San Antonio

Past President:...............**Karen Laljiani**
    El Centro College

Secretary:...................**Danica Frampton**
    St. Edward's Univ.

Treasurer: ....**Margaret Drain**
    Houston Comm. Coll. System

Vote for TAIR Officers & Nominating Committee

Wednesday, 1:00 p.m.–5:30 p.m.
Thursday, 7:30 a.m. – 4:00 p.m.

Ballot Box Located at the Registration Desk

Tuesday, January 31

9:00 a.m. – 4:00 p.m.   **Pre-Conference Workshops**

IPEDS Workshop for Beginners

Presenters:
  Darline Morris, *TSTC - Waco*
  Paula Cox, Rice University
Workshop Limit: 15 Participants
Location: Lakeview
Time: 9:00a.m. – 12:00p.m.

This workshop will be an introduction to NCES/IPEDS data and the tools developed to access the data through the Peer Analysis System (PAS), the Dataset Cutting Tool (DCT), the Executive Peer Tool (ExPT), and the College Opportunities Online (COOL). The latest changes introduced by NCES/IPEDS will also be covered and participants will have the opportunity to practice hands-on exercises.

IPEDS Workshop for Advanced Users

Presenters:
  Darline Morris, *TSTC - Waco*
  Paula Cox, Rice University
Workshop Limit: 15 Participants
Location: Lakeview
Time: 1:00p.m. – 4:00p.m.

This workshop will discuss the latest changes and improvements to the various NCES/IPEDS tools, and more advanced materials will be introduced. Participants will have the opportunity to practice hands-on exercises. In addition, there will be a full demonstration of the Dataset Cutting Tool that allows users to customize data files and download entire IPEDS data tables.

SAS Enterprise Guide Workshop

Presenters:
  Tom Bohannon, *Baylor University*
  Kathleen Morley, Baylor University
Workshop Limit: 12 Participants
Location: THECB – Lonestar Room
Time: 1:00p.m. – 4:00p.m.

The workshop will include a general description of Enterprise Guide and two demonstrations using data provided by a university as a "real world" example. In the first demonstration, student data will be used to create graphs and summary statistics of student measurements. Logistic regression will be examined as a way to predict the probability of student retention based on these measurements. The second demonstration will examine faculty salaries in an effort to compare the salaries of male and female faculty members. This will be done using descriptive statistics, ANOVA, and ANCOVA. The workshop will also address how to use the output obtained from the statistical analyses to easily write reports and give presentations about your findings.

Using SPSS in Institutional Research

Presenter:
  David Preston, *Brazosport College*
Workshop Limit: 15 Participants
Location: Old Pecan Street
Time: 1:00p.m. – 4:00p.m.

This workshop is designed to improve the SPSS skills of an institutional researcher. Using demonstrations, the workshop will include several topics ranging from using custom tables for survey reporting to syntax examples. Some favorite shortcuts will be presented as well as assistance on how to use some of the functionality of SPSS such as the scripting tool. The workshop is not designed for beginners. Time will be allowed for questions and answers. A hands-on computer laboratory will not be available. Participants are encouraged to send questions to the presenter prior to the workshop, which, if possible, will be included in the presentation.

Wednesday, February 1

8:00 a.m. – 12:00 noon	**Pre-Conference Workshops**

Newcomers to Institutional Research and Planning
Presenter:
    Marilyn Greer, MD Anderson Cancer Center
Workshop Limit: 30 Participants
Location: Old Pecan Street

The TAIR Newcomers' Workshop has been completely re-vamped since last year because of our Newcomers' evaluations. In the new format, "Maintaining An Effective Institutional Research Office" will be presented by Dr. Marilyn Greer, Director, Institutional Research, The University of Texas M. D. Anderson Cancer Center. 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, financial analysis and presentation of data. On Friday, in the Newcomers' wrap-up session, guest panelists representing key areas of institutional research will give short presentations and be available for questions.

Using MS Excel Functions & Pivot Tables to Make Your Life Easier and Dazzle Clients
Presenter:
    Joe Meyer, Texas State Univ. San Marcos
Workshop Limit: 30 Participants
Location: Treaty Oak

This workshop is designed for beginning to intermediate users of MS Excel spreadsheets who are strapped for time and want to make their lives easier. Ways of manipulating text, formulas, conditional formulas, lookups, labels, selection boxes, simple macros, and so forth will be demonstrated with real-life (i.e., Institutional Research) examples. Tools for offering clients (who are sometimes not quite sure what they want) ways to slice and dice data and graphs in what appear to be nearly miraculous ways, but are actually stunningly simple ways, will also be demonstrated.

Past Presidents' Luncheon
(By Invitation Only)
LBJ Room

All TAIR past presidents are invited to lunch to share camaraderie and discuss strategic direction and new initiatives for the future of TAIR.

1:30 p.m. – 3:00 p.m.   **GENERAL SESSION I**   *Austin Room*

"Accountability in Texas Higher Education and its Implications for Institutional Research"
Raymund Paredes, Texas Commissioner of Higher Education

3:00 p.m. – 3:50 p.m.   ⚏ **Meet, Munch, & Mingle** ⚏   **Travis Room**

4:00 p.m. – 4:40 p.m.   **CONCURRENT SESSIONS A**

A1 – The Role of Community Colleges in Closing the Gaps in Access and Success
Presenters:
    Karen Laljiani, El Centro College
    Rick Leyva, El Centro College
    Dawit Adege, Cedar Valley College
    Claire Gauntlett, Cedar Valley College
Facilitator:
    Herm Fresh, The University of Texas at Austin
Location: Lonestar

As "open door" institutions, Community Colleges have a role to play in closing the gaps for students from groups traditionally underserved in higher education. We certainly have our work cut out for us. Recent studies have suggested growing gaps in success between women and men, ethnic groups and low vs. moderate income students. Two minority-majority colleges in Dallas will explore these gaps, and discuss the success of recruitment and retention initiatives aimed at particular groups of students. Among these initiatives are the African-American male mentoring program, the SURGE program (Students in Under-Represented Gender Education), and Hispanic Serving Institution initiatives.

