



Texas Association for Institutional Research

37th Annual Conference

ALL
MY
DATA
BY
MORNING

March 4th - 6th 2015
Workshops March 3rd
Crowne Plaza Hotel - Galleria
Addison, Texas

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President's/Vice President's Message

All My Data by Morning

Welcome to Addison, Texas for the 37th Annual Conference of the Texas Association for Institutional Research (TAIR). Yes, we are in Addison once again. We had a huge turn out last year and due to some issues with the Amarillo hotel we decided to come back here again. Our theme this year is "All My Data by Morning" and who among us hasn't felt the angst of such a request?

Thanks go out to the Program Committee for organizing a wide range of professional development opportunities for the conference, and to TAIR members for stepping up to share their expertise with colleagues. As you will see when browsing this program, the conference features 8 pre-conference workshops and over 50 concurrent sessions on a variety of topics, as well as two general session speakers, special interest group meetings and networking events. There is truly something offered for everyone.

Our special event promises to be an evening of laughter and fun! The evening will start with an amazing meal, including a yummy desert. After dinner, Paul Varghese will entertain us with his side-splitting antics. Then to top off the evening we will move to Pete's Dueling Piano Bar and keep the fun alive!

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

Sincerely yours,
Lincoln Holmes, President and Mary Barton, Vice President
Texas Association for Institutional Research



Lincoln Holmes
President



Mary Barton
Vice-President/Program Chair



TAIR Conference Schedule Overview

Date	Begin	End	Activity
Tuesday, March 3	8:00 AM	1:00 PM	Registration
	8:30 AM	4:30 PM	IPEDS Workshop
	9:00 AM	12:00 PM	Pre-Conference Workshops
	12:00 PM	1:00 PM	Workshop Lunch
	1:00 PM	4:00 PM	Pre-Conference Workshops
	6:00 PM	8:00 PM	Program Committee Dinner
Date	Begin	End	Activity
Wednesday, March 4	7:30 AM	4:00 PM	Registration
	7:30 AM	10:30 AM	Pre-Conference Workshops
	10:45 AM	12:00 PM	General Session I, Dr. Randy Swing
	12:00 PM	1:00 PM	Luncheon Buffet
	1:00 PM	4:00 PM	Conference Workshop
	1:00 PM	1:45 PM	THECB/Legislative Update (Concurrent Session A1)
	1:00 PM	1:45 PM	Concurrent Sessions A/SIGS
	2:00 PM	2:45 PM	Concurrent Sessions B/SIGS
	3:00 PM	3:45 PM	Concurrent Sessions C/SIGS
	4:00 PM	4:45 PM	Concurrent Sessions D/SIGS
5:00 PM	6:30 PM	Meet, Munch, Mingle	
Date	Begin	End	Activity
Thursday, March 5	7:30 AM	12:00 PM	Registration
	7:30 AM	9:00 AM	Networking Breakfast Buffet
	8:30 AM	4:30 PM	Sponsor Fair (drawings at 2:30 PM)
	9:00 AM	9:45 AM	Concurrent Sessions E/SIGS
	10:00 AM	10:45 AM	Concurrent Sessions F/SIGS
	11:00 AM	11:45 AM	Concurrent Sessions G/SIGS
	12:00 PM	1:00 PM	Luncheon
	1:00 PM	1:45 PM	Concurrent Sessions H/SIGS
	2:00 PM	2:45 PM	Dessert in Sponsor Fair
	2:30 PM	2:45 PM	Sponsor Fair Drawings
	3:00 PM	3:50 PM	Business Meeting
	4:00 PM	4:45 PM	Concurrent Sessions I/SIGS
5:30 PM	8:30 PM	Special Event: Improv Comedy Club & Theatre	
Date	Begin	End	Activity
Friday, March 6	7:30 AM	9:00 AM	Breakfast Buffet
	8:00 AM	9:15 AM	Past President's Breakfast
	8:30 AM	9:15 AM	Concurrent Sessions J/SIGS
	9:30 AM	10:15 AM	Concurrent Sessions K/SIGS
	10:30 AM	11:50 AM	General Session II, John Pryor
	12:30 PM	4:00 PM	Executive Committee Meeting

General Session Speakers

General Session I - Wednesday, March 4, 2015 (10:45 AM - 12:00 PM)

Randy L. Swing Ph.D.

Executive Director of the Association for Institutional Research

Dr. Randy L. Swing is Executive Director of the Association for Institutional Research, a nonprofit membership association serving over 4,200 members from 1,500 postsecondary institutions. AIR provides professional development on institutional research, and assessment, and conducts a national training program for IPEDS reporters and users. AIR members specialize in using data for decision support in planning, managing and operating postsecondary institutions.



Dr. Swing is a frequent speaker at national and international conferences and author of books and articles on assessment, institutional research, and student success, especially the first-year experience. Prior to joining AIR he held leadership positions at the Policy Center on the First Year of College and Appalachian State University. He holds a Ph.D. from the University of Georgia.

General Session II - Friday, March 6, 2015 (10:30 AM - 11:50 AM)

John H. Pryor

Principal at Pryor Education Insights



John H. Pryor is national speaker regarding issues in higher education. He was previously the Senior Research Scientist at Gallup. His responsibilities included directing the research on the Gallup-Purdue Index.

Prior to joining Gallup, John was the director of the Cooperative Institutional Research Program (CIRP) and the managing director of the Higher Education Research Institute at the University of California, Los Angeles.

He has published many articles, monographs, white papers, and opinion pieces in higher education publications, including the Journal of College Student Development and The Chronicle of Higher Education.

John received his bachelor's degree in psychology from Dartmouth College and his master's degree in psychology from the University of Virginia. He currently serves on the steering committee of the National Resource Center for the First-Year Experience and Students in Transition, and he is a member of the Data Analysis Research Network, a research and advisory group of the National Collegiate Athletic Association.

Nominees for Vice President/President Elect

Kara Larkan-Skinner, Our Lady of the Lake University

Kara Larkan-Skinner is the Assistant Vice President of Institutional Effectiveness and Accreditation at Our Lady of the Lake University where she oversees institutional research, assessment, and accreditation. Kara entered the research profession as a Research Associate at the TTUHSC in Amarillo, TX. Later, she joined the wonderful world of institutional research and assessment at Amarillo College, where she served as the Director of Institutional Research and Effectiveness. Kara has been active in both the TAIR and AIR organizations for a number of years by presenting at the annual conferences, and serving on various committees and workgroups. Kara was the concurrent sessions chair for the TAIR conference in 2014. Kara received her M.A. and B.A. in Psychology from the University of Louisville, and is a doctoral candidate (Ed.D.) at Texas Tech University. Kara recognizes the role that the TAIR organization played in her professional growth and is honored to be considered for a leadership role within TAIR.



Soon Merz, Austin Community College

Soon is the VP for Effectiveness and Accountability at Austin Community College. She has worked in higher education for 30 years and has a varied background in institutional research, including community colleges, 4-year institutions, and at the state level in several states. Soon served at the Kansas Board of Regents in Topeka, Kansas, the Massachusetts Board of Higher Education and the Texas Higher Education Coordinating Board. At the institution level, Soon directed the Faculty Affairs and Institutional Research office at the University of Kansas Medical Center and in the Office of Planning and Analysis at Oakland Community College. She is active in AIR, TAIR, and MidAIR. She served on NPEC for 4 years, the National Student Clearinghouse Customer Advisory Committee for 2 years, and the NCCBP Advisory Board for 2 years. She holds a Master of Public Administration from the University of Kansas, a Bachelor of Science in General Business from the University of Central Texas, and an Associate of Science in General Education from Central Texas College.



Nominees for Treasurer

Cathy Delgado, University of Texas System

Cathy has worked within the UT System for ten years. She is a Research and Policy Analyst with the University of Texas System's Office of Strategic Initiatives. She assists in collecting, processing, and managing a data repository for all 15 UT academic and health institutions. Cathy began working in IR in 2006 at the University of Texas at Brownsville and Texas Southmost College campus. Her eight year institutional research experience includes chairing the South Texas Consortium for Institutional Research, presenting at TAIR, SAIR, and AIR conferences, and serving as a member of the TAIR nominating committee. She would be honored to serve in the role of treasurer.



Nominees for Treasurer(continued)

Jessica Smith, West Texas A & M University

Jessica is Sr. Research Analyst at West Texas A&M University. Jessica has been with WTAMU since Fall of 2013, and has been an institutional researcher since early 2011. Prior to becoming an institutional researcher, Jessica taught math at a community college in Seattle, WA. She has previously served on the TAIR program committee and been the treasurer of a non-profit darting organization in Seattle. Jessica holds a bachelor's in mathematics and will graduate with a master's degree in mathematics, with emphasis in quantitative research and assessment, in May of 2015.



Nominees for Member-at-Large for Technology



Joe Baumann, Blinn College

Joe Baumann is Dean of Institutional Effectiveness and Enrollment Management at Blinn College. Joe has been at Blinn College and a member of TAIR for over two years. Before that, he worked in institutional research for ten years in Illinois, first as a manager at Harper College and later as director at McHenry County College. While Joe was Director of IR at McHenry, he served the Illinois Association for Institutional Research (IAIR) as Vice President/President Elect, President, and Past President. Earlier in his career, he also served on IAIR's nominating committee. What Joe likes best about institutional research is providing the information needed to make effective decisions, and fostering a culture of evidence and accountability.

Kate Proff, Texas State University

Kate has worked in institutional research for 8.8 years. She fell into IR in 2006 as a research analyst for Texas Woman's University. She has now been with Texas State University for 4.4 years. Kate credits part of her success in IR to her activity with TAIR. She was secretary from 2010-2012 and has served on the nominating committee. She has given many presentations and workshops at the annual conference. Her background in computer science should lend nicely to the position of member-at-large for technology. She briefly had a blog, but soon realized she had more fun coding the site than writing posts. Also, her adorable one-year-old son keeps her apprised of new technology by continually changing the settings on all her devices while she's not looking.



