



VIVA DATA!

38th Annual TAIR Conference | February 28 - March 2, 2016 | San Antonio, TX

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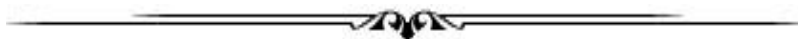
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President's/Vice President's Message

Viva La Data!

Welcome to San Antonio, Texas for the 38th Annual Conference of the Texas Association for Institutional Research (TAIR). Did you know that the last time we were in San Antonio was in 2000? It's time to celebrate our return to the River City. Our theme this year is "Viva La Data!" and it reminds us to celebrate our profession. So, let's celebrate!

We have a wide range of presentations that highlight our strengths, challenges, and shared opportunities for strengthening our role in the future of our profession. Special thanks go out to the Program Committee for their hard work in organizing a wide range of professional development opportunities, and to TAIR members for stepping up to share their expertise with colleagues. You will see when browsing through this program, the conference features 12 pre-conference workshops, 2 post-conference workshops, and over 50 concurrent sessions and special interest group meetings on a variety of topics. In addition, TAIR has two prominent guest speakers for the general sessions and multiple networking opportunities. There is truly something offered for everyone.

Our special event promises to be an evening of good food topped off with a boat ride on the River Walk! The evening will start with an amazing meal at Casa Rio. After dinner, we will take a tour of the River Walk on the river boats.

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,
Mary Barton, President and Soon Merz, Vice President
Texas Association for Institutional Research



Mary Barton
President



Soon Merz
Vice-President/Program Chair

TAIR 2016 Conference Schedule

Date	Begin	End	Activity
Sunday, February 28, 2016	8:00 AM	1:00 PM	Registration
	9:00 AM	4:00 PM	Newcomers Workshop
	9:00 AM	12:00 PM	Pre-conference Workshop
	12:00 PM	1:00 PM	Workshop Luncheon
	1:00 PM	4:00 PM	Pre-conference Workshop
	6:00 PM	8:00 PM	Program Committee Dinner
Date	Begin	End	Activity
Monday, February 29, 2016	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. Anne Kress
	12:00 PM	1:00 PM	Luncheon Buffet
	1:00 PM	1:45 PM	Concurrent sessions A
	2:00 PM	2:45 PM	Concurrent Sessions B
	3:00 PM	3:45 PM	Concurrent Sessions C
	4:00 PM	4:45 PM	Concurrent Sessions D
	4:00 PM	4:45 PM	Legislative Update
	5:30 PM	7:30 PM	Meet, Munch, Mingle ^(dj and photo booth)
Date	Begin	End	Activity
Tuesday, March 01, 2016	7:30 AM	12:00 PM	Registration
	7:30 AM	9:30 AM	Coffee with the Pros ^(Breakfast buffet)
	8:15 AM	4:30 PM	Sponsor Fair ^(drawings at 2:30 PM)
	9:30 AM	10:15 AM	Concurrent Sessions E
	10:30 AM	11:15 AM	Concurrent Sessions F
	11:30 AM	12:30 PM	Awards/ Networking Luncheon ^(plated)
	12:30 PM	1:15 PM	Concurrent Sessions G
	1:30 PM	2:15 PM	Concurrent Sessions H
	2:30 PM	3:15 PM	Sponsor Fair - dessert reception
	3:30 PM	4:15 PM	Business Meeting
	4:30 PM	5:15 PM	Concurrent Sessions I
	6:30 PM	9:30 PM	Special Event - Casa Rio / Boat Tour ^(ticketed)
Date	Begin	End	Activity
Wednesday, March 02, 2016	7:30 AM	9:15 AM	Networking Breakfast
	8:00 AM	9:15 AM	Past Presidents Breakfast ^(invitation only)
	8:30 AM	9:15 AM	Concurrent Sessions J
	9:30 AM	10:15 AM	Concurrent Sessions K
	10:30 AM	11:50 AM	General Session II, Mr. Ben Miller
	Post Conference		
	12:00 PM	1:00 PM	Post-Conference Luncheon ^(registered only)
	1:00 PM	4:00 PM	Post-Conference Workshops
	1:00 PM	5:00 PM	Executive Committee Meeting

General Session Speakers

General Session I - Monday, February 29, 2016 (10:45 AM - 12:00 PM)

“Same Data, Different Audience: Turning Numbers into Narration for Stakeholders”

Dr. Anne Kress

President Monroe Community College, Rochester, New York

Since 2009, Anne M. Kress has served as president of Monroe Community College in Rochester, New York. Her career spans more than 20 years in higher education with special interests in topics relating to student access and success, global education, workforce development, technology, and the intersection between traditional liberal education and essential 21st century learning outcomes.