A3 - Mining and Money – The Two DO Mix
Presenters:
    Tom Bohannon, Baylor University
    Sue Herring, Baylor
Facilitator:
    Susan R. Griffith, UT -Pan American
Location: Old Pecan Street

This presentation will illustrate the role of data mining as it applies to university fundraising. A joint project between Institutional Research and University Development at Baylor University is underway and is attempting to do just this. The presentation will discuss the preparation phase which includes learning the data, identifying data fields and applying data cleansing techniques. The modeling phase will also be discussed including a review of the mining process. The outcomes and application of the mining process will be discussed during the implementation phase.

A2 – Strategic Plan: Here Today, Gone Tomorrow
Presenter:
    Dennis Brandt, Northeast Comm. College
Facilitator:
    Jaime R. Garcia, Rice University
Location: Treaty Oak

Do you know where your Strategic Plan is? Many plans get buried on a shelf or disappear all together until someone decides they need a new one. But a few strategic plans are kept on the president's desk and are regularly used to drive the institution's decision making process. This session explores how our strategic plan was developed by bring resources together from both, on and off-campus and how regular updates are conducted annually culminating in new 5-year plan. Each summer, the division of Institutional Advancement oversees this annual evaluation and updating process.

A4 - Building Blocks for a Successful Compliance Certification
Presenters:
    Bishar Sethna, Lamar State Coll.-Orange
    Barbara Robnett, Lamar St. Coll.-Orange
Facilitator:
    Petra Uzoruo, Lamar St. Coll.-Port Arthur
Location: Austin III

This presentation will present information on how Lamar State College-Orange organized information to guarantee successful reaffirmation of accreditation. The presentation will discuss qualities to look for in faculty and staff in selecting the leadership team. Organization of a web-site is vital in the SACS off-site review. How LSC-O developed a website that is user-friendly, yet gives the reviewer all the necessary information needed will be discussed. Presenters will share how they collected assessment data and used results. Also, tips on how to prepare your campus for a successful on-site visit will be shared based on LSC-O's experience.

4:00 p.m. – 4:40 p.m.   CONCURRENT SESSIONS A (continued)

A5 – What the Heck Is Institutional Research? (Introducing Yourself to Clients)

Presenter:
    Joe Meyer, Texas State Univ.-San Marcos
Facilitator:
    Julie Thomas, Central Texas College
Location: Lakeview

A few years ago we developed a two-hour workshop to tell clients about the services we offer, teach them how to use applications at various web sites to find information they need, and humanize ourselves by putting a face on Institutional Research. Our workshop is presented 3-4 times annually and is quite popular with faculty and staff. This presentation will provide TAIR members with a condensed overview of the workshop, a summary of the reaction we have received from those who have attended, and a discussion of ways to adapt and improve the workshop for use elsewhere.

A6 - SACS Do's and Don'ts: Advice from TAIR Colleagues Coping with the New SACS Criteria

Presenters:
    Susan R. Griffith, UTPA
    Blanca Bauer, TSTC Harlingen
Facilitator:
    Rebecca Richter, Blinn College
Location: Austin I & II

There will be two panels: one for four-year institutions led by Dr. Susan R. Griffith, UTPA, and one for two-year institutions, led by Dr. Blanca Bauer, TSTC Harlingen. Panel members will be chosen from TAIR member institutions who are in the SACS reaffirmation classes of 2005, 2006, and 2007. Members will be at different points in the process but will all share with the audience: their organizational structure for SACS compliance review and QEP, their worst nightmare during the SACS process, their most positive experience during the SACS process, their single most important piece of advice for others who will go through the SACS process in the future.

4:50 p.m. – 5:40 p.m.   CONCURRENT SESSIONS B

B1 – Data Warehousing for Easier Reporting at Texas State Technical College Waco Using Estudias Enterprise Software by Zogo Tech

Presenters:
    Darline Morris, TSTC – Waco
    Michael Taft, Zogo Tech
Facilitator:
    Deeanna Antosh, Galveston College
Location: Lonestar

This session will give a demonstration of the data warehouse Texas State Technical College Waso has deployed in partnership with ZogoTech. A data warehouse with all of the advanced analytics such as data mining and prediction that institutional researchers need in addition to a suite of server-based student tracking and reporting software to consolidate silos of information. Users can create their own ad-hoc queries and reports in a secure, central location – all designed from the ground up. We will explore Reporting, ETL, Metadata management and data cleansing and the advantages we have seen in reporting from a data warehouse instead of a live system.

B2 – Collaboration with College Faculty to Develop an Enrollment Management Plan

Presenter:
    Susan Thompson, Texas State Univ.- San Marcos
Facilitator:
    Michael Tumeo, Southern Methodist University
Location: Treaty Oak

Managing enrollment consistent with faculty resources has been difficult for the College of Business Administration (CBA) at Texas State University-San Marcos during the past two decades. Effective Spring 2003, the CBA adopted an enrollment management plan designed to limit enrollment to meet accreditation standards and select the best qualified applicants. Institutional Research (IR) worked with CBA faculty to identify admission criteria, develop predictive indices for applicant selection, and provide assistance to the CBA and Undergraduate Admissions in processing applications. This session will describe the role of IR in developing the CBA's enrollment management program and examine successes of the program.

Wednesday, February 1

4:50 p.m. – 5:40 p.m.   CONCURRENT SESSIONS B (continued)

B3 – Faculty Activity Reporting: Can we get there from here? – A Case Study
Presenter:
   Huey Antley, Univ. of Texas - San Antonio
Facilitator:
   Rick Leyva, El Centro College
Location: Old Pecan Street

Colleges and universities make significant investments in systems to mange student-related data (admissions, courses, grades, etc.) but often little is invested in faculty-related data systems. Beyond the basic requirements of Human Resources (salaries) and the registrar (course assignments) generally little to no information is readily accessible regarding faculty activities outside the classroom. However, accountability requirements from a number of authorities require that these data be systematically collected and audited. Further, these requests have been increasing from year to year. This presentation will discuss the experience of one institution in developing a project to systematically collect faculty data for institutional reporting.