Nominees for Nominating Committee

Lea Campbell, University of Houston - Downtown

Lea Campbell is the Director of Academic Assessment at University of Houston-Downtown. Prior to coming to Houston, she served as the Associate Vice Chancellor of Developmental Education at the City Colleges of Chicago and Director of Student Success Initiatives at Lone Star College System. She holds a PhD in Higher Education Administration from University of Texas-Austin and an MA and BS in Mathematics from Eastern New Mexico University.



Amanda Clark, Blinn College

Amanda Clark is currently the Director of Institutional Research at Blinn College. She has worked in Institutional Research since 2009 and in higher education since 2004. She has been a member of TAIR and AIR since 2010. Amanda has co-presented concurrent sessions at TAIR and AIR and led roundtable discussions at TAIR. She completed her Doctorate in Educational Leadership in December 2014 from Sam Houston State University. Her dissertation topic was graduation and persistence rates in developmental education in postsecondary institutions in Texas. Amanda held a brief internship at the THECB as part of her doctoral coursework and has worked on state reports since 2008.



Frances Frey, Our Lady of the Lake University

Frances Frey is the Director of Institutional Research at Our Lady of the Lake University in San Antonio. She has a bachelor's degree in psychology from Scripps College in Southern California, and a master's degree in Social Psychology from Boston College. Frances has over a decade of diverse research experience, including institutional research at both the community college and university level, program evaluation at non-profits, and independent research in social psychology. In addition, she has experience with SACSCOC accreditation, statistical analysis, and assessment.



Nominees for Nominating Committee (continued)

Faron Kincheloe, Baylor University

Faron is Assistant Director of Institutional Research and Testing. He came to Baylor 16 years ago to provide systems administration support for the IR office and help set up the infrastructure for the University data warehouse. Faron now leads the team responsible for administering and maintaining the Baylor Business Intelligence Platform. Before coming to Baylor, Faron worked almost 18 years in industry providing hardware and software support for a variety of manufacturing systems. Faron earned an associate's degree in electronic technology from Texas State Technical Institute, a bachelor's degree in business from Tarleton State University, and a master's degree in information systems from Baylor University. Faron has served on the TAIR program committee for two years and is finishing his term as the TAIR Member at Large for Technology.



Shari Koukl, UT - Tyler

Shari is the Director of Institutional Analysis at The University of Texas at Tyler and has been with that office since 1999. Prior to that, she was a Lecturer in the Department of Social Sciences, teaching Social Research Methods for nine years. A member of TAIR since 1999, she has served two terms as Vendor Coordinator and regards TAIR as a great networking and professional development resource. Shari received her Bachelor of Arts degree from Northern Illinois University and her Master of Public Administration from The University of Texas at Tyler.

Marcelo Paredes, UT - Pan American

Marcelo Paredes began working as a Research Analyst at the Office of Institutional Research and Effectiveness (OIRE) at UTPA in December 2004. Marcelo now serves as Assistant Director at OIRE since September 2011. He is the Chief Reporting Official for UTPA and is responsible for coordinating the certification of several CBM reports. Prior to joining UTPA, Marcelo worked with Valeo Switches & Detection Systems in Rio Bravo, Mexico as the Quality Tools Coordinator from July 1999 to December 2004. Marcelo earned a Bachelor's of Science degree in Mathematics from UTPA in May 1998. He has also served as the TAIR Vendor Fair Chair from 2009 until 2013. This experience and his active membership in TAIR since 2005 make Marcelo an effective candidate for the nominating committee.



Nominees for Nominating Committee (continued)



Vanessa Sansone, UT - San Antonio

Vanessa serves as a Senior Institutional Research Analyst at The University of Texas at San Antonio. Before joining UTSA, Vanessa worked as an IR Analyst with Texas A&M University – San Antonio and as a Program Data Manager with UTSA's Office of P-20 Initiatives. As a Senior IR Analyst, Vanessa works to develop research and analysis that promotes the success of all students in their pursuit of a higher education degree. Since 2011, Vanessa has been an active member of TAIR, and has also served as a TAIR Conference Special Interest Group Program Coordinator. Vanessa has earned a Bachelor of Arts degree in Sociology from St. Mary's University in San Antonio, Texas, a Masters of Education Degree in Educational Leadership and Policy Studies from UTSA, and is currently pursuing a doctoral degree in Educational Leadership with an emphasis in Higher Education Administration at UTSA.

Tracy Stegmair, Texas Woman's University

Tracy has worked in Institutional Research since 2003 and has been a member of TAIR since 2004. She worked for six years at Texas Woman's University and later for three years at Richland College as a Senior Research Analyst. For the past two years Tracy has been back at TWU working as a Senior Business Systems Analyst. She has co-presented three concurrent sessions, two roundtables, and a workshop at past TAIR conferences plus a workshop at a SAIR conference. In addition to presentations, Tracy has served for three years on the TAIR Program Committee and is just finishing up her two-year appointment as TAIR Treasurer. She earned two Bachelor's degrees from Texas Woman's University in History and Computer Science.



Don't Forget to Vote!

Ballots are included in your Registration Packet.

***Return completed ballots to the TAIR Registration Desk
no later than 9:00 am Thursday, March 5.***

Tuesday, March 3

Registration (8:00 AM - 1:00 PM)

Location: Gallery (Second Floor)

8:30AM to 4:30PM

Pre-Conference Workshops

IPEDS: Best Practices for Reporting and Using IPEDS Data to Improve Office Efficiencies

Location: Trinity I, II, III

Abstract: The Best Practices for Reporting and Using IPEDS Data to Improve Office Efficiencies workshop is intermediate level Keyholder training that is designed for individuals who lead the IPEDS data submission cycle on their campus and have done so for at least one full reporting cycle.

Using IPEDS as a focus, participants will:

- Learn IR best practices and technical efficiencies in data management through Excel (e.g., pivot tables, merging data, custom formulas, and filters);
- Examine multiple options for IPEDS submission (manual entry, .csv file upload, and XML);
- Learn how to use benchmarking data to address key institutional questions and needs.

Participants should have experience using the IPEDS Data Center to retrieve data and a working knowledge of Excel (e.g., how to create basic formulas and sort data). This workshop will not review IPEDS survey component submission instructions nor cover basic benchmarking concepts (though intermediate topics are covered).

*This Workshop curriculum is intended for both officially designated IPEDS Keyholders as well as individuals that serve in a secondary (proxy Keyholder) role assisting the official IPEDS Keyholder in the data collection/entry process

Presenters: Sonia Schaible-Brandon,
Colorado Mesa University
Kimberly Thompson,
University of the Rockies

9:00AM to 12:00 Noon

W1: Developing an Institutional Effectiveness Approach to Support SACSCOC Reaffirmation

Location: Red Oak

Abstract: Many institutions hit a wall when preparing for SACSCOC reaffirmation. Workshop presenters will discuss the common SACSCOC institutional effectiveness pitfalls and how institutions can overcome them. This participatory workshop will focus on building and sustaining a culture of continuous improvement. The presenters will describe a systematic approach toward planning, communication, and sustaining motivation. The presenters will share their experiences in the field, and facilitate group discussions.

Presenters: Kara Larkan-Skinner, Frances Frey,
Our Lady of the Lake University

Workshop Lunch

12:00 PM - 1:00 PM

Location: Whispering Oaks



Tuesday, March 3

9:00 AM to 12:00 Noon

Pre-Conference Workshops (continued)

W2: Interactive Report Creation in ZogoTech: Not Just for IR

Location: Pecan

Abstract: Reports generated by Institutional Research offices may lead to additional questions, such as, “what about . . . ?” or “could we look at this instead?” Rather than wait for an over-burdened IR staff to produce this information, ZogoTech’s software empowers constituents (e.g., Deans, Department Chairs, College Executives) to get these answers themselves. Presenters will share examples of the kinds of questions other colleges are using ZogoTech to answer, and how by doing so, these institutions have increased student success and institutional efficiency. Examples include:

- Using historical data on course utilization to identify opportunities to add course sections and thereby reduce the projected decline in enrollment college-wide from 6% to 3%.
- Connecting students whose GPA is between 2.0 and 2.2 with additional resources and support in order to keep them from being placed on probation.
- Identifying students “on the bubble” in high enrollment/low success courses and connecting them with support services (e.g., tutoring) as a means to improve course success rates.

In this hands-on workshop, participants will create interactive reports using ZogoTech’s Research Intelligence solution. Participants will learn how to create pivot tables, pull in additional pieces of data, switch between a table and chart, and otherwise customize the report.

Prerequisites: Participants must bring their own laptop with the ZogoTech software already installed.

Presenter: Michael Nguyen, Vice President of Services, ZogoTech

W3: Newcomers to Institutional Research

Location: Dogwood

Abstract: 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 areas of institutional research (THECB, public four-year and two-year colleges, private four-year institutions) who will be presenting “hot topics” for their areas of expertise.

Presenter: Marilyn Greer, TAIR Emerita/Past President

W4: The Use of Compression Planning in Program Review

Location: Elm

Abstract: Program evaluation can be a data- and time-intensive activity, falling short of desired outcomes for program-level and ultimately institutional-level improvement. Using compression planning techniques, El Centro College combined its program evaluation, institutional effectiveness, budgeting processes into one streamlined activity providing program coordinators with a three-year operational plan including communication activities, objectives, and outcomes, with an annual checkup. Presenters will provide an overview of the compression planning process along with its application in program evaluation. Presenters will lead attendees through a brief compression planning exercise. Attendees will receive an activities flowchart, a sample completed program review, and the link to the Compression Planning website.

Presenters: Karen Laljiani, Cedar Valley College
Teresa Isbell, El Centro College

W5: Elements of CBM Reporting - What Is Out There?

Location: Maple

Abstract: All higher education institution, either public or non-public, are required to report to Coordinating Board using Coordinating Board Management System (CBM reports). The data submitted by the institutions is then used for funding (public institutions) and to create different reports. Including Accountability System, Exit Reports, Transfer Reports etc. The workshop will show how the CBM Reports elements are used in different reports and how important the accurate reporting by the institutions influences the perceived performance of the students.