Kress currently serves on New York Governor Andrew Cuomo’s Regional Economic Development Council, the Board of the New York Power Authority, and the Upstate Regional Advisory Board of the New York Federal Reserve Bank, in addition to serving on several local boards. Nationally, Kress serves on boards, commissions, and councils for organizations including the League for Innovation in the Community College, AACC, ACE, ETS, Opportunity Nation, and the Council on Foreign Relations.

Kress holds a doctorate in higher education administration, master’s and bachelor’s degrees in English, and a bachelor’s degree with honors in finance all from the University of Florida. In 2011, she was named a Woman of Distinction by the New York State Senate, and in 2012, she was named an outstanding alumna by the University of Florida’s Institute of Higher Education. Kress has also been honored by Rochester’s Women’s Council, AAUW, and YWCA.

General Session II - Wednesday March 2, 2016 (10:30 AM - 11:45 AM)



“Reauthorization, Regulation, and Reporting: What’s in store in the next HEA”

Mr. Ben Miller

Senior Director, Postsecondary Education Center for American Progress

Ben Miller is the Senior Director for Postsecondary Education at the Center for American Progress, an independent nonpartisan policy institute in Washington, D.C. The Center for American Progress is dedicated to improving the lives of all Americans, through bold, progressive ideas, as well as strong leadership and concerted action.

Miller was previously the Research Director for Higher Education at New America, as well as a Senior Policy Advisor in the Office of Planning, Evaluation and Policy Development at the U.S. Department of Education. Miller’s work focuses on higher-education accountability, affordability, and financial aid policy, as well as for-profit colleges, among other issues. Miller’s work has appeared in The New York Times, the Los Angeles Times, The Chronicle of Higher Education, and Inside Higher Ed, among other outlets. He holds a bachelor’s degree in history and economics from Brown University.

Nominees for Vice President / President Elect

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 three 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.



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 sponsored programs, institutional research, assessment, and accreditation. Kara's love of research began while serving as a Research Assistant at the University of Louisville. 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, and is currently an AIR Board member. Kara received her Ed. D. in Higher Education Administration from Texas Tech University and her M.A. and B.A. in Psychology from the University of Louisville. 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. While Kara would love to be a part of the leadership of TAIR, she strongly encourages you to vote for "the other guy", as he is much more funny and entertaining.

Nominees for Secretary

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 holds an Ed.D. in Educational Leadership from Sam Houston State University. Amanda held a brief internship at the THECB as part of her doctoral coursework and has worked with state reports since 2008. Currently, Amanda is implementing Argos at Blinn College and is preparing for a data warehouse implementation. She serves on the Data Standards Committee at Blinn College and is a part of the Banner Implementation team for HR and Finance modules most recently purchased at the College.



Nominees for Secretary (continued)

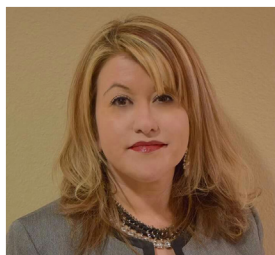
Colby Stoever - UTHSCSA

Colby J. Stoever received his doctoral degree in experimental psychology from the University of Texas at El Paso (UTEP). Colby has over 16 years experience in research including data collection, survey development, statistical analysis, experimental design, data analysis using large longitudinal and cross-sectional databases, and psychometrics with seven years of this experience in secondary/postsecondary education. Colby worked at the Center for Institutional Evaluation, Research, and Planning (CIERP) at UTEP where he started his career in higher education research and evaluation. While employed at the Texas Higher Education Coordinating Board (THECB), Colby's research focuses on high school to college transition, vertical alignment, developmental education research, and data use by educational stakeholders. Currently, Colby is the Executive Director the Office of Institutional Research at The University of Texas Health Science Center- San Antonio.



Nominees for Professional Development

Maria Hinojosa - St. Philip's College



Maria Hinojosa currently serves as the Director of Institutional Research, Planning and Effectiveness and Accreditation Liaison for St. Philip's College. She earned a Doctorate in Educational Leadership and Counseling (with a cognate in statistics) and a M.S. in Educational Administration from Texas A&M University- Kingsville (TAMUK), a M.S. in Pharmacology from the UTHSCSA and a B.S. degree in Biology/Chemistry from TAMUK.