B4 – Building a culture of evidence: One campus' effort to engage in data informed decision-making
Presenters:
   Teri Walker, Brookhaven College
   Daniel Hubbard, Brookhaven College
Facilitator:
   Bridgette Hardin, TAMU – Corpus Christie
Location: Austin III

Tighter budgets, continued enrollment growth, and increasing pressure for accountability lead to a great need for all levels of the institution to make data-driven decisions. This session will focus on one institution's attempt to engage its faculty, staff and administration in making decisions using data as information in order to be as efficient and effective as possible. The panel will consist of a faculty member, a staff member and an administrator and will provide an arena to share best practices in "building a culture of evidence."

B5 - The Lazy Person's Guide to Institutional Research or I wish Someone Would Have Shown Me This Sooner
Presenter:
   Jimmy Roberts, Temple College
Facilitator:
   Rose Austin, Kingwood College
Location: Lakeview

Some of us in the field of institutional research did not arrive at our position with much technical knowledge and have had to learn much on the fly. As we progress in our jobs we constantly discover resources and computer "tricks" which make work much easier. Often we are hesitant to share this information because we figure we are the only ones who did not know of these things and we are a little embarrassed to admit to our own shortcomings in front of the brilliant minds which make up the TAIR membership. This session, which is designed with novices in mind (especially those in single person offices); will share some of the things practitioners have learned over the years.

B6 - Preparing for SACS – A Successful Scenario
Presenter:
   Marilyn J. Greer, UT- MD Anderson Cancer Ctr.
Facilitator:
   Jay Howell, The UT Medical Branch
Location: Austin I

The presentation outlines, by SACS area, what the possible emphasis may be for reviewers and how to prepare your institution for the visit. Details during the site visitor's stay that must be evaluated to ensure their time is used efficiently are outlined with samples used during the process. This overview of all aspects connected with the SACS preparation for a visit includes an outline and timeline for use by participants during their SACS visit preparation.

Resource Fair
Thursday
9:00 am–4:00 pm
Travis Room

15

Gulf Coast Association for Institutional Research SIG

Members will meet for dinner Thursday during DINNER CARAVAN

Please contact:
Angela Sarafin, University of Houston – Clear Lake

STCIR Dinner Gathering

STCIR Members will meet for dinner at TGI-Fridays Radisson Hotel 6:30 p.m Thursday

Please contact:
Bridgette Hardin,
2005-2006 STCIR President

SAS Murder Mystery Special Event

Austin Room

TAIR seems to be even more eventful than everybody thought! We have our own murder mystery! Come and join us on Wednesday evening for a wonderful time and to help us solve the mystery murder. It will be an interactive event so be prepared to land in the middle of the "investigation".

What is an interactive murder mystery?

(from *Keith & Margo's MURDER MYSTERY WEEKEND, Inc.* brochure)
An enjoyably intense game of make-believe for adults, where one can act out any fantasies of outwitting Columbo or Sam Spade in the context of a live-action whodunit. You are literally in the middle of the action; discovering, analyzing and deciphering clues; interrogating your favorite suspects [improvisational, professional actors] -- all the while being treated as a suspect yourself by other guests and the Homicide Detective working the "case". This Detective will guide everyone through the process of solving the crime so we expect that everybody will have fun in the process.

Texas Association for Institutional Research
2006 Conference Registration Form
Tuesday, January 31 – Friday, February 3, 2006 Austin, TX

(Please type or print)

Dr./Mr./Mrs./Ms. _____

First   *MI*   *Last*

Badge Name _____ Type of Institution: ☐Public ☐Private ☐2-year
(check all that apply)

Institution _____ ☐4-year ☐Other

Department _____

Full Title _____

Address _____
Mailing Address   *City, State*   *Zip Code*

Telephone ( ) _____ FAX ( ) _____

E-Mail _____

Is this your first TAIR Conference? Yes ( ) No ( )

IF YOU NEED SPECIAL ARRANGEMENTS REGARDING DIET OR ACCOMMODATIONS: (No later than Friday, January 6th, please)
Contact Gerry Dizinno: Phone (210) 458-4706; Fax (210) 458-4708; E-Mail Gerry.Dizinno@utsa.edu

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Payment or Purchase Order Postmarked:	**By Dec. 15**	**After Dec. 15**	**Amount**
Individual Conference Registration Fees (includes 2006-2007 TAIR Membership)			
Individual Member	$100	$120	$_____
Emeritus Member (see registration information, page iii)	$65	$85	$_____
Graduate Student Member (see registration information, page iii)	$50	$70	$_____
Pre-Conference Workshops			
Tuesday (9:00 a.m. – 5:00 p.m.)			
W1 – IPEDS Workshop for Beginners	$40	$40	$_____
W2 – IPEDS Workshop for Advanced Users	$40	$40	$_____
W3 – SAS Enterprise Guide Workshop	$35	$35	$_____
W4 – Using SPSS in Institutional Research	$35	$35	$_____
Wednesday Morning (8:00 a.m. – 12:00 noon)			
W5 – Using MS Excel Functions & Pivot Tables	$35	$35	$_____
W6 – Newcomers to Institutional Research and Planning	$35	$35	$_____
Conference Special Event: *"SAS Murder Mystery "*	$35	$35	$_____
Bringing a guest to the Special Event? Yes No			
Guest's Name: _____	$35	$35	$_____
2006-2007 TAIR Membership Only	$20	$20	$_____
(for those NOT attending the conference)			

(continued)   **TOTAL:** $_____

MAKE CHECKS PAYABLE TO: TAIR

Mail completed registration form and payment to:
Margaret Drain, TAIR Treasurer
Research Associate II
Houston Community College System
Office of Institutional Research
3100 Main St., 3C28, MC1147
Houston, TX 77002

Phone: *713-718-8628****; Fax:*** *713-718-2031****; E-Mail:*** *margaret.drain@hccs.edu*

TAIR Tax ID: 75-1695499   TAIR Vendor ID: 17516954991001

If your institutional check will not be ready by December 15, 2005, please send a copy of the purchase order for the amount of your conference fees by December 15, 2005 to avoid paying the late registration fee. Send institutional check as soon as possible thereafter.