Presenter: Gabriela Borcoman, THECB

Tuesday, March 3

1:00 PM to 4:00 PM

Pre-Conference Workshops

W6: Beyond FTIC: Creating and Tracking Student Cohorts using ZogoTech

Location: Pecan

Abstract: Colleges are increasingly being asked to create and track cohorts of students in order to determine achievement gaps, barriers to success, and ultimately, the effectiveness of interventions designed to overcome these gaps and barriers. Yet how comfortable is your IR office with identifying and tracking cohorts beyond the standard first-time-in-college (FTIC) IPEDS cohort?

In this hands-on workshop, participants will use ZogoTech's software to track both pre-built and customized cohorts and answer questions such as:

- How many of these students enrolled in/completed developmental education courses?
- What percentage of students in the starting cohort persisted to the next semester?
- How many students transferred to a four-year institution?
- What is the percentage of students earning a degree or certificate after three years?

Participants will also have the opportunity to disaggregate these cohorts by a number of factors to identify achievement gaps (e.g., by age, gender, ethnicity) and potential obstacles to success (e.g., course load or unmet financial need). Additional activities will focus on evaluating the effectiveness of interventions using ZogoTech's unique tools for tying interventions to outcomes.

Prerequisites: Participants must bring their own laptop with the ZogoTech software already installed.

Presenter: Michael Nguyen,
Vice President of Services, ZogoTech

**Program Committee Dinner
(Program Committee Members Only)
6:00 PM - 8:00 PM**

W7: The Benchmark Process: Best Practices for Gathering and Using Data

Location: Maple

Abstract: How can benchmarking enhance your college's ability to make decisions to "move the needle" on graduation and transfer rates? What should you benchmark? Who are the best peers for your college? This session will start with an introduction to benchmarking, cover the data collection process, and most importantly, will share tips and best practices on how to use benchmark data. This workshop will benefit your overall college, including both your for-credit programs as well as your non-credit workforce training programs.

Presenters: Lou Guthrie, Michelle Taylor,
Johnson County Community College
Thomas K. Martin, Nasreen Ahmad,
Collin College

W8: Productivity

Location: Elm

Abstract: Drowning in email? Desk a mess? Projects running late? All of us in higher education are under constant pressure to produce more with less at a faster pace. This workshop will present some common-sense tools to deal with the flood of email, projects, and tasks that cross our paths every day. The workshop will cover four major topics: controlling email, establishing productive workflow, identifying priorities and horizons of focus, and a framework for project planning. Attendees should bring a list of their current projects and a current to-do list for in workshop review. This will be a working session, not a lecture – the result will be an updated, clarified project list and actionable to-do lists.

Presenter: Phil Rhodes,
McLennan Community College

W9: Intro to Access

Location: Red Oak

Abstract: An introductory workshop on starting to transition from Excel into Access. Planning for the migration of data from Excel into Access, setting up initial table structure, and an introduction to MS-SQL for Access are the topics to be demonstrated and discussed. Participants should bring their own laptop, with MS Access 2010 installed. Participants can also bring their data-sets in Excel format for assistance in the migration process to MS Access after the workshop. Attendees may bring their own data sets to this session in Excel or CSV format; we'll reserve time at the tail end of the workshop for Q&A and more hands-on playtime.

Prerequisites: Participants must bring their own laptop with Access software already installed.

Presenter: Thomas Van Hook, North Central Texas College

General Session I

10:45 AM - 12:00 PM

“The Student Centered Institutional Research Function Imperative”

Speaker: Randy L. Swing, PhD

Luncheon

Sponsored by



12:00 PM - 1:00 PM

Location: Trinity IV & V

Track Definitions and Discussion Sessions

Track Definitions:

Most concurrent sessions offered at this conference present either case studies or best practice scenarios. To ensure conference participants enjoy the best experience practicable—and the best use of their time—concurrent sessions have been placed into one of six program tracks. These six tracks and examples of their intended content areas are listed below.

Track	Subject areas
Planning & Organizing	Strategic Planning, Organization, IR office and Personal organization
Research	Statistical and Institutional Research applicable to a range of institutions
Technology & Training	Use of technology in IR, basic/intermediate/advanced software how-tos
Assessment & Effectiveness	Implementing assessment programs, goal setting/measuring, novel assessment ideas
Reporting & Decision Support	Internal/external reporting, dashboards, data warehouses/other decision support systems
Current Issues in Higher Ed	Self-explanatory

Special Interest Group (SIG)s

SIG sessions offer a venue for interaction between TAIR members with common interests. The format of a SIG session requires participants to come prepared to engage in a facilitated discussion, ask questions, and share their expertise on the topic. Participants are encouraged to prepare questions that they would like to ask their colleagues during the session.

Wednesday, March 4

1:00 PM to 1:45 PM

Concurrent Sessions A

A1: Legislative Update

Texas Higher Education Coordinating Board

Location: Trinity II-III

Audience: 2 Year, 4 year, Public, Private

Track(s): Current Issues in Higher Education

The Coordinating Board's Division of Planning and Accountability will provide a broad overview of what's new in state-level reporting, data reports, Closing the Gaps and state-wide planning for beyond 2015, workforce-related data and workforce needs studies, legislative issues, TSI and developmental education, and other issues of current interest. The staff will be available to address these issues in more detail and to answer targeted questions during the THECB Q & A immediately following the Legislative Update as well as during the THECB SIG on Thursday morning.
Session Coordinator: Amanda Clark, Blinn College

A2: A Decade of Data: A Look at Community College Survey of Student Engagement (CCSSE) Data Since 2004

Location: Trinity I

Audience: 2 Year, Public, Private

Track(s): Research

The Community College Survey of Student Engagement (CCSSE) has remained unchanged since 2004. In the intervening years, colleges have made great efforts to improve student engagement. This leads to the question: Do student responses to the items on CCSSE reflect these efforts? If college efforts have been successful, one would expect to see positive trends in student experiences as reflected by an increased endorsement of response options on items that are indicative of higher levels of engagement (e.g., a higher percentage of students reporting that they often or very often made a presentation in class). Using data from over 1.8 million CCSSE surveys, the Center for Community College Student Engagement research staff conducted detailed analyses of the annual trends in response patterns to all items on the survey from 2004 through 2014. The presenters will share the results of these analyses, including changes in the demographic distribution of students over this time period, as well as the overall trends in responses to the survey items. The presenters will also discuss selected results disaggregated by enrollment status, developmental status, and race/ethnicity.

Presenters: Kyle Lovseth & E. Michael Bohlig,

Center for Community College Student Engagement

Session Coordinator: Joe Baumann, Blinn College

A3: How Do Freshmen and Transfer Students Describe Themselves? Findings from the "How I See Myself" Survey

Location: Dogwood

Audience: 2 Year, 4 year, Public, Private

Track(s): Research

This survey has been given to new first-year students the past five years (2010-2014) and the past two years for transfer students (2013-2014). In the survey, students can choose 12 adjectives that BEST match how they see themselves as they entered UNT that fall. This provides a unique way to assess what our incoming students perceive themselves using a list of 104 adjectives. Trends especially based on our five year data of freshmen have found unique key findings which somewhat reflect general trends and characteristics about this generation of Millennials. In this session, the history of the survey, explanation of the methodology and background will be discussed. Findings will be provided that pertain to student perceptions about themselves, the general trends, and comparisons between our first-year and transfer student populations. Data from the past 5 years has generally been consistent with approximately half of our first-year students participating and one-tenth of our transfer students participating. Participants will be able to provide insights on how this could be implemented on their campuses, and the advantages and disadvantages of using this method of assessment to learn more about our incoming student populations.

Presenter: Ah Ra Cho, University of North Texas

Session Coordinator: Martha Oburn, HCC



Wednesday, March 4

1:00 PM to 1:45 PM (continued)

Concurrent Sessions A

A4: Using Event History Models to Examine Student Dropout

Location: Elm

Audience: 2 Year, 4 year, Public, Private

Track(s): Research

Student dropout is a concern for most post-secondary institutions and so is perpetually an outcome that institutional research examines. The methods used to examine dropout, however, greatly varies across institution ranging from simple descriptive statistics to complex multilevel models. In this pre-conference workshop, we will discuss using event history models (EHMs) to examine student dropout. EHMs examine the duration until an event occurs when time is measured coarsely (e.g., month, semester). Unlike many other methods for examining dropout, EHMs explicitly account for the time the event occurs. Our workshop will demonstrate how to develop multiple forms of EHMs, how to evaluate the models, how to determine the best set of predictors, and how to interpret the results. All who attend the workshop will receive a didactic dataset and syntax to conduct the analysis in R and SAS so they can reproduce the presenters' results.

Presenters: Danielle Fearon & A. Alexander Beaujean
Baylor University

Session Coordinator: William Shui, Baylor University

A5: The Unofficial Non-programmers Guide to the SAS Data Galaxy: Using SAS Enterprise Guide

Location: Pecan

Audience: 2 Year, 4 year, Public, Private

Track(s): Technology & Training

With ever-increasing time constraints, who has the time to learn SAS programming? SAS Enterprise Guide can write your code for you if you know how to use it. This session will give brief demonstrations on how to generate basic SAS code like PROC IMPORT, PROC EXPORT, PROC TABULATE, PROC REPORT, and PROC SQL using SAS Enterprise Guide. It will also show you how to take the SAS Enterprise Guide generated code and place it into Base SAS for recurring jobs and data requests.

Presenter: Tracy Stegmair, Texas Woman's University

Session Coordinator: Dave Downing, UNT

2:00 PM to 2:45 PM

Concurrent Sessions B

B1: THECB Q & A

Location: Trinity II & III

Audience: 2 Year, 4 year, Public, Private

Track(s): Current Issues in Higher Education

Texas Higher Education Coordinating Board

This is a special time set aside for the TAIR membership to meet in an open format with members of the Texas Higher Education Coordinating Board.

Session Coordinator: Gail Caruth, Eastfield College

B2: An Analysis of Text Responses to Electronic Course Evaluations

Location: Trinity I

Audience: 2 Year, 4 year, Public, Private

Track(s): Research

In 2011, a private university in the southern United States began considering a change from a paper-based to an electronic system to administer the student evaluations of courses. The adoption of the electronic system provided a number of advantages over paper administrations, including reduced demand on staff resources, improved accuracy, and collection of textual responses. This presentation will examine both home-grown and vendor-based pilot programs, compare response rates and differences in scores between the formats, and consider administration process and lessons learned. Additional, results of a text analysis will be presented to examine difference in responses by faculty type, student classification, and expected grade in the course for undergraduate courses.