Formerly, Maria led the largest, and most recognized, graduate program in the state of Texas serving as Director of the (School Administration) graduate program. She also served as President of PDK and Chair of Accreditation, Institutional Effectiveness and QEP. Maria was awarded the Distinguished Faculty Award by the Texas Association of Chicanos in Higher Education (TACHE) in Austin, Texas, in January, 2013. Other honorary distinctions include the 2013 Trailblazer Award awarded by Texas A&M University-Commerce and the 2010, 2011 and 2012 Hispanic Outreach Faculty Award, awarded by the Hispanic Student Association at Texas A&M University-Commerce.

Maria served over 100 doctoral students, representing over 20 institutions of higher education in completing the requirements leading to doctoral degree attainment. Maria is a noted author and researcher in higher education, publications include "Trends in Asynchronous Learning" (Global eLearning Journal), 1(3); and "Theories of Learning and Student Development" (National Forum of Teacher Education Journal), 22(3).

Marc Turner - Texas State University

Marc Turner earned his Bachelor's degree in Psychology at Texas State University followed by a M.Ed. and Ph.D. in Educational Psychology from the University of Texas at Austin with emphasis on Quantitative and Psychometric Methods. After spending time as a data-analysis and usability-design consultant, he returned to Texas State in 1996 to begin his career in higher education as a faculty member in the Department of Psychology teaching courses in statistics, research design, and program evaluation. Marc's interest in institutional research began while helping to establish a Master's program and realizing the importance of data driven decision making in planning and growing the program. Since making his transition from faculty to Institutional Research, Marc has been an active member of TAIR presenting multiple times and serving on the TAIR planning committee for the past two years. With almost 20 years of experience in higher education, he looks forward to encouraging and expanding the wide variety of professional development opportunities available through TAIR.



Nominees for Nominating Committee

Gabriela Borcoman - THECB

Gabriela Borcoman is Senior Program Director for Strategic Planning and Funding at Texas Higher Education Coordinating Board (THECB). Prior to working for THECB she was affiliated with Dallas County Community College District, working in several of its colleges. She is a member of TAIR since 2000, being active as a Nominating Committee member, a presenter and a moderator. For several years, she has been a member of the Program Committee, being in charge of creating and distributing the Annual TAIR Conference brochure and concurrent sessions. At THECB Gabriela is working with data from public and for-profit schools and colleges. Her work includes accountability system for public and for-profit institutions, Perkins grant for two-year institutions, as well as workforce reports used by all types of institutions. Gabriela holds a PhD in Higher Education Administration with a cognate in Community College Leadership, MS in Human Development and Childhood Disorders, and a Doctor of Medicine degrees.



Martha Oburn - Houston Community College

Martha Oburn has been the Executive Director of Institutional Research and Innovation at Houston Community College since 2008. Her 20+ year involvement with TAIR has included participation as Presenter, Secretary, Program Committee, SIG Convener, Nominating Committee, TAIR Data Advisory Committee, and other activities. She has extensive experience in IR and planning in higher education. Her current activities focus on developing a decision support system that is integrated into HCC's institutional effectiveness processes. She received a Master's from Harvard University and received her PhD in Higher Education from the University of Pennsylvania researching minority participation in higher education.



Lisa Haynes - Texas Woman's University

Lisa Haynes is currently Senior Research Analyst for Institutional Research and Data Management at Texas Women's University. She has over 25 years of experience in higher education and has worked on each side of the IR office—institutional effectiveness and institutional research—since 2008. Lisa has been an active member of both AIR and TAIR since 2010. She served on the TAIR program committee for two years. Currently, Lisa serves on the AIR technology committee and is serving a two-year term as TAIR secretary. She has also co-presented two TAIR conference concurrent sessions, two round table presentations, and presented two TAIR summer workshops. Lisa earned her bachelor's degree from the University of North Texas and her graduate certificate in Institutional Research from Florida State University.



Nominees for Nominating Committee (continued)

Susan Thompson - Texas State University

Susan Thompson is a Senior Research Analyst at Texas State University. She came to the IR office at Texas State in the fall of 1993, moved to Texas State's Student Affairs Division during 1997-2004 to focus on assessment and evaluation of student activities and services, then rejoined the IR staff in 2005. She holds a Master of Arts in Interdisciplinary Studies with emphasis on Applied Sociology and a Bachelor of Arts degree with a major in Anthropology, both from Texas State University. Susan is proud to have served as TAIR's Vice President/ President/Past President during 2012-2015; she also has served TAIR as the Member-at-Large for Professional Development, a program committee member, presenter and facilitator.