Cancellation Policy:

Refunds, minus a $15.00 processing fee, for the TAIR Conference registration and workshops will be made if the request is made on or before January 6, 2006. No refunds will be made after this date except in cases which involve the death or serious injury of an immediate family member or which serve the best interest of the Association. Requests should be made in writing to the TAIR Treasurer, who will in turn present the matter to the Executive Committee whose decision shall be final.

Office use only: Postmark Date: _____   Date Rec'd: _____

P.O. No.: _____   Amount**:** _____   Date Rec'd**:** _____

Check No.: _____   Amount**:** _____   Date Rec'd**:** _____

For updated information, visit our website at www.texas-air.org

TEXAS ASSOCIATION FOR INSTITUTIONAL RESEARCH

January 31- February 3, 2006
CUT-OFF DATE: January 2, 2006
Room Rate - $80.00 for singles

$120.00 for doubles, triples, and quads

****NOTE: Please mention the promotion code "TAIR" when you reserve the room ****

Instructions for web reservations:

1. Visit the website: www.radisson.com/austintx/.
2. Click on "Make a reservation," and enter in your arrival and departure dates (you can get the rate between 1/28 and 2/4).
3. Once proper dates are inserted, scroll down to the 'Promotion code' and enter 'TAIR.'
4. Click 'Continue,' and your group rate will appear.
5. When the rate appears on the screen, you may continue with the billing process.

Radisson Hotel & Suites Austin
111 E. Cesar Chavez Street
Austin Texas 78701, US
Reservations: (800) 333-3333 US
Telephone: (512) 478-9611 **Fax:** (512) 473-8399
(Please print or type information below)

Name(s) _____

Company Name _____

Address _____

City/State/Zip_____

Work Phone _____

Home Phone_____

Accommodations:

# of Rooms	Single	Double

Sharing room with: _____

Room Type (circle)   King   DBL/DBL

Preference (circle): (Accommodations based on availability)

Smoking   Non-Smoking

I will arrive on_____I will depart on_____

Arrival Time: _____

Special Requests:

☐ Wheelchair accessible room

☐ Hearing impaired

☐ Visually impaired

☐ Other (please specify) _____

GUARANTEE

All reservations must be guaranteed as follows:

Guaranteed by Credit Card – Please fill in the following information:
Name on card:_____

Card number:_____

Expiration Date:_____

Month/Year

In the event you are unable to cancel this reservation within 72 hours of the arrival date, a charge equal to one night's room rate will be assessed on the credit card above, or the advance deposit forfeited.

Signature:_____

Print Name:_____

13

Texas Association for Institutional Research
TAIR 2006 Absentee Election Ballot

Candidates for Vice President/ President-Elect
(VOTE FOR ONE)

  Ruben Garcia, Texas Workforce Commission

  Joseph Meyer, Texas State University- San Marcos

Candidates for Secretary
(VOTE FOR ONE)

  Gabriela Borcoman, THECB

  Darline Morris, Texas State Technical College- Waco

Candidates for Nominating Committee *(VOTE FOR FOUR)*

☐ Dennis Alejos
(St Phillips College)

☐ Rose Austin
(Kingwood College)

☐ Amy Bawcom
(University of Mary Hardin-Baylor)

☐ Paula Cox
(Rice University)

☐ Cindy Dutschke
(Texas A&M University)

☐ Connie Howells
(Eastfield College)

☐ Tom Martin
(Collin County Community College)

☐ Leslie Odom
(University of North Texas)

Note: Please complete this ballot ONLY if you will NOT be attending the 2006 conference in Austin, Texas. You must be a registered TAIR member in order to cast a vote. Please email this ballot to Dr. Karen C. Laljiani, TAIR Past President at Laljiani@dcccd.edu, fax it to her attention at 214-860-2335, or mail it to her at: Office of Institutional Effectiveness & Research, El Centro College, 801 Main Street, Dallas, TX 75202. Please include your name and affiliation in order to verify membership.

Thursday, February 2

| 7:30 a.m. – 9:30 a.m. | **Breakfast and Roundtable Sessions** | **Austin** |

Breakfast will be served from 7:30 a.m. to 9:00 a.m. Three back-to-back 30-minute roundtable sessions begin at 8:00 a.m. with each roundtable being presented at all three sessions. Feel free to move from one table to another during each of the 30-minute sessions. For a complete listing of Roundtable presenters and abstracts, go to page 23 of the program brochure.

1. Throw Me A Line: Survey Guidelines for Surviving the Deluge Sharing Data With Your College
2. Collecting Effectiveness Measures with an Online Form
3. The ABCs of IR Offices
4. Turning Paper Into Pixels - Taking The Facilities Update Process Online
5. From creating the form to reporting results: Anatomy of a campus-wide instructor evaluation
6. "Building a Culture of Evidence"
7. THECB
8. Developing Basic Forecast Models from the Ground Up: A Discussion of Resource Tools for Institutional Researchers
9. How to put together a prize-winning fact book
10. THECB Accountability System

| 9:00 a.m. – 4:00 p.m. | ✯✯ **Resource Fair** ✯✯ | **Travis** |

| *9:45 a.m. – 10:45 a.m.* | GENERAL SESSION II
"IR Past/Present and Future."
Larry G. Jones, former SAIR President | **Austin** |

| 10:45 a.m. – 11:10 a.m. | **Coffee Break** | **Travis** |

| 11:10 a.m. – 11:50 a.m. | **CONCURRENT SESSIONS C** | |

C1 – The Collegiate Black Hole: Where Do Students Go?
Presenter:
    Robert Dunning, National Student Clearinghouse
Facilitator:
    Amy M Bawcom, University of Mary Hardin-Baylor
Location: Lonestar

The best strategic enrollment management programs are built on a solid understanding of the enrollment patterns of students. The National Student Clearinghouse's research service - StudentTracker (previously EnrollmentSearch) - can help an institution gain that understanding by providing access to the NSC data base of enrollment and graduation records for 16 million current students and over 45 million former students. Through StudentTracker an institution can obtain reports on the enrollment and graduation achievement of prospective, current and former students at other institutions. The National Student Clearinghouse has been in operation for over twelve years and is the nation's trusted source for post-secondary student degree and enrollment verifications.