Presenter: Meaghann Wheelis, Baylor University

Session Coordinator: William Shui, Baylor University

B3: Uses of National Student Clearinghouse StudentTracker

Location: Dogwood

Audience: 2 Year, 4 year, Public, Private

Track(s): Reporting & Decision Support

This interactive session will allow participants to talk about how they use, or can use, National Student Clearinghouse StudentTracker to support their institution.

Presenter: Carol Tucker, University of Houston-Downtown

Session Coordinator: Frances Frey, OLLU



Wednesday, March 4

2:00 PM to 2:45 PM (continued)

Concurrent Sessions B

B4: DEPS 2014 and Other Developmental Education Data

Location: Elm

Audience: 2 Year, 4 Year, Public

Track(s): Research

This session will present findings from the Developmental Education Program Survey (DEPS) 2014 and related developmental education data from the CBM002 and CBM00S. Data from DEPS will include the types of pre-assessment activities utilized for the Texas Success Initiative Assessment (TSIA), factors used in holistic advising, and the types of non-course-based options (NCBOs) that institutions are providing. Data from the CBM002 and CBM00S will include outcomes in developmental education courses and interventions, graduation and persistence of students requiring and not requiring developmental education, and the amount of developmental education students are taking before meeting TSI in a given subject area.

Presenter: Jana Cossairt, Texas Higher Education Coordinating Board

Session Coordinator: Xiaohong Li, SHSU

B5: Brookhaven College Analytics Project

Location: Pecan

Audience: 2 Year, 4 year, Public, Private

Track(s): Reporting and Decision Support

The Brookhaven College Analytics Project supports institutional effectiveness through four online systems that function interactively and accurately. This self-service research program used Microsoft SQL and Internet Information Servers working in tandem deliver four online information services to the Brookhaven community: 1. An online Degree Plan Application; 2. A Program Improvement System provides data mart services to faculty with aggregated student success data to conduct discipline program reviews; 3. A Position Request System used to justify new full-time positions in instructional divisions; and 4. A Financial Reporting System used to provide enrollment and contact hour data for any division or discipline using Colleague and Texas Higher Education Coordinating Board data.

Presenters: Michael Dennehy, Cathy Todd, & Marianne Roffino, Brookhaven College

Session Coordinator: Amanda Moske, UNT

B6: So You Want a Data Mining/Warehousing Package: Starting the Process and Beyond

Location: Maple

Audience: 2 Year, 4 year, Public, Private

Track(s): Reporting and Decision Support

Institutional Research departments are constantly being asked to utilize data to analyze institutional effectiveness. To help disseminate information and empower stakeholders, Elon University is implementing a data warehouse/mining system (SAS Visual Analytics). Data integrity, coding, maintenance, and definitions play a critical role in structuring the data for use in any mining package (even our "cleanest" data wasn't so clean). Not only will we show the use of the data in the form of dashboards, but we also discuss how we arrived at this current stage (e.g., planning efforts, targeting stakeholders, targeting value driven reports) and the future stages to come. Start thinking like VA and start thinking how your end-users will see and manipulate the data into information.

Presenter: Rob Springer, Elon University

3:00 PM to 3:45 PM

Concurrent Sessions C

C1: Managing Through the Chaos: Your IR Office and Project Management

Location: Trinity II-III

Audience: 2 Year, 4 year, Public, Private

Track(s): Assessment and Effectiveness

Both experienced and novice Institutional Research professionals and employees can struggle with balancing competing requests. After you flush through the theory of a project, how do you start? How do you track all the nuances of a larger request? How do you prioritize tasks with a limited amount of resources? Applying Project Management principals in the IR Office provides beneficial time management practices. Adopting a project management approach involves defining the scope of the project, dealing with schedules, managing resources, and costs. The use of project management tools is as individual as your organization and culture. Come join us as we break down simple steps to follow.

Presenters: Elizabeth Cockerham & Miriam McKinney
The University of Texas System

Session Coordinator: Katherine Mason, TAMU-CC

Wednesday, March 4

3:00 PM to 3:45 PM (continued)

Concurrent Sessions C

C2: Root Cause Analysis: Divining the Underlying Causes of Why Students Don't Do Well

Location: Trinity I

Audience: 2 Year, 4 year, Public, Private

Track(s): Assessment and Effectiveness

While IR data often tell us the “how many” – as in how many non-returning students, how many enrolled, how many graduates – those data often do not shed light on the underlying factors which shape the numbers. Yet, without an understanding of underlying factors, intervention is, at best, an intuitive guess. Root cause analysis is a strategy for identifying the factors which underlie variation in performance. Participants in this session will learn to apply simple techniques drawn from industry to identify underlying causes which impact student performance so that interventions can be more effective in improving institutional and student performance.

Presenters: Lea Campbell, University of Houston-Downtown

Session Coordinator: Ruben Garcia,
Texas Workforce Commission

C3: Exploratory Analysis of Faculty Perceptions and Student's Self-Reported Time Use Behavior on the CCFSSSE

Location: Dogwood

Audience: 2 Year

Track(s): Research

An exploratory analysis of faculty perceptions of student time-use behavior on the Community College Faculty Survey of Student Engagement (CCFSSE) compared to students' self-reported time-use behavior on the Community College Student Survey of Student Engagement (CCSSE) will be presented for a recent administration of both surveys at a very large community college. The existence of various sub-groups of students based on their time use will be examined as well as contextual factors impacting students' use of time. The discussion of the results will focus on the similarities/differences in perceptions of time use by faculty and students and the possible impact on expectations for student academic performance.

Presenters: Richard Griffiths & Daniel Ohanlon
Austin Community College

Session Coordinator: Mike Bohlig, CCCSE

C4: Texas State Reporting: Going Beyond the THECB CBM Reporting Manual

Location: Pecan

Audience: 2 Year, 4 year, Public, Private

Track(s): Reporting and Decision Support

The THECB CBM reporting manual contains detailed information as to what data needs to appear on the CBM reports. How do we verify that the data is valid and correct and how do we justify any irregularities that may appear? Over the past year, we created an institution-specific reporting procedures manual that seeks to answer these questions. Included in this manual are a very detailed set of instructions on how to verify and audit every CBM report item, as well as information and instructions for every review item, error item, and questionable item that appears on the edit reports. This session will introduce the audience to this procedures manual and the methods used in creating it as well as what was learned in the process.

Presenter: David Malone, Collin County Community College
Session Coordinator: Jimmy Rogers, Temple College

C5: SIG: SPSS Users

Special Interest Group

Location: Elm

SIG Facilitator: Vanessa Sansone, UT-San Antonio

4:00 PM to 4:45 PM

Concurrent Sessions D

D1: Is IR Capacity "Bigger" in Texas?

Location: Trinity II-III

Audience: 2 Year, 4 year, Public, Private

Track(s): Current Issues in Higher Education

A National Survey of IR Practice may provide the answer to whether the IR capacity is bigger or better in Texas. The pilot testing phase of a benchmarking survey to measure IR capacity on college campuses is complete. In the coming months the Association for Institutional Research (AIR) will launch this large-scale, national data collection that includes metrics on staffing levels, budgets, professional development, and IR tasks/functions. In this session we provide an overview of this Bill & Melinda Gates funded project, the process taken to construct the metrics, and anticipated outcomes. Information on how to get involved as well as lessons learned undertaking this large-scale project will be shared.

Presenters: Christopher Coogan & Darlena Jones
Association for Institutional Research

Session Coordinator: Colby Stoeber, UTHSCSA



Wednesday, March 4

4:00 PM to 4:45 PM (continued)

Concurrent Sessions D

D2: The Data Spot at UNT

Location: Trinity I
Audience: 2 Year, 4 year, Public, Private
Track(s): Planning and Organizing

The University of North Texas sought a new approach to information sharing. A taskforce of data stakeholders worked together to identify data needs, frequency, and sources across campus as well as the challenges experienced by data consumers in easily obtaining quality data to make informed decisions. The dataspot emerged as the solution to expanding access and use of critical data while maintaining effective use of provider resources. The three main goals of the dataspot are to: (1) Make mission-critical data more accessible, easier to find, (2) Remove barriers to data-based decision making by elevating data accessibility, (3) Reduce the hoops to jump through to get high quality information. The presentation will discuss the development of the website, how support from key constituent groups was accomplished, communication plans and materials, phases of implementation balancing FERPA compliance with providing access to valuable data, as well as the challenges and successes experienced along the journey.
Presenters: Cassie Clough, Jason Simon, Mary Barton
 University of North Texas
Session Coordinator: Vicki West, Texas Tech University

Meet, Munch, & Mingle

Wednesday, March 4
5:00 pm - 6:30 pm
Whispering Oaks

D3: Ya... so if you could have this data to me first thing in the morning... that would be greeeaaaaat.
Location: Red Oak & Live Oak
Audience: 2 Year, 4 year, Public, Private
Track(s): Reporting and Decision Support

In recent years, upper management and even the general population on our campuses have been increasingly interested in data. This is due to the fact that communities are becoming more informed and more cognizant of data about our institutions. We are constantly looking for that one number that might make our institution more attractive to the prospective student and their parents. So, how do we as data professionals ensure data that is requested from our offices is meaningful, accurate and understood while serving our campus communities efficiently. Angelo State University has been working over the past year to put tools and processes in place to provide and protect our data to meet these demands and not have to come in on Saturday. This presentation will explore some of the people processes surrounding data dissemination.
Presenters: Crystal Braden, Angelo State University
Session Coordinator: Douglas Bussell, Central Texas Col

D4: "Transfer Students: Can We Predict Their Success?" An Updated Study
Location: Dogwood
Audience: 4 year, Public, Private
Track(s): Research

This study is an update of "Transfer Students: Can We Predict Their Success?" that was presented at the TAIR 2014 Conference. The purpose is to analyze the transfer students at Sam Houston State University, and create a model to determine a student's likelihood of success (graduation) at SHSU. We will take into consideration factors such as a student's demographics and their incoming academic data.
Presenters: Rebecca Bowyer & Laci Voth
 Sam Houston State University
Session Coordinator: Adele James, Rice University

D5: SIG: Banner Users
Special Interest Group
Location: Maple
SIG Facilitator: Faron Kincheloe, Baylor University

4:00 PM to 4:45 PM (continued)**Concurrent Sessions D****D6: Using SAS to Assist in Cleaning Data for THECB****Location:** Pecan**Audience:** 2 Year, 4 year, Public, Private**Track(s):** Technology and Training

SAS (Statistical Analysis Software) is used in many fields including finance, data management, business analytics, etc. and is known to be an industry standard. This presentation will show how SAS can be used to make reporting time run easily and more efficiently. SAS can be integrated with SQL code or for the those that don't program comes with an extension called SAS Enterprise Guide which is a point and click user friendly interface (both techniques will be shown during this presentation). SAS Enterprise Guide allows the user to contain reporting queries in one place, schedule reports to run in sequence at any time, email reports, prompt the user for information, and much more.