Carol Tucker - University of Houston

Carol Tucker is the Director of Institutional Research at the University of Houston-Downtown. She has worked in institutional research for over 14 years, working at both a public and private institution, and has been an active member of TAIR since 2004. Carol has served on the program committee, as a member of the TAIR Data Advisory Committee (DAC), and most recently served as Vice President, President, Immediate Past President (2011-2014). These varied roles give her a good understanding of what is needed in TAIR officers and make her a good candidate for the nominating committee. Carol earned her BA in mathematics and MBA degree from the University of St. Thomas.

Al Walser - UT Austin

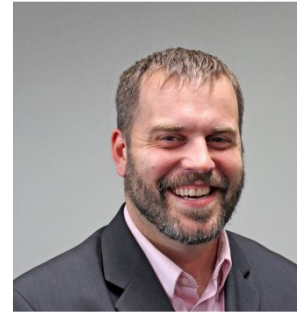
Al Walser works in the Office of Institutional Reporting, Research, and Information Systems (IRRIS) at The University of Texas - Austin. Al has worked in higher education since 2004 in various roles ranging from Senior Programmer to IT manager and has presented at various conferences. Al has served on advisory committees in the non-profit sector of the student loan industry and led a team of programmers responsible for processing millions of online student loan counseling records for 1600 colleges and universities. He also served as Senior Programmer for UTeach Natural Sciences at UT Austin where he developed an alumni tracking system currently being used by all UTeach replication sites. Most recently in his role as Manager for Reporting and Analysis, he has gained expertise in the Coordinating Board reporting process and is part of a team working on an in-house project to replicate CB edits using Tableau.



Nominees for Nominating Committee (continued)

David Brown - North Central Texas College

David Brown has served as the Director of Institutional Research & Institutional Effectiveness from 2006-2013, and in 2014 was promoted to the Senior Director of Assessment & Strategic Planning; adding SACS Accreditation, & Strategic Planning to his existing IR & IE responsibilities. David has been a member of TAIR since 2006. He has been an active participant in workshops, roundtables, and special interest groups. David has presented IR related topics at TAIR, SAIR, SPUG, TPUG, and JAM conferences, as well as serving on the Awards Committee and the TAIR DAC Value-Added Subcommittee. He has also created and maintains the TAIR and SAIR groups on LinkedIn to help facilitate member discussions that increase communication among IR professionals. David earned his Bachelor of Science in Accounting Control Systems and his Master of Business Administration from the University of North Texas. The last two years David has had the great privilege of serving TAIR on the Executive Committee as the Member at Large for Professional Development. In this role, TAIR's Professional Development Committee successfully created the TAIR Level 1 Professional Development Certificate program, as well as hosting a great variety of workshop topics and presenters. David wanted to communicate to the TAIR group, "on a personal level, I am very proud of TAIR, the work that goes into it, and most appreciative of the great folks that we are blessed to call colleagues throughout the state. We truly have an incredible collection of knowledge and talent in our profession, partnered with a great deal of generosity to share it for the good of others. I have benefited greatly from TAIR, and thank many of you for mentoring me and your friendship."



Teresa Isbell - El Centro College



Teresa Isbell has over 25 years of experience in leading strategic planning, institutional effectiveness and institutional research practices at two-year community and technical colleges in Texas and Arkansas. She has served as a Texas Quality Examiner. Her expertise and experience in strategic planning and institutional effectiveness has contributed to five successful regional accreditation visits. Dr. Isbell has served on the TAIR program planning committee and served as TAIR's first Member-At-Large for Professional Development. Dr. Isbell has published articles on institutional research and assessment. She has presented at AIR, SAIR, TAIR, ASHE, and CSCC conferences.

Don't Forget to Vote!

Ballots are included in your Registration Packet.

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***Return completed ballots to the TAIR Registration Desk
No later than 9:00 am Tuesday March 1st***

Sunday, February 28

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

Location: In Front of Conference Rooms A & B

9:00 AM to 12:00 Noon

Pre-Conference Workshops

W1: Developing an Institutional Effectiveness Peer Assessment Approach

Location: Conference A

Abstract: In an effort to improve widespread understanding and endorsement of the IE process, the Institutional Research and Effectiveness (IR&E) office at the University of North Texas (UNT) sought to involve faculty and administrators in peer reviews of IE plans for degree programs and administrative units. IR&E developed a comprehensive rubric to assess unit compliance with CS 3.3.1 and trained teams of faculty and staff to conduct peer reviews. Participants will learn about UNT's process to engage faculty and staff in a comprehensive rubric-based exercise. Presenters will share their experience, the instruments used to assess stated outcomes and examples of both academic and administrative plans. Attendees are encouraged to bring in IE plans from their own institutions to discuss. Attendees will work in groups to review their own or example plans, and make recommendations for improvement. Presenters will provide suggestions for adapting the review tools for their own institutional needs.