C2 – Statewide Workforce Inventory: Linking Workforce and Economic Development
Presenters:
    Carliss Hyde, TSTC - Waco
    Debra Townsend, TSTC - Waco
    Cyndi McKinney, Texas TSTC - Waco
Facilitator:
    Hiwot Berhane, Texas Workforce Commision
Location: Treaty Oak

Texas State Technical College Waco (TSTC) has been part of a team of agencies and organizations working on the establishment of on-line resources for economic development in the state. TSTC's role has been to work with TWC to create an inventory of on-line workforce resources—training providers, researchers, curricula, training programs, key contacts, etc. This presentation will deal with the evolution of the actual project, problems encountered and resolved, and a demonstration of the inventory itself. Information presented will include the process of data collection, programming required to complete the deliverable, the role of TWC's Office of Career Development Resources, and future outlook.

11:10 a.m. – 11:50 a.m.   CONCURRENT SESSIONS C (continued)

C3 - Data Mining In Higher Education with SPSS' Clementine

Presenter:
  James E. Parry, SPSS Inc.
Facilitator:
  Yan Avram, North Lake College
Location: Old Pecan Street

Higher education is experiencing an increasing demand for external accountability and transparency. New ways of analyzing and presenting data to make data driven decisions will help to meet the ever growing demand. See data mining within a flexible open-arch platform with intuitive visual controls and learn about the guiding principle behind the process: CRISP-DM. Clementine's rapid modeling environment, including traditional familiar models such as logistic regression, easy data access and model comparison and its ability to save complete data mining 'streams' (processes) to reduce or eliminate redundancy will be explored.

C4 - Organizational Climate: Access and Security in an Institutional Data Warehouse

Presenters:
  Maryann S. Ruddock, UT at Austin
  Kristi D. Fisher, UT at Austin
Facilitator:
  James Loiselle, Texas Workforce Commission
Location: The Skyline

Data accessed through a mainframe computer required a programmer to be a 'gatekeeper'. The advent of data warehouses puts a multitude of information at everyone's fingertips, but with that brings concerns with the misinterpretation and release of data. The data warehouse can control for misinterpretation of data by predefining information (data cubes, reports) and existing rules can control for external data requests (FERPA, Open Records Requests, etc.), but how do we control for an institutional climate of being 'closed' versus 'open' where one Dean wants everyone to have access to data while another does not. Also discussed is the role of the institutional researcher in these issues.

C5 - Predicting Total Enrollment of First-Time Incoming Freshmen Undergraduate Students from Applicant Data

Presenters:
  Preet Mohan S. Ahluwalia, Texas Woman's Univ.
  Mark S. Hamner, Texas Woman's University
Facilitator:
  Susan Thompson, Texas State Univ.-San Marcos
Location: Lakeview

Accurate enrollment predictions allow higher education planners to allocate resources and plan for infrastructure expansion more efficiently. Using Texas Woman's University application data and prior knowledge of historical patterns, the total 12th day new undergraduate student enrollment is predicted using a Bayesian multiple logistic regression model. Given a pool of applicants, for the 2 test years, the model predicts with less than 2% error the total number of first-time incoming freshmen undergraduate students enrolled. The model results and its specific interpretations will be discussed.

Remember to Vote ☑ for TAIR Officers and Nominating Committee by 4:00 p.m Today!

12:00 noon – 1:45 p.m. LUNCHEON &GENERAL SESSION III *Austin Room*
"Evaluating and Explaining Athletic Performance: From Lab to Games of Texas"
Edward D. Coyle, Professor of Human Performance Laboratory, UT - Austin

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2:00 p.m. – 3:00 p.m. **CONCURRENT SESSIONS D**

D1 - ACT's EIS Program: An Effective Enrollment Planning Tool That Can Help in Planning More Efficiently

Presenter:
> Chuck Wharton, ACT, Inc./Southwest Region

Facilitator:
> Sue Herring, Baylor University

Location: Lonestar

The Enrollment Information Service provides an institution with pertinent information about its market potential and yield for ACT-tested students not only within Texas but throughout the country. The various reports which can be generated by this software program will be demonstrated so that IR professionals can better understand how this tool can be helpful in their strategic enrollment management efforts. It's a cost-effective planning tool which will provide helpful information to various offices throughout the institution.

D3 - Achieving the Dream: The Initiative & Its Impact on IR

Presenter:
> Margaret Drain, Houston Community Coll. System

Facilitator:
> Delton Moore, Amarillo College

Location: Old Pecan Street

The Achieving the Dream initiative is designed to help institutions better understand the persistence patterns of different types of students using longitudinal student record data, and to identify which interventions increase students' chances for success. Grant funded, the Lumina Foundation along with multiple partners – including the Pell Institute, JBL Associates, AACC, U.T.'s Community College Leadership Program – seeks to address the national imperative to increase community college student success. Nine of the 27 participating colleges are Texas community colleges. A panel of researchers from these IR Offices will discuss the effort and impact that this AtD initiative has had so far.

D2 - An Impact of Developmental Requirements in Student Retention

Presenters:
> Yan Avram, North Lake College
> Teresa Isbell, North Lake College

Facilitator:
> Sam Stigall, University of Texas-Arlington

Location: Treaty Oak

Student retention is an important issue for all campuses. The NCES has identified several risks factors for the potential drop out. Is there any correlation between developmental requirements and retention? The result of this study would assist researchers and academic related advisors to better understand students' leaving behavior and foster the retention rate across all colleges.