Presenter: Chantell Perry, Texas A&M-Corpus Christi**Session Coordinator:** Dave Downing, UNT**D7: Data Brokerage in 15 Minutes or Less****Location:** Elm**Audience:** 2 Year**Track(s):** Reporting and Decision Support

Data Brokerage is a recent term coined within the Dallas County Community College District for the sharing and provision of highly relevant information to stakeholders. This concept is designed to promote informed discussion at the highest level utilizing such tools as Discussion Sheets, Quick Facts, Interactive Summaries, and various Business Intelligence tools. Promoting this concept has required the development of a Training Institute specifically designed for Institutional Research personnel. There are three core modules in building the 15 Minute Data Brokerage: (1) Report with Purpose; (2) Promoting Informed Discussion; (3) Being a Data Broker. The model for the institute will be shared and discussed.

Presenters: Richard Plott

Dallas County Community College District

Session Coordinator:**Thursday, March 5****Registration (7:30 AM - 12:00 Noon)****Location:** Gallery Registration Desk**Voting (Ballots due by 9:00 AM)****Return Ballots to Registration Desk****Networking Breakfast Buffet & Election Ballot Due****7:30 AM - 9:00 AM****Location:** Trinity IV-V**Sponsor Fair & Demos****8:30 AM - 4:30 PM****Location:** Trinity IV-V
(Drawings at 2:30 PM in Sponsor Area)**9:00 AM to 9:45 AM****Concurrent Sessions E****E1: Moving From a Culture of Audit to a Culture of Effectiveness: Changing the IE Landscape****Location:** Trinity II-III**Audience:** 2 Year, 4 year, Public, Private**Track(s):** Assessment and Effectiveness

IR&E staff may find their administrative/non-academic departments collect a great deal of audit data but very little data that can be used for effective improvement. This session will help transform how IE staff approach offices that have typically approached their work from a Culture of Audit.

We need a transition of thinking to occur within these offices and a solid IE strategy to help them be successful within a robust IE framework. This topic provides an opportunity for IE practitioners and campus leadership to explore strategies to ensure the IE process is relevant for offices that have not typically thought of themselves as playing a role.

Presenters: Jason Simon & Elizabeth Vogt

University of North Texas

Session Coordinator: Trey Buchanan,
Southwestern University



9:00 AM to 9:45 AM (continued)

Concurrent Sessions E

E2: CBM002, CBM00S, NCBO, and TSI

Location: Trinity I

Audience: 2 Year, Public

Track(s): Reporting and Decision Support

I will share SPSS syntax for importing CBM002 and CBM00S raw text files (along with side-by-side match up of layout and variables changes over the years) to get "initial readiness" numbers for TSI Success Points. Since THECB uses complicated SAS programming and multiple CBM reports combined in one database, I will facilitate the discussion so each participant can share their way of calculating Success Points for their institution. I would also like to discuss finding and using TSI and NCBO data in Datatel.

Presenters: Eugenia Jane Haas, Del Mar College

Session Coordinator: Jessica Smith, West Texas A&M

E3: Building Websites to Comply with Sect. 508 of the Rehabilitation Act: The Texas Workforce Commission Experience

Location: Pin Oak

Audience: 2 Year, 4 year, Public, Private

Track(s): Technology and Training

The Texas Workforce Commission has mandated that all public facing websites in the agency will now be designed and built to comply with Section 508 of the Rehabilitation Act. Section 508 requires that individuals with disabilities have access to and use of information and data that is comparable to the access to and use of the information and data by individuals who are not disabled. The Automated Student and Adult Learner Follow-Up System Dashboards was one of the first websites at TWC to achieve full compliance with Section 508. The presenters will describe the technical requirements, tools and lessons learned to achieve compliance. Emphasis will be placed on making data visualizations Section 508 compliant, including tables, graphs and charts. This topic is important for all institutions of higher education to ensure that all students, faculty and staff have equal access to information and data.

Presenters: Ruben Garcia, James Tanner, Hiwot Berhane, Texas Workforce Commission

Session Coordinator: Elizabeth Cockerham, UT-System

E4: What You Can and Cannot Say With Data

Location: Live Oak

Audience: 2 Year, 4 year, Public, Private

Track(s): Research

As technology advances multiple information gathering sources have emerged. With the deluge of sources, data have become ubiquitous, and using data to inform decision-making is becoming increasingly important. While analyzing these data can enhance one's understanding and shed insight on complex patterns and trends, it is important to understand their limitations. In this presentation, designing appropriate research questions, group selection and assignment, and conceptualization of hypothesis testing and statistical significance will be discussed. Major concepts within this presentation include attributing causation inappropriately and ignoring self-selection bias. This presentation is intended for a general audience and knowledge of advanced mathematical and statistical procedures is not required.

Presenters: Holly Stovall & Robert Lorick

Tarrant County College District

Session Coordinator: Miriam McKenney, UT-System

E5: Institutional Research and Institutional Review

Boards: A Partnership in Responsible Research

Location: Red Oak

Audience: 2 Year, 4 year, Public, Private

Track(s): Research

One major responsibility of institutional research offices is the processing of data requests from constituents. With this responsibility comes the duty of ensuring that the data are safeguarded and used in a responsible manner. This becomes of particular importance when data are solicited for research purposes such as conference presentations and/or publications where human subjects' protections come into play. It behooves offices of institutional research to have a working knowledge of how institutional review boards (IRB) function. This session will discuss strategies that offices of institutional research can employ to determine when data request falls under the auspices of institutional research, when IRB jurisdiction is evoked, and the types of review IRBs conduct to determine whether research processes adequately protect human subjects and their data. Participation in this session will result in the following learning outcomes: knowledge of when data qualify for administrative use only, components of an IRB proposal, the purpose of informed consent, and how the Department of Health and Human Services decision charts can assist researchers in making decisions related to the protection of human subjects.

Presenters: Michael Haynes & Lesley F. Leach

Tarleton State University

Session Coordinator: Katharine Mason, TAMU-CC

Thursday, March 5

9:00 AM to 9:45 AM (continued)

Concurrent Sessions E

E6: SIG: SAS Users
Special Interest Group
Location: Dogwood
SIG Facilitator: Dave Downing, University of North Texas

E7: SIG: THECB
Special Interest Group
Location: Elm
SIG Facilitator: Julie Eklund, THECB

E8: SIG: CCSSE
Special Interest Group
Location: Pecan
SIG Facilitator: Michael Bohlig, CCCSE

10:00 AM to 10:45 AM

Concurrent Sessions F

F1: Reassessing our Assessment: Progressing with the EURECA Quality Enhancement Plan at MSU
Location: Trinity II-III
Audience: 2 Year, 4 year, Public, Private
Track(s): Assessment and Effectiveness

The department of Institutional Research and Assessment at Midwestern State University is currently tasked with evaluating our SACS Quality Enhancement Plan "EURECA: Enhancing Undergraduate Research Endeavors and Creative Activities". We will present a short background of the development and implementation of the QEP's first year (2013-2014) and discuss the make-up of our QEP's assessment committee and how we have addressed issues identified by our faculty during year one's assessment plan as we enter our second year. We will present results from the Fall 2014 semester for comparison and discuss how we see our progress and results being reported to SACS in our fifth year interim report in 2018.

Presenters: Camille Shepherd, Mark McClendon, & Newman Wong, Midwestern State University
Session Coordinator: Kara Larkan-Skinner, OLLU

F2: The Impact of Community College Expenditures on Student Completion of Momentum Points

Location: Trinity I
Audience: 2 Year, Public
Track(s): Research

A nonexperimental, multivariate, ex post facto study was designed to investigate the relationship between community college expenditures and student success in reaching milestones and momentum points. Astin's I-E-O model served as the theoretical framework. Three first-time-in-college student cohorts from a large community college district were tracked for three years to determine their success in completing developmental requirements, gateway courses, 15 and 30 credit hours, and re-enrollment in the second fall semester. Logistic regression was used to explore the relationships between student characteristics, institutional characteristics, institutional expenditures and student completion of momentum points. Methodology and results will be presented, and implications on future research and institutional policy will be discussed.

Presenter: Teresa Isbell, El Centro College
Session Coordinator: Karen Lajlani, Cedar Valley College

F3: Entering Developmental Students' Early Experiences and High Impact Practices

Location: Pin Oak
Audience: 2 Year, Public
Track(s): Research

Each year, large numbers of students enter community colleges academically unprepared for college-level coursework and are required to take developmental courses. Developmental courses are costly to both students and the colleges as many developmental students drop out before they have successfully completed their first college-level course. The Survey of Entering Student Engagement (SENSE), administered during the fourth and fifth weeks of the fall term, focuses on the front door experiences of students to gain an understanding of their early experiences that can impact engagement and retention. As a follow-up to the report "A Matter of Degrees: Engaging Practices, Engaging Students," this presentation summarizes the results of a secondary analysis of SENSE data focusing on the relationships between entering developmental students' early experiences, especially participation in high impact practices, and engagement as measured by the six SENSE benchmark scores.