Presenters: Elizabeth Vogt, University of North Texas



W2: Newcomers to Institutional Research

Note time: 9:00 a.m. - 12:00 p.m. & 1:00 p.m. - 4:00 p.m.

Location: Bolo's Private Dining Room

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, MD Anderson Cancer Center

W3: Xtreme Excel

Location: Conference B

Abstract: Hands on training in excel for experienced excel users to increase efficiency, productivity, and report usability. It includes dynamic reports using slicers, some of the more advanced formulas as well as mixing multiple formulas, and how to create macros to make report formatting easier and more consistent. It is meant to be hands on, so students would be required to have a computer with MS Office installed. (Preferably Office 10 so it will match the presenter's version and be easier to follow.) Exercises will be designed to be useful immediately, but will also focus on concepts so that the participants will be able to expand the skills they learn to meet their own specific needs. Flash drives will be given to attendees with examples of all exercises completed in the workshop. There will be at least 3 presenters so there will always be two available to help individual students.

Presenter: Jacqueline Goffney, Cathy Hooper, Vanya Martin, Lonestar Community College

Sunday, February 28

9:00 AM to 12:00 Noon

Pre-Conference Workshops (continued)

W4: SAS Programing for Beginners I (Data Manipulation)

Location: Sam Houston

Abstract: This workshop is for SAS beginners or those who need a refresher course. In this workshop, you will learn the basics for SAS Programming for data manipulation. You will learn how to import data to SAS, export data out of SAS, connect to data resources using SAS, and the basics of data manipulation using a SAS data step.

Presenter: Colby Stoeve,
University of Texas Health Science Center
San Antonio

W5: Qualtrics Surveys – Getting Started

Location: Colonnade B

Abstract: Qualtrics is a marvelous survey tool with lots of bells and whistles. It delivers a nice looking online instrument and can provide quick reports of the results –sliced and diced any way you choose. Learn about setting up the look and feel of your survey, inserting your school logo, renaming titles and sections, distributing surveys, managing survey folders, Qualtrics libraries, survey flow, sending reminders and more. Qualtrics limitations will also be discussed.

This workshop will use a free login provided by Qualtrics. Please don't use up your 24 hour period before the workshop or you won't be able to use it during the workshop.

Presenter: Katherine Mason,
Texas A&M, Corpus Christi

1:00 PM to 4:00 PM

W6: What is Work Force Data

Location: Conference A

Abstract: With the increased interest in workforce training and the mission of higher education to teach their students skills required in the labor market, institutional researchers are asked to provide information regarding the performance of higher education institutions in training their graduates. Also labor market information is used for planning of new programs and estimation of demand and supply for specific skills. The workshop will instruct the audience what data is available, where to find it, and how to interpret it. The presenters will use examples and exercises that will help the audience in creating their own dashboards and reports.

Presenters: Gabriela Borcoman, THECB
Ruben Garcia, Texas Workforce Commission

W7: Effective Presentations

Location: Conference B

Abstract: Communicating information in an effective manner has always been a key requirement for institutional researchers, but communication skills are now even more important as we have become more involved in "telling stories" about our data and creating data visualizations. This workshop will focus on principles of design for slides, graphs and charts, to help you more effectively communicate your message in your reports and professional presentations.

Presenters: Phil Rhodes, McLennan Community College
Susan Thompson, Texas State University

Workshop Lunch 12:00 PM - 1:00 PM

Location: Colonnade A and C



Sunday, February 28

1:00 PM to 4:00 PM

Pre-Conference Workshops (continued)

W8: SAS Programming for Beginners II

Location: Sam Houston

Abstract: This workshop is for SAS beginners, those who need a refresher course, or individuals who want to learn more about reporting in SAS. In this workshop, you will learn the basics for SAS Programming for reporting. You will learn the basics of reporting using Proc Tabulate, Proc Freq, Proc Report, the Output Delivery System (ODS) and emailing reports from SAS. We will also discuss the SAS Macro Language and DO loops to help in reporting

Prerequisites: Taken SAS Programming for Beginners I, completed the TAIR Summer 2015 workshop on SAS, or have basic SAS programming knowledge.