D4 - Predicting Total 12th Day Undergraduate Re-enrollment: A Bayesian Approach

Presenter:
> Mark S. Hamner, Texas Woman's University

Facilitator:
> Dewayne Gragg, Navarro College

Location: The Skyline

In this paper we predict 12th day re-enrollment or retention totals of undergraduate students. To aid in this endeavor, information is obtained from stored 12th day data. Deriving information from this data may be more of an art than a science, but most would agree that prior knowledge on possible basic patterns can be explicitly or implicitly used in enrollment management. In this paper we use Bayesian inference that explicitly makes use of prior information as a part of our model and predicts Texas Woman's University 12th day total undergraduate re-enrollment within 4% of the actual total.

2:00 p.m. – 3:00 p.m.   **CONCURRENT SESSIONS D (continued)**

D5 - Using Internet Technologies to Foster Greater University Collaboration Through Institutional Research
Presenter:
    Brian Cordeau, University of Texas at San Antonio
Facilitator:
    David Andrus, Del Mar College
Location: Lakeview

It is fundamental for Institutional Research offices to keep the universities we serve updated with current information. We can now easily inform our clients (and bosses) about current reports, surveys, assessments, and other projects via the web through RSS feeds, CGI programs and other web-based technologies. This presentation will give various examples and ideas for using the web to keep the university (and ourselves) informed. The software used to create and update these web-based technologies will also be reviewed. We will also look at other uses of these current and future web technologies in an IR office.

Refreshment Break at the Resource Fair

3:00PM – 3:30 PM Travis Room

3:30 p.m. – 4:10 p.m.   **CONCURRENT SESSIONS E**

E1 - From creating the form to reporting results: Anatomy of a campus-wide instructor evaluation
Presenter:
    Julie E. Thomas, Central Texas College
Facilitator:
    Robin Huskey, Grayson County College
Location: Lonestar

Institutional researchers often deal with surveys and analysis of the resulting data. This presentation will describe the process of instructor evaluation in a community college, from the preparation of customized forms to the dissemination of personalized reports. Verity Teleform is used to create the evaluation forms and JMP (a SAS product) is used for data analysis. However, more widely used software (Microsoft Office) is utilized for many of the steps of this process. This presentation should be of particular interest to the small or one-person IR office.

E3 - How to Use Inquisite Software for your Online Surveys
Presenters:
    S. J. Sethi, UTPA
    Marcelo Paredes, UTPA
Facilitator:
    Elbert Basham, Sul Ross State University
Location: Old Pecan Street

Inquisite Software for online surveys will be demonstrated by experienced users who will show the audience how the software works, and share tricks gathered through several years' use for different customers.

E2 - Special Interest Group for ACCESS and FOCUS Users
Presenter:
    Nicolas Valcik, The University of Texas at Dallas
Facilitator:
    Jana Marak, Baylor University
Location: Treaty Oak

This special interest group would allow users of Microsoft ACCESS and IBI Focus to discuss and resolve different issues to using the software and programming languages in an institutional research setting. These types of issues can be resolved often by discussing problems with other analysts or programmers that have programming code or applications that have already been developed for particular projects. Microsoft Access and IBI FOCUS is currently being used by a variety of institutional research offices to import data, create applications, create reports, merge multiple data sources and provide support to other departments.

Our many thanks to SAS, Inc. for sponsoring the special event at TAIR 2006.

3:30 p.m. – 4:10 p.m.	**CONCURRENT SESSIONS E (continued)**

E4 – Exploring student satisfaction using the Noel Levitz Student Satisfaction Inventory: Helpful hints for IR professionals

Presenters:
V. Allen Clark, University of North Texas
Leslie R. Odom, University of North Texas

Facilitator:
Elena Torres, DCCCD

Location: The Skyline

This paper session is a discussion of one university's experience with using the Noel Levitz Student Satisfaction Inventory for the first time. The presenters will discuss their missteps that made it difficult to utilize the initial comparison data. They will address how the data has been used on the campus to date. Additionally, they will describe a variety of follow-up data analyses (e.g., effect size calculations and exploratory/confirmatory factor analyses) which may be employed to further investigate the many aspects of student satisfaction.

E5 – Faculty Salary Studies; Measures for Comparison

Presenter:
James R. McBroom, TAMU-Commerce
Jack Harred, TAMU-Commerce

Facilitator:
Paul Illich, McLennan Community College

Location: Lakeview

Institutional research is often called upon to conduct faculty salary equity studies. Recurring issues in these studies are the development of the comparison group(s) and the aggregate measures of central tendency to use for comparison, especially when the data are skewed. In this paper we discuss various measures of central tendency and dispersion to use, including the interquartile mean and interquartile standard deviation. We also provide a formula to calculate the interquartile mean and the measures of central tendency and variation for fall 2004 faculty salaries, by four-digit CIP code and rank.

4:20 p.m. – 6:00p.m.	**SPECIAL INTEREST GROUPS**

4:20 p.m. – 5:00 p.m.

Sector Special Interest Groups:

• **Independent Colleges and Universities Sector SIG**
   Chair: *Elizabeth Puthoff*, Independent Colleges and Universities of Texas
   Location: Lonestar

• **Public Universities Sector SIG**
   Chair: *Cindy Dutschke*, Texas A&M University
   Location: Treaty Oak

• **Public Community Colleges Sector SIG**
   Chair: *Martha Oburn*, North Harris Montgomery Community College District
   Location: Old Pecan Street

6:30 p.m.

Meet in the Lobby for Dinner Caravans

5:15 p.m.– 6:00 p.m.