Presenter: Colleen Bullock & E. Michael Bohlig
Center for Community College Student Engagement
Session Coordinator: William Shui, Baylor University

Thursday, March 5

10:00 AM to 10:45 AM (continued)

Concurrent Sessions F

F4: Just What is Retention Anyway?

Location: Live Oak

Audience: 4 year, Public, Private

Track(s): Reporting and Decision Support

A recent post to TAIR-L raised the issue of the complexities involved in calculating and reporting retention. This presentation will review these issues and how they have been addressed at Baylor University. This presentation will include an interactive section in which attendees will be encouraged to discuss their own experiences in an open forum that facilitates questions and feedback.

Presenter: Faron Kincheloe, Baylor University

Session Coordinator: Trey Buchanan, Southwestern Univ

F5: Access to Excel: A Few Handy Tips and Techniques

Location: Red Oak

Audience: 2 Year, 4 year, Public, Private

Track(s): Technology and Training

As IR Professionals, many of us use Microsoft Excel and/or Microsoft Access regularly to report and analyze information. This presentation will provide some advantageous tips and techniques to make sure that you are getting the most of your time while using Excel and Access. Sample workbooks/databases and other resources may be provided at the end of the presentation.

Presenter: Dianna Guerrero, Del Mar College

Session Coordinator: Vicki West, Texas Tech University

F6: Leaving Poise - Now What?

Location: Dogwood

Audience: 2 Year, 4 year, Public, Private

Track(s): Reporting and Decision Support

As we are set to leave the Poise System, many Texas school are faced with difficult decisions. This will be a closed round table discussion on next steps, vendors, offerings, needs and how this transition aligns with the demands and expectations of institutional research, accreditation and reporting. The session is designed to bring together other administrators and IR personnel together from institutions currently actively addressing this process. This session's participation will be by approval of the session chair, but is open to all members of TAIR going through the Poise system phased out.

Presenter: Shannon Lane, Coastal Bend College

Session Coordinator: Martha Oburn, HCC

F7: SIG: R Users

Special Interest Group

Location: Elm

SIG Facilitator: Gail Caruth, Eastfield College

F8: Assessing Gen-Ed Outcomes and the Texas Core Objectives with Xitracs™

Location: Pecan

Audience: 2 Year, 4 year, Public, Private

Track(s): Assessment and Effectiveness

For some time now Xitracs has provided an easy, stress-free technology for use by Colleges and Universities to gather the information they need to show accreditation agencies that they are assessing and managing at all levels of Outcomes. This presentation on the Xitracs Assessment module discusses how you can specifically address the Texas Core Objective assessment reporting requirements including handling of assessed artifacts.

Presenter: Howard Taylor, Concord USA

11:00 AM to 11:45 AM

Concurrent Sessions G

G1: Keeping Up with the Joneses: Developing Meaningful Peer Groups

Location: Trinity II-III

Audience: 2 Year, 4 year, Public, Private

Track(s): Reporting and Decision Support

The National Center for Education Statistics (NCES) annually sends the "IPEDS Data Feedback Report" comparing each institution to some pre-defined peer group. NCES gives institutions an opportunity to designate their own set of peer institutions. For those institutions choosing not to do so, NCES creates a peer group for them based solely on institutional type and size. This presentation summarizes both the science and the art involved in one institution's efforts to update the peer group it had been using for the past eight years. A new methodology was developed that led to the new set of 12 comparison institutions that have been submitted to NCES for the next "IPEDS Data Feedback Report" and that will be used for future benchmarking comparisons.

Presenter: Thomas Martin, Collin College

Session Coordinator: Sherri Caraballo, Texas Wesleyan Univ

Thursday, March 5

11:00 AM to 11:45 AM (continued)

Concurrent Sessions G

G2: Making Dreams Come True: Applying Baldrige Criteria to the Achieving the Dream Initiative

Location: Trinity I

Audience: 2 Year, Public

Track(s): Assessment and Effectiveness

The Baldrige Criteria for Performance Excellence can be a useful tool for measuring successful academic program initiatives in higher education. Richland College has utilized the Baldrige Criteria to increase student success through college-wide strategic planning, comprehensive academic program review and organizational action plans to achieve strategically driven outcomes. The result of this application is Richland College's recent designation as an Achieving the Dream Leader College. This presentation will focus on how the college aligns Achieving the Dream initiative outcomes with the college's Strategic Plan and how the college's monthly reports keep leadership up to date with the initiatives' impact on college success measures.

Presenters: Rick Leyva & Guyla Davis, Richland College

Session Coordinator: Mike Bohlig, CCCSE

G3: Making your Assessment Findings Appetizing and Digestible; Then Serving Them Up!

Location: Pin Oak

Audience: 2 Year, 4 year, Public, Private

Track(s): Reporting and Decision Support

Many colleges and universities find themselves in the precarious situation of being "data rich and information poor". Delivered findings can be overwhelming to end users unless they are familiar with the data collected or trained in utilizing these reports. This session will provide strategies for identifying key assessment findings for use by constituents. Specific learning outcomes include: Bringing forth the most salient findings by identifying metrics that apply to short, mid, and long term planning; Using findings to support, or inform, institutional mission, vision and strategic planning; Strategies and formats to make your summaries more visually appealing and user friendly.

Presenters: Michael Haynes & Ashley Tull
Tarleton State University

Session Coordinator: Katharine Mason, TAMU-CC

G4: Nailed it: How One Community College Successfully Addressed the C.S. 3.3.1 series and (hopefully) their QEP

Location: Live Oak

Audience: 2 Year, 4 year, Public, Private

Track(s): Reporting and Decision Support

This session will focus on how a two-year institution survived the reaffirmation process. This involved revamping its Institutional Effectiveness processes to successfully address C.R. 2.5, C.S. 3.3.1, and C.S. 3.5.1 in the off-site review, and developing its QEP (C.S. 3.3.2) to successfully navigate the on-site review. Ample time will be left for questions and for receiving input and helpful advice from participants who have recently undergone reaffirmation.

Presenters: Larry Root & Janene Davison
Galveston College

Session Coordinator: Marcelo Schmidt, Texas Tech Univ

G5: Using SPSS and Access for CBM Reports

Location: Red Oak

Audience: 2 Year, Public

Track(s): Technology and Training

I will show how to import raw text files for CBM001 and 004 (along with side-by-side match up of layout and variables changes over the years) to create uniform data warehouse files both in SPSS and Access. I will share my syntax how to produce tables needed for multiple reports from IPEDS to Instructional Program Review to Fact Book.

Presenter: Eugenia Jane Haas, Del Mar College

Session Coordinator: Robin Huskey, Kilgore College

G6: Creating a Big Impact IR Office on a Small Budget

Location: Dogwood

Audience: 2 Year, 4 year, Public

Track(s): Planning and Organizing

A newly formed IR Office with a team of three transforms from manual reporting to automation in less than a year. Did a clean sweep of student and faculty data and produced in-house THECB error reports going from numerous errors to 0 errors. Developed a trend analysis web presence with interactive data tools. Went from a two week ad-hoc response time to a 72 hour or less response time.

Presenters: Sharon Carpenter & Nancy Jones
University of Texas Health Science Center -
San Antonio

Session Coordinator: Douglas Brussell, Central Texas Col



Thursday, March 5

11:00 AM to 11:45 AM (continued)

Concurrent Sessions G

**G7: SIG: Data Warehousing & Business Intelligence
Special Interest Group**
Location: Elm
SIG Facilitator: Ayankunle Taiwo, Eastfield College

**G8: “Don’t Fear the Eval: Student Ratings of Instruction
Without Tears”**
Location: Pecan
Audience: 2 Year, 4 year, Public, Private
Track(s): Assessment and Effectiveness

Student-ratings-of-instruction, often referred to as “course evaluations”, are an unavoidable fact of administrative life in higher education. This presentation will cover best practices for survey and item construction that institutions might adopt to help increase the likelihood that student ratings will be done well.

Academic Management Systems is a technology company based in Buffalo, NY. Since 1997, we’ve been developing software solutions aimed at two noble (in our view) goals: improving teaching and learning, and saving institutions time, trouble, and money.
Presenters: Sally Garvin, Academic Management Systems

1:00 PM to 1:45 PM

Concurrent Sessions H

**H1: Conducting Organizational Strategic Planning
for Continuous Improvement and
Accountability: A Primer for IR**
Location: Trinity II-III
Audience: 2 Year, 4 year, Public, Private
Track(s): Planning and Organizing

Higher education organizations have responded to trends, needs, and issues resulting in updated practices for changing times. This work has been conducted through strategic planning processes that have allowed for continuous improvement and accountability. This session will provide those tasked with institutional research and assessment an overview of processes, simple outlines, and the components of good practice in strategic planning and is aimed at anyone responsible for conducting institutional research and assessment practices on the institutional, divisional or departmental level. The presenter will discuss the contexts for strategic planning and how it should be effectively linked with assessment strategies. Participants are encouraged to ask questions and engage in discussion of all program content.

Presenters: Ashley Tull, Southern Methodist University
Session Coordinator: Colby Stoeber, UTHSCSA

H2: CBM Verification Process
Location: Live Oak
Audience: 2 Year, 4 year, Public
Track(s): Reporting and Decision Support

Does your institution struggle with certifying CBM reports? If so, then this session might help you in getting those reports certified by the due date! Tarleton State University has a process for verifying the CBM001/004/009/0E1/00S, and has prevented the university from underreporting on the various reports throughout the years. We are a TCC school and use Banner to generate the reports, but if things are not coded properly in Banner, then the delivered reports will not pick up the data and could cause underreporting. Our process finds those discrepancies and has helped prevent those types of occurrences.