Presenters: Colby Stoeve,
University of Texas Health Science Center
San Antonio

W9: Moving the Bar: Using a Human-centered Design Model to Gather Data and Identify Improvement Strategies

Location: Colonnade B

Abstract: An introductory workshop on starting to transition from Excel. Despite commitments of resources, institutions see few improvements in problems like retention and student success. The fundamental reason the dials don't move is often we have data identifying the problems, but lack an understanding of contributing factors - the why- so developing interventions becomes a guessing game. IR staff can play a key role in helping institutions understand the "why."

This session uses cases studies and hands-on activities to introduce the use of a Human-centered Design (HCD, similar to root-cause analysis) model to collect and synthesize qualitative and quantitative data sets to understand causal factors, and create innovative, targeted interventions. Participants are encouraged to bring a data set related to a problem your institution is trying to solve.

Presenters: Dr. Lea Campbell, Dr. Angela Koponen,
University of Houston Downtown

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



Voting
(Ballots due March 1 by 9:00 AM)
Return Ballots to Registration Desk

Save the Date!
TAIR 2017
Houston/ Clear Lake, Texas
February 26 - March 1



Monday, February 29

Registration (7:30 AM - 4:00 PM)
Location: In Front of Grand Ballroom B

7:30 AM to 10:30 AM

Pre-Conference Workshops

W10: Excel for Beginners

Location: Conference A

Abstract: Creating pivot tables and charts is easy; all you need is data and Microsoft Excel 2013. This workshop will present and demonstrate ways to design tables and charts for clarity, comprehension, and communication of your data. Participants will learn basic table/chart techniques to make data “come alive.” Participants are encouraged to bring a laptop computer with Microsoft Excel 2013, and their own content for evaluation and feedback.

Presenter: Oscar Hernandez,
Texas Southmost College

W11: SPSS Statistics Intermediate Syntax: Data Any Way You Like It

Location: Grand Ballroom B

Abstract: Do you struggle daily to manipulate data for simple reports? Do you receive similar requests that require to pull the same report dozens of different ways? Are you looking for a way to create repeated reports and requests quicker and more efficient? If you are an SPSS Statistics user and already have a basic understanding of SPSS Syntax, this workshop will demonstrate basic and complex methods that can be used to automate reporting in institutional research offices. We will examine ways of manipulating and restructuring data through the use of string and number functions. The only background required for this course is intermediate knowledge of SPSS. Sample data files will be provided to users during the session as we will walk through several SPSS syntax examples which can facilitate the ad-hoc reporting process.

Presenter: Marcelo Paredes,
University of Texas – Pan America

W12: Regression Models and Their Uses in Institutional Research

Location: Conference B

Abstract: The workshop will not be a statistical lecture on the mathematics underlying regression techniques, and it will not be about programming regression models into my favorite statistical programming language. Rather this workshop will introduce participants to the world of regression by discussing what types of regression models exist, what types of research questions can be partially answered with these regression models, where a researcher can make mistakes, and basic interpretation of results for end users. The goal of this workshop is to education participants on what regression models they want to investigate further to better their IR offices.

Presenter: Colby Stoevers,
University of Texas Health Science Center
San Antonio

W13: Are You An Ostrich or An Octopus? Remaining Relevant During a Time of Tremendous Change in our Institutional Research Field

Location: Grand Ballroom F

Abstract: We are undergoing tremendous and fundamental change in higher education. Roles are evolving, new skills are required, and the very face of the work we are expected to do is shifting right under our feet. Do we bury our heads in the sand or do we identify new competencies, develop new skills, and adapt to our environment. This pre-conference session is designed to provide all professionals (regardless of experience) the opportunity to walk away with a better understanding of the forces at play and how to best position yourself for success. We will introduce you to these new and often conflicting realities, terminology, and professional skills required to be an octopus. This will be a hands on, fast paced, and fun session designed to help you roadmap your next steps in our field.

Presenter: Kara Larkan-Skinner,
Our Lady of the Lake University
Jason Simon, University of North Texas



Monday, February 29

10:45 AM to 12:00 PM

General Session I

“Same Data, Different Audience: Turning Numbers into Narration for Stakeholders”

Speaker: Anne Kress - President Monroe Community College

Location: Grand Ballrooms C, D, E

12:00 PM to 1:00 PM

Luncheon

Sponsored by



Location: Grand Ballroom C,D,E

Track Definitions and Discussion Sessions

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	Contemporary topics within higher education
“Coffee with the Pros”	“Coffee with the Pros” offers TAIR members an opportunity to have breakfast with conference presenters and learn more about their areas of expertise. Participants are encouraged to meet and have a deeper conversation with the presenters on the topics of their workshops or sessions.