Other Special Interest Groups:

• **Texas A&M University System**
   Chair: *Glenn Dowling*, TAMU System
   Location: Lonestar

• **University of Texas System**
   Chair: *Marsha Kelman*, UT System
   Location: Treaty Oak

• **SAS Users**
   Chair: *Jana Marak*, Baylor University
   Location: Old Pecan Street

• **SPSS Users**
   Chair: *David Preston,* Brazosport College
   Location: Skyline

• **OPIRO (One Person IR Offices):**
   Chair: *Amy Bawcom,* Mary Hardin-Baylor
   Location: Lakeview

7:30 a.m. – 9:00 a.m.	**Breakfast & Business Meeting**	Austin Room

    7:30 a.m. – 8:00 a.m.   **Breakfast**

    8:00 a.m. – 9:00 a.m.   **TAIR Business Meeting – Presiding: Gerry Dizinno, President/President Elect**

9:15 a.m. – 10:30 a.m.	**GENERAL SESSION IV**	Austin Room

"THECB Hot Topics including Jane Caldwell on Financial Aid"
Susan Brown, Jane Caldwell, Kenneth Dalley, James (Kal) Kallison

10:45 a.m. – 11:45 p.m.	**SPECIAL INTEREST GROUPS**

Sector Special Interest Groups:

- **Datatel Colleague Users:**
  Chair: *Teresa Isbell,* North Lake College
  Location: Lone Star

- **CCSSE**
  Chair: *Margaret Drain*, Houston Community College System
  Location: Treaty Oak

- *CCSSE* **Consortium of Texas Small Colleges**
  Chair: *Courtney Adkins*, CCSSE Texas Small Colleges Consortium
  Location: Old Pecan Street

- **PeopleSoft/Oracle:**
  Chair: *Linda Gibbs,* Houston Community College System
  Location: Skyline

Newcomers' Workshop Recap

- **Newcomers' Wrap-up Session**
  Chair: *Marilyn Greer*, M.D. Anderson Cancer Center
  Location: Lakeview

Panel of participants will present the 'hot topics' for their areas of expertise to Newcomers and answer questions. Participants include: Mr. Kenneth Dalley, Assistant Director, Education Data Center, Texas Higher Education Coordinating Board; Dr. Martha Oburn, Associate Vice Chancellor, North Harris Montgomery Community College District; Dr. Leona M. Urbish, Director, Office of Institutional Research, Rice University; and Mr. Nicolas A Valcik, Assistant Director, University of Texas at Dallas. Dr. Marilyn Greer, Director, Institutional Research, The University of Texas M. D. Anderson Cancer Center will moderate.

Executive Committee Meeting/ Wrap Up
Installation of New Officers
(By Invitation Only)

Lunch Provided

Thursday, February 2, 8:00 am – 9:30 am

1. Throw Me A Line: Survey Guidelines for Surviving the Deluge
Richard Batey, *Texas State Univ.-San Marcos*
Bruce Lockhart, *Texas State Univ.-San Marcos*
Joe Meyer, *Texas State Univ.-San Marcos*

Are you ever swamped by unexpected requests from your clients for help with satisfaction surveys? In this age of accountability, our clients may feel compelled to conduct assessments of their services. But, a lack of good planning can result in poorly designed surveys that damage credibility and interfere with our other assignments. We have developed a set of guidelines designed to walk our clients through a friendly process for identifying survey goals, setting timelines, estimating costs, and conducting surveys. Come discuss this topic with us and receive a set of our guidelines, which are a work in progress.

2. Collecting Effectiveness Measures with an Online Form
Elbert Bassham, *Sul Ross State University*

Sul Ross State University employs an online interface to a database of effectiveness measures. This interface is available 24/7/365 for responsible persons to enter or modify information about their effectiveness measures and for others in the university community to view. This roundtable discussion will include a description of the interface and database along with the opportunity to compare it with other institutions' methods for collecting effectiveness

3. The ABCs of IR Offices
Dawit Adege, *Cedar Valley College*

In this session, we will present and discuss the basic things we do in IR offices of the Dallas County Community Colleges. Various types of data requests and the respective processes implemented to answer those requests will be discussed. Also, basic data collection, organization and dissemination techniques plus some other stuff we do routinely will be shared. Newcomers to IR will especially benefit from the discussions.

4. Turning Paper Into Pixels - Taking The Facilities Update Process Online
Herman Fresh or **Vince Gonzalez**, *UT Austin/ IR*
Lucas Horton, *UT Austin/ IR*

Last summer UT Austin's Office of Institutional Research, in partnership with the UT Office of Campus Planning and Facilities Management, developed an online web-based facilities update process that, while going from paper to pixels, eliminates University-wide notification pitfalls, significantly reduces data entry redundancy, and provides "owner" groups with password protected online access to facilities information. Discussion will focus on how going from hardcopy surveys to web-based reporting has helped our Coordinating Board reporting process and allowed us to provide access to data across the campus. Participants are invited to share facilities reporting experiences.

5. From Creating the Form to Reporting Results: Anatomy of a Campus-wide Instructor Evaluation
Julie E. Thomas, *Central Texas College*

Institutional researchers often deal with surveys and analysis of the resulting data. This presentation will describe the process of instructor evaluation in a community college, from the preparation of customized forms to the dissemination of personalized reports. Verity Teleform is used to create the evaluation forms and JMP (a SAS product) is used for data analysis. However, more widely used software (Microsoft Office) is utilized for many of the steps of this process. This presentation should be of particular interest to the small or one-person IR office.

6. "Building a Culture of Evidence"
Teri Walker, *Brookhaven College*

This Roundtable will include information about how to engage faculty, staff and administrators in looking at data as information to inform decisions.

7. THECB
Kenneth Dalley, *THECB*

Texas Higher Education Coordinating Board hot topics.

8. Developing Basic Forecast Models from the Ground Up: A Discussion of Resource Tools for Institutional Researchers
Leslie Odom, *University of North Texas*

Creating an enrollment forecasting model from the ground up can be a very daunting task. A variety of questions often emerge as the IR analyst tries to figure out how to begin the project at hand. Where can I get helpful resource materials? What forecasting model should I select? What is the most appropriate statistical methodology for my model? This session is designed for IR professionals interested in the answers to the basics of enrollment forecasting and modeling. A bibliography of helpful resource texts and software tools will be shared.

> Each session will be offered at 8:00 a.m., 8:30 a.m. and 9:00 a.m.

9. How to put together a prize-winning fact book
Rose Austin, *NHMCCD*

North Harris Montgomery Community College was awarded the prize for the Best Fact Book at the 2005 TAIR Conference. This discussion will focus on how this publication was created and some tips for developing an award winning fact book.

10. THECB Accountability System
Janet Beinke, *THECB*
Gabriela Borcoman, *THECB*
David Gill, *San Jacinto College District*

Members of the Coordinating Board will be available to answer questions regarding the accountability system.