Presenters: Morgan Carter, Tarleton State University
Session Coordinator: Jody Cunningham, Mountain View

Networking Luncheon

Plated Meal

and

TAIR Awards Presentation

12:00 PM - 1:00 PM

Location: Whispering Oaks

Thursday, March 5

1:00 PM to 1:45 PM (continued)

Concurrent Sessions H

H3: Beyond Results: Assessment as Change Agent

Location: Trinity I

Audience: 2 Year, 4 year, Public, Private

Track(s): Assessment and Effectiveness

Institutions of higher education across the state are working to refine their assessment process in response to core curriculum changes by the THECB, but assessment is more than scoring and tabulating results. At its heart, assessment allows educators to identify cross-cutting themes in the student experience and make meaningful, integrated improvements for student learning. This discussion group seeks to facilitate a conversation on how institutions make use of assessment as an agent of change - from the broad, overarching questions that form the foundation of their assessments efforts to the mechanisms through which they deploy improvements not only in instruction but across the campus.

Presenters: Bao Huynh, Richland College

Session Coordinator: Amanda Clark, Blinn College

H4: Optimizing SQL

Location: Pin Oak

Audience: 2 Year, 4 year, Public, Private

Track(s): Technology and Training

Have you ever had a query that chugs along for minutes/hours/days before you get results? Learn techniques to identify potential sticking points and optimize your query for faster output. Please feel free to bring existing queries to work through and be ready to share any tricks that have worked for you. This session is best suited for people with a basic understanding of structured query language (SQL) and databases. We will focus mainly on Oracle, but will also touch on SQL Server and MySQL, as well as PL/SQL.

Presenters: Kate Proff, Texas State University

Session Coordinator: Carol Boethel, UHD

H5: The Challenges of Institutional Research in Building a Culture of Evidence: A Case Study

Location: Red Oak

Audience: 2 Year, Public, Private

Track(s): Reporting and Decision Support

The process of building a culture of evidence involves using data to understand where students are experiencing problems, designing strategies for remedying those problems, implementation, and evaluating the effectiveness of those strategies. This case study is about two programs that were implemented at El Centro College; In-class instructor-guided service learning and supplemental instruction. Both programs showed significant improvement in their respective measurements for general and developmental psychology classes. However, without an easy-to-use data collection, central repository, and analysis system, conducting institutional research that could inform improvements to program and institutional performance can be quite difficult. Our study found that data entered at different times, by multiple departments, from multiple data systems were the major impediments to collecting standardized data.

Presenters: David Goomas & Teresa Isbell,

El Centro College

Session Coordinator: Mike Bohlig, CCCSE

H6: SIG: Program Review

Special Interest Group

Location: Dogwood

SIG Facilitator: Rick Leyva, Richland College

H7: SIG: Federal and State Reporting

Special Interest Group

Location: Elm

SIG Facilitator: Martha Oburn, Houston Community College

Sponsor Fair
Refreshments/Drawings
2:00 PM to 2:45 PM
Location: Trinity IV-V

Business Meeting
3:00 PM - 3:50 PM
Location: Trinity II & III



Thursday, March 5

4:00 PM to 4:45 PM

Concurrent Sessions I

I1: Wage Outcomes 2.0: Overcoming Data Hurdles and Discovering Best Practices

Location: Trinity II-III

Audience: 2 Year, 4 year, Public, Private

Track(s): Reporting and Decision Support

In early 2014, the University of Texas System launched an interactive website (seekUT) that provides actual salary information of its baccalaureate earners one year and five years after graduation. In the spring of 2014, UT System expanded its contract and can now access 11 years of individual-level student wage records for all students ever enrolled at any of our 15 academic or health institutions from 2002 forward. As a result of these new data, UT System released an updated version of our seekUT website that incorporates longer range wage outcomes as well as earnings data on graduate level completers. We will share with the audience the many data challenges encountered as well as the best practices that we have implemented along the way.

Presenters: Cathy Delgado & Hengxia Zhao
The University of Texas System

Session Coordinator: Miriam McKinney, UT-System

I2: Factors Affecting Dropout Rates in Selected Courses with Diverse Methods of Delivery

Location: Trinity I

Audience: 2 Year, 4 year, Public, Private

Track(s): Assessment and Effectiveness

The lower division courses offered by public institutions in Texas are offered using different methods of delivery, including traditional face-to-face and distance learning. This study looks at different factors that may influence dropout rates. These factors may include faculty status, length of course, type of instruction, enrollment, college readiness status. Data will be analyzed at the state level for all the institutions and separate for 2- and 4-year institutions.

Presenter: Gabriela Borcoman, THECB

Session Coordinator: Jinny Case, UT-SA

I3: Inviting SUE to the Community College

Location: Pin Oak

Audience: 2 Year

Track(s): Reporting and Decision Support

Often instructors and administrators believe there is a lack of classroom space during high schedule times in a semester. Is this really true, or is it just a feeling based on seeing students milling about in the hallway? Public universities are required to submit space utilization data each year to the THECB for use in calculating a SUE (Space Usage Efficiency) score. The SUE score provides a numeric representation for how well an institution is using its available building space. This presentation utilizes the SUE calculation to replicate the score assignment process at a community college to measure space utilization efficiency through the eyes of an external stakeholder.

Presenter: Amanda Clark, Blinn College

Session Coordinator: Sherri Caraballo, Texas Wesleyan Univ

I4: Using Predictive Models to Improve Student Success

Location: Live Oak

Audience: 2 Year, 4 year, Public, Private

Track(s): Reporting and Decision Support

As a predominantly first-generation, Hispanic Serving Institution (HSI), Our Lady of the Lake University (OLLU) actively promotes student success. One of the tools that OLLU uses to improve student success is a predictive model. At this session, the presenters will discuss the use of a logistic regression model to identify students who are at risk of earning a low first semester GPA. The presenters will discuss how the model was developed and how it is used by various departments on campus. One of the benefits of the model is its ease of use; the model was converted into a "Do-It-Yourself" (DIY) Excel spreadsheet, which allows individuals who are not statistically savvy to easily determine the "risk" score for a student.

Presenters: Kara Larkan-Skinner & Frances Frey
Our Lady of the Lake University

Session Coordinator: Gail Caruth, Eastfield College

Thursday, March 5

4:00 PM to 4:45 PM (continued)

Concurrent Sessions I

16: Step-Wise Evaluation of Three Commonly used Statistical Packages in Institutional Research

Location: Dogwood
Audience: 4 year, Public
Track(s): Technology and Training

Institutional Research (IR) offices rely heavily on one or a combination of several statistical packages and data analysis programs. An online poll conducted over the TAIR listserv suggest that a majority of IR offices in the state of Texas rely on SPSS (IBM), followed by SAS, and a small minority on R. The purpose of our study was to conduct a step-wise evaluation of three commonly used statistical software programs. We examined installation/setup, usability, licensing and cost, capability, data import/export, data manipulation, output, visualization, versatility and help documentation.

Presenters: Marcelo Schmidt , Gail Alleyne-Bayne, & Feiya Xiao
 Texas Tech University

Session Coordinator: Jessica Smith, West Texas A&M University

17: SIG: Tableau Users Special Interest Group

Location: Elm
SIG Facilitator: Teresa Isbell, El Centro College

The next TAIR professional development opportunity will be the summer workshop scheduled for August 2015

Watch your email for details!



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Thursday, March 5

5:30 PM to 8:30 PM

Special Event

Dinner and Entertainment

IMPROV Comedy Club & Dinner Theatre

Featuring Standup Comedian

Paul Varghese

5:30 PM - 8:30 PM

**Bus Shuttle Service Begins at 5:30 pm
Meet in Hotel Lobby by 5:15 pm**

This year's event will be held at the Improv Comedy Club & Dinner Theatre. Transportation will be provided to and from the venue. We will start the evening with a massive appetizer platter, followed by multiple menu options* to satisfy everyone's appetite...AND a yummy desert! After dinner, Paul Varghese will entertain us with his side-splitting antics.

Tickets to the special event are \$40, which include transportation, dinner and a show! The price also includes FREE admission to Pete's Dueling Piano Bar!

*Menu Options: Prime Rib, Chipotle Chicken, Southwest Catfish, Grilled Salmon, Fettuccini Alfredo, Veggie Burger, Grilled Chicken Salad.



Paul was named by the Dallas Observer as the "Best Stand-up Comic in Dallas" and has been featured on NBC's "Last Comic Standing," Showtime's "Russell Peters Presents" and Comedy Central's "Live at Gotham." Born and raised in the South, Paul's humor starts at the randomness that is his everyday environment then detours into insecurity and sarcasm only to end up at a nice middle ground of twisted reality.

He's been seen on Last Comic Standing 2 and Telemundo 2's Loco Comedy Jam.

Friday, March 6

**SCANTIRON™**

Breakfast Buffet
7:30 AM - 9:00 AM
Location: Trinity I - IV

Past Presidents' Breakfast
8:00 AM - 9:15 AM
(by Invitation only)
Location: Director's Room

8:30 AM to 9:15 AM**Concurrent Sessions J**

J1: Just Do It! Building a Student Data Warehouse at the University of Houston**Location:** Trinity I-III**Audience:** 2 Year, 4 year, Public, Private**Track(s):** Reporting and Decision Support

The University of Houston implemented a student data warehouse for trending and analysis. This presentation will look into why University of Houston needed a data warehouse, issues and questions that came up during the process, the decisions made, the choice of schema, the type of data and associated tables to include, the data validation process and decision on granting access to users. We will demonstrate the standard and custom reports created using data warehouse.

Presenters: Vyas Krishnamurthy, Susan Moreno,
University of Houston**Session Coordinator:** Colby Stoeber, CCCSE**J2: Outcomes Funding for Technical Colleges of Texas: A Model****Location:** Trinity IV**Audience:** 2 Year, 4 year, Public, Private**Track(s):** Reporting and Decision Support

In 2009, Texas State Technical College System (TSTC) asked the legislature to approve a model of funding/allocation based on their contribution to the state. The idea was that the monetary return on state investment in training the workforce through TSTC makes the investment worthwhile for Texas. State agencies, including Coordinating Board, Texas Workforce Commission, Comptroller's Office, Legislative Budget Board, worked together to create a funding model that will take into account the mission of the institutions and the needs of the state. In 2013, TSTC was granted permission from the legislators to use the funding model for the first time.

Presenters: Gabriela Borcoman, THECB**Session Coordinator:** Gail Caruth, Eastfield College

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Watch your email for details!