Monday, February 29

1:00 PM to 1:45 PM

Concurrent Sessions A

A1: Surviving the Perfect Storm – Teamwork and Data Recovery

Location: Conference B

Audience: 4-year, public, private

Track(s): Reporting and Decision Support
Planning and Organizing

“In the fall of 2014 the IRRIS Team at UT Austin set sail to complete the coordinating reports as mandated by Texas state law. The events that followed would plunge the IR Team into the midst of a storm that none had ever seen.

The departure of IT and reporting team personnel, sinking of the 12th class day snapshot due to programming failures, incomplete documentation, and newly hired, untrained staff are just some of the events that lead to The Perfect Storm.

See what happens when the crew are all hands on deck at this flagship university. All climb aboard and then luff up directly towards a rogue wave. Learn the importance of detailed documentation, cross-training, communication, team building, and how to eliminate single points of failure that can surely sink any ship.”

Presenters: Al Walser, University of Texas - Austin

Session Coordinator: Faron Kincheloe

A2: Space: The Final Frontier—Visual Representation of Classroom Usage

Location: Grand Ballroom B

Audience: 2-year, 4-year, public, private

Track(s): Reporting and Decision Support

Fluctuating enrollments and growing popularity of off-campus courses make accurate data critical to planning and decision-making related to space needs. IR offices are called upon to provide clear, concise details about classroom usage. Numerical data related to campus space use can be difficult to decipher, particularly when multiple buildings or campuses are involved. Visual representation is one way to improve understanding of space utilization data. This presentation will outline a two-level approach used in one IR office to visually represent detailed space utilization data at the classroom level and at the building/campus level. It will address how the space utilization reports are generated, and how they are used to support program assessment and administrative decision making.

Presenters: Kathy Ledzius; Dr. Tom Martin

Collin County Community College

Session Coordinator: Frances Frey

A3: Get your SAS to Work

Location: Sam Houston

Audience: 2-year, 4-year, public, private

Track(s): Technology and Training;
Research

Do you ever have a difficult time getting your SAS to work? If so, come see how we are using SAS to help our office be more efficient and effective! We will discuss and give examples of using Base SAS and Enterprise Guide for standard daily reports, ad hoc reports, state/federal reporting, and making work easier for you. If you have PC Base SAS, then you have access to the versatility in Enterprise Guide. Come by to see how to get your SAS to work!

Presenter: Laura Wichman, Dr. Brandon Moore
McLennan Community College

Session Coordinator: Tracy Stegmair

A4: Developing a Project Management Database using Microsoft Access

Location: Conference A

Audience: 2-year, 4-year, public, private

Track(s): Planning and Organizing

One concern in higher education institutions is using limited resources effectively. Through monitoring projects, we hope to become more productive and efficient in our day-to-day operations. To achieve our goal, we created a project management database (PMDb) to track internal and external requests for services from our office. All office staff post projects as they are received, noting start/end dates, date needed, requestor information and any other project details. We then use the database to track how many projects are completed on time, and compare that information monthly, quarterly and annually. The database also helps us achieve departmental outcomes.

Presenter: Lillian Marshall, Blinn College

Session Coordinator: Larry Root

Monday, February 29

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

Concurrent Sessions A (continued)

A5: Are You Asking What You Want to Know? A User-Friendly Discussion About Survey Design

Location: Grand Ballroom A

Audience: 2-year, 4-year, public, private

Track(s): Assessment and Effectiveness
Research

This session will discuss strategies for designing internal or “homegrown” surveys. Topics include identifying what you are trying to measure, pitfalls in question design (loaded, leading, etc.... questions), validity, and reliability. Interactive learning strategies include attendee participation in identifying a construct and creating relevant questions, improving poorly constructed questions, and demonstrations of selected validity and reliability methods.

Presenters: Dr. Michael Haynes; Dr. Ashley Tull
Tarleton State University

Session Coordinator: Ryan Fitzgerald

2:00 PM to 2:45 PM

Concurrent Sessions B

B1: Successful Collaboration between Institutional Research and Information Technology in Building a SAS Dashboard at the El Paso Community College

Location: Grand Ballroom F/G

Audience: 2 Year

Track(s): Reporting and Decision Support

The El Paso Community College (EPCC) will demonstrate the achievement of the collaboration between Institutional Research and Information Technology to produce SAS dashboards. We will explain the planning, designing, architecture and implementation of the dashboards which EPCC has been using since 2012. Specific dashboards will be demonstrated including current term demographics, graduation, dual credit/early college high school, and historical enrollment dashboards.

In addition, we will discuss the aspects of the relationship between IR and IT that have contributed to the successful partnership between departments. Our discussion will cover details of responsibilities of each department in implementing the dashboards.”