2005 Program Committee

Program Chair	Gerry Dizinno	UT San Antonio	**Program Brochure**	Gabriela Borcoman	THECB
Advisor	Karen C. Laljiani	El Centro College	**Registration/ Secretary**	Danica Frampton	St. Edwards Univ.
Concurrent Sessions	Ruben Garcia	TWC	**Resource Fair**	Allen Clark	Univ. of North Texas
Evaluations	Lisa Hernandez Gerry Dizinno	St. Mary's Univ. UT San Antonio	**Roundtables**	John Kalb	SMU
Finance	Margaret Drain	Houston Comm. Coll. System	**Special Interest Groups**	Marilyn Greer	M.D. Anderson Cancer Center
General Sessions	Darline Morris	TSTC-Waco	**Workshops**	Teresa Isbell	North Lake College
Local Arrangements	Susan Brown	THECB	**TAIR Webmaster**	Sam Stigall	UT-Arlington
Newsletter Editor	Carol LaRue	Southwest Texas Jr. Coll	**Listserve**	David Preston	Brazosport College

Conference History

Year	Site	President	Vice President	Secretary	Treasurer
1979	Austin	Program Committee	Horace Griffits, Rude Gaedke Bill Lasher, Joe Szutz		
1980	Austin	Program Committee	Ann Sewell, Larry Luce, Paul Thomas, Henry Zachringer		
1981	Houston	Program Committee Constitution Committee	Don Norris, Doug Wright, Margaret Reap Jean Garwood, Leon Spivey Bill Lasher (chair), Ross Clark, Les Kincaid, Pritchy 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

*The Secretary / Treasurer position was divided into two positions in 1992.
** The President moved out of state; Vice President served as Acting President.

Hotel Layout & Room Map

Town Lake Ballroom

Austin III	Travis III

Austin I	Austin II	Travis I	Travis II

Lakeview

Congress | **LBJ** | **Lone star** | **Treaty Oak** | **Old Pecan Street** | **The Skyline** | **Longhorn**
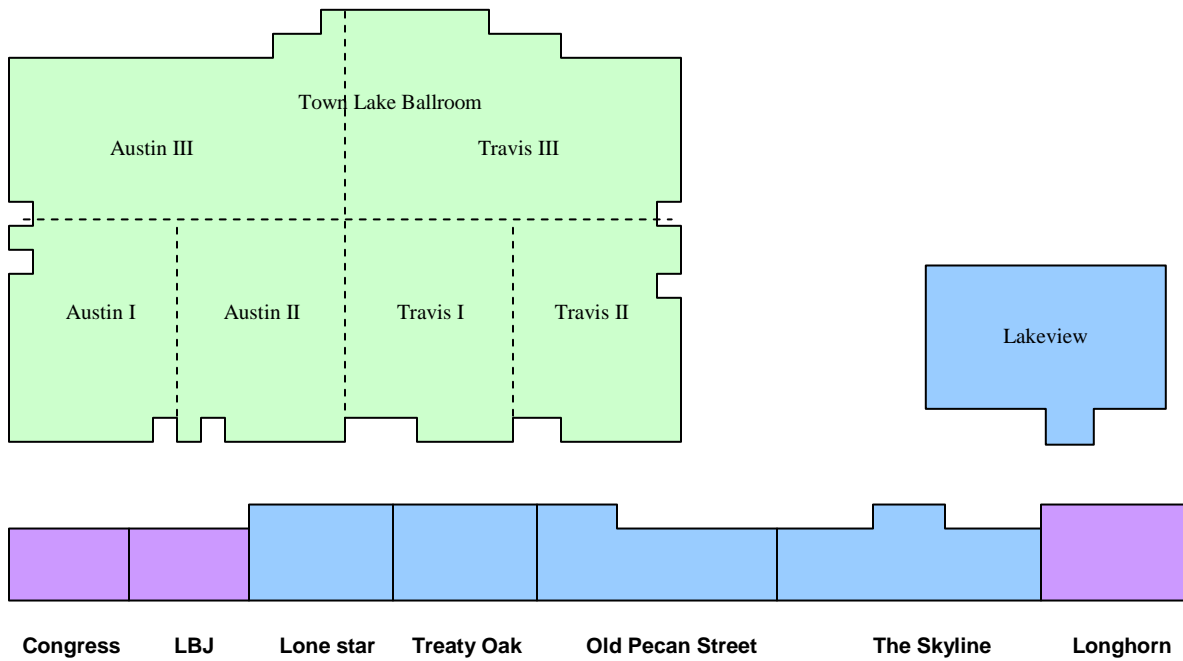
Each of the guest rooms offer:

- Guest rooms featuring views of either Town Lake or the City of Austin
- Two Line Telephones with Data ports
- In room coffeemakers
- Hairdryers
- Irons/boards
- Complimentary newspaper Monday-Friday
- Remove Control TV with Cable and Pay per view movies
- Express Check-in and Check-out

You are within walking distance to:

- Congress Street Bridge, the hot spot for the world famous Austin Bats (watch their flight each night, weather permitting)
- Austin Convention Center
- Austin's first-class entertainment, restaurants and festive nightlife available on 6th Street and the trendy Warehouse District
- Downtown Austin business district
- The Texas State Capitol and state building complex
- The Texas State Governor's Mansion
- University of Texas System Headquarters

DRIVING DIRECTIONS FROM THE AIRPORT
(Refer to area map to get your bearings!!!!!)

Directions from Austin Airport:

Exit airport on Presidential Blvd that becomes Cardinal Loop. Take left on TX-71E. Take left on Bastrop Hwy that becomes Ben White Blvd E. Turn right on Riverside Rd and then right on Congress Avenue. Finally, turn right on Cesar Chavez Street. The hotel is located at 111 Cesar Chavez. **Distance: 7.6 miles**

Texas Higher Education Coordinating Board

Texas Association for Institutional Research
Division of Planning and Accountability
P.O Box 12788
Austin, TX 78711

Conference Copy
Bring to Conference