Friday, March 6

9:30 AM to 10:15 AM

Concurrent Sessions K

K1: Closing the Loop: A Primer on Institutional Effectiveness

Location: Trinity I-III

Audience: 2 Year, 4 year, Public, Private

Track(s): Assessment and Effectiveness

Introduced more than twenty years ago, Nichols' model of assessment has been widely adopted in higher education. Often referred to as the "5-column model," Nichols' approach distills planning and assessment into a five-step process it is not necessarily that intuitive when it comes to actually engaging in planning and assessment. This is particularly true for non-academic departments where "means of assessment" and "criteria for success" are foreign concepts. Even more challenging is how to translate this five column model into a "loop" where departments can demonstrate they are engaged in a process of continuous improvement, that is, institutional effectiveness. This session will translate Nichols' model to a schematic that is applicable both to academic and non-academic units. A simple formula for determining how to use assessment results for improvement and how to document "closing the loop" will be the primary focus of this session. How this approach can be used to satisfy SACS CR 2.5 and CS3.3.1 will also be discussed.

Presenter: Katherine Friedrich,

University of Texas Medical Branch at Galveston

Session Coordinator: Jimmy Roberts, Temple College

K2: The ASP - It's Not as Deadly as You Think

Location: Trinity IV

Audience: 2 Year, 4 year, Public, Private

Track(s): Reporting and Decision Support

"In time we hate that which we often fear." - William Shakespeare, Antony and Cleopatra

So fear no more. The Administrative Support Plan (ASP) is a simple, intuitive template that integrates planning and assessment into one handy, dandy tool, and helps the institution meet SACS requirements. In this presentation, participants will learn how this tool was developed, what lead to its development, how the various planning/assessment elements are defined, and how it was implemented. Participants will receive a copy of the ASP tool on a flash drive.

Presenter: Soon Merz, Austin Community College

Session Coordinator: Kara Larkan-Skinner, OLLU

Save the Date!

TAIR 2016

San Antonio, Texas

February 28 - March 2

General Session II

10:30 AM - 11:50 AM

"You Are Rembrandt, Not Dutch Boy™: What IR Needs Today"

Featuring: John H. Pryor

Location: Trinity I - IV

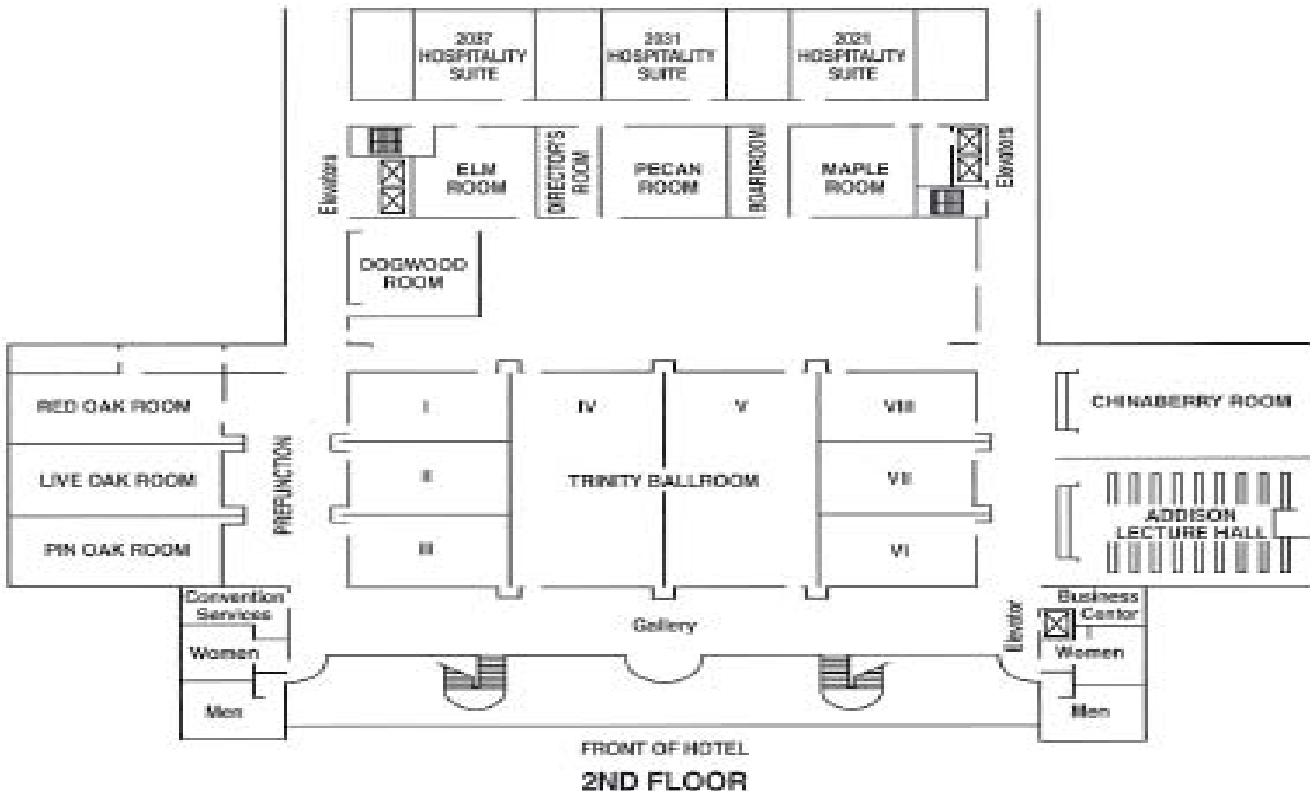
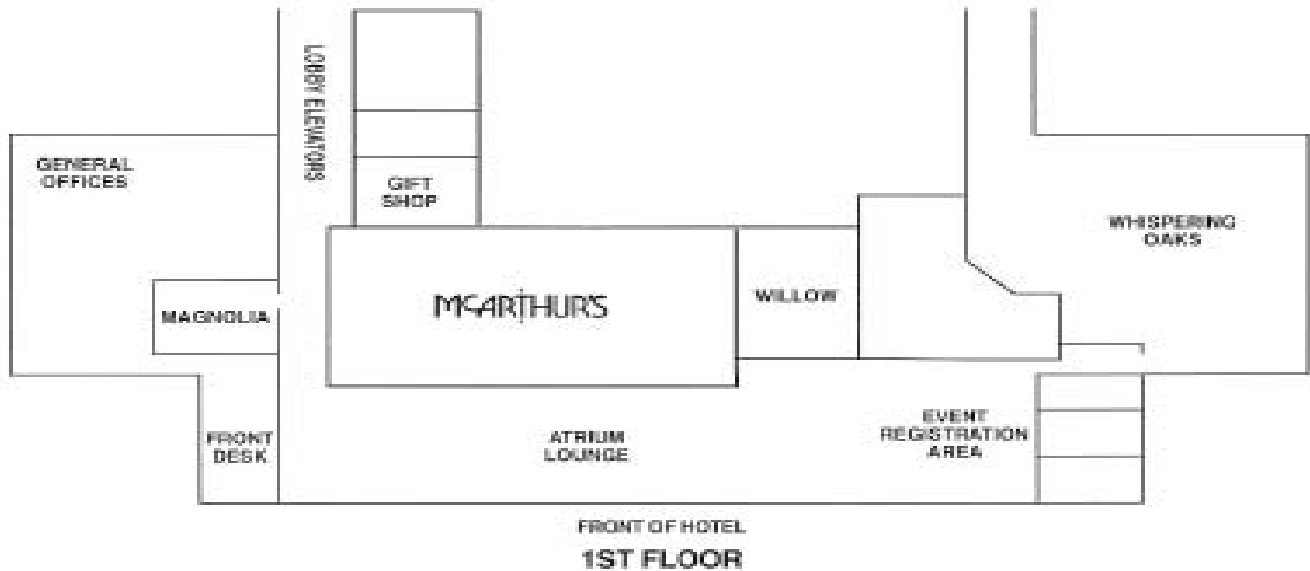
Executive Committee Meeting

(by Invitation Only)

12:30 PM - 4:00 PM

Location: Hospitality Suite 2021

Crowne Plaza Hotel, Galleria-Addison Meeting Area Floor Plan





TAIR 2014 Program Committee

VP and Program Chair	Mary Barton, University of North Texas
Brochure	Dave Downing, University of North Texas
Concurrent Sessions	Marc Turner, Texas State University
Evaluations	Tracy Simms, University of Houston-Downtown
General Sessions	Soon Merz, Austin Community College
Local Arrangements	Amanda Kay Moske, University of North Texas
Sponsor Contact	Phil Rhodes, McLennan Community College
Special Interest Groups	Guyla Davis, Richland College
Session Coordinators	Kara Larkan-Skinner, Our Lady of the Lake
Workshops/Prof Dev.	David Brown, North Central Texas College

Elected Committee

Nominating Committee

- Susan Thompson, Texas State University (Chair)
- Sue Herring, Baylor University
- Carol Larue, Southwest Texas Junior College
- Martha Oburn, Houston Community College

Appointed Committees

Data Advisory Committee

- Vicki West, Texas Tech University (Chair)
- George Gonzalez, San Jacinto College
- Ben Cox, Texas State Technical College - Waco
- Morgan Carter, Tarleton State University
- Dennis Ignatenko, University of Texas - Arlington
- Carol LaRue, Southwest Texas Junior College
- Tessa Matthews, Wharton County Junior College
- Lisa McCarty, Abilene Christian College
- Colby Stoever, University of Texas Health Sciences Center

Financial Review Committee

- Jim O'Donnell, Eastfield College (Chair)

Professional Development Committee

- David Brown, North Central Texas College (Chair)
- Jimmy Roberts, Temple Community College
- Marcelo Paredes, University of Texas-Pan American
- Phil Rhodes, McLennan Community College

Awards Committee

- Susan Thompson, Texas State University (Chair)
- Ruben Garcia, Texas Workforce Commission
- Marilyn Greer, TAIR Emerita/Past President
- Lincoln Holmes, University of Texas - Austin
- Rick Leyva, Richland College
- Jason Simon, University of North Texas
- Rebecca Richter, Temple College
- Shari Koukl, University of Texas -Tyler

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