Presenter: Christina Frescas, Angeles Vazquez, Carlos Molina
El Paso Community College

Session Coordinator: Sharon Carpenter

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

Concurrent Sessions B (continued)

B2: Serving the Kool-Aid: Using Technology to Document Continuous Improvement Processes

Location: Sam Houston

Audience: 2-year, 4-year, public, private

Track(s): Assessment and Effectiveness
Current Issues in Higher Education

An institution of higher education, as well as each department within that institution, needs to follow a consistent continuous improvement process. Developing and communicating the process and related expectations is only the first step. A few colleagues will adopt the process and be role models for others. But how can you know that all departments, not just most, are engaged in continuous improvement? How can you move beyond anecdotes to reliable evidence that all departments are following the process? At Blinn College, we worked with the developers of our assessment/planning tracking software to create a custom report that tells us just that.

Presenter: Joe Baumann, Blinn College

Session Coordinator: Morgan Carter

B3: Using CCCSE Raw Data to Calculate Weighted Values In Excel

Location: Conference B

Audience: 2-year, public, private

Track(s): Technology and Training Research

Each year, the Center for Community College Student Engagement (CCCSE) provides participating colleges with a raw data file containing their respondent data for that administration. Also, included in this data set are statistical weights, calculated by the Center and specific to each college. Colleges often wish to analyze their own data, but the only tool they have access to is Excel. As a result, we often get questions about how to correctly apply these weights in Excel. This presentation will provide a step-by-step demonstration on how to calculate weighted means, frequencies and benchmarks in Excel using CCCSE raw data files. We will provide several examples, including analyses with over sample data and multiple breakouts.

Presenter: Kyle Lovseth, CCSSE

Session Coordinator: Carol Boethel



Monday February 29

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

Concurrent Sessions B (continued)

B4: Poverty: It's Not Just Ramen For Dinner. Helping Students Coming from a Culture of Poverty Succeed in Higher Education

Location: Grand Ballroom A

Audience: 2-year, 4-year, public, private

Track(s): Assessment and Effectiveness
Current Issues in Higher Education

Poverty negatively impacts students. This session provides a very brief overview of the impact of poverty and then looks to how higher education institutions can mitigate the impact of poverty upon educational attainment. Support mechanisms enacted by higher education institutions can provide the much needed scaffolding to improve educational outcomes of students. These support mechanisms are also measurable and provide another area for institutions to assess and lead to more attainment of success with regards to higher education goals.

Presenter: Leah Figueroa, Austin Community College

Session Coordinator: Jorge Martinez

B5: 8th Grade Cohort Longitudinal Study

Location: Conference A

Audience: 2-year, 4-year, public, private

Track(s): Reporting and Decision Support

Transitions from middle school to high school and high school to college are critical times for students as they move through the education pipeline. The Texas Higher Education Coordinating Board (THECB), in alignment with national approaches, tracks higher education outcomes for cohorts of students who attend 8th grade in a Texas public school. Outcomes are tracked for 11 years, including the last year of middle school, four years of high school, and six years of higher education. THECB would like to share information with you about the publication of this annual analysis, the structure of the corresponding report, as well as interesting trends over the years and key findings from recent look at the effects of economic status and type of degree earned.

Presenters: Lihong Ma, THECB

Session Coordinator: Jinny Case

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

Concurrent Sessions B (continued)

B6: Mixed Effect Model Analysis of Factors Correlated to Workforce Students' Graduation

Location: Grand Ballroom B

Audience: 2-year, public

Track(s): Research

Helping workforce students graduate on time and be ready for the job market is one of the major focuses of community colleges. This study examines factors correlated to student's graduation from workforce programs. Demographic, socio-economic, and academic factors are included in the analysis. Mixed effect model instead of traditional regression analysis is employed to capture the complexity of workforce students' data, which are clustered and hierarchical. Programming software is used for modeling the data. Details about the methodology, findings, and recommendations will be presented at the session.

Presenter: Mei Wang, Lone Star College

Session Coordinator: Marian Burkhart

3:00 PM to 3:45 PM

Concurrent Sessions C

C1: Do Non-Traditional Course Offerings Help Students Succeed?

Location: Conference A

Audience: 2-year, 4-year, public, private

Track(s): Research
Current Issues in Higher Education

With the increase in MOOCs and online degree offerings, among other non-traditional course offerings, traditional instruction in college courses is being scrutinized. There are claims that students are not successful in online courses or that the traditional 16-week semester is not beneficial in encouraging students to complete courses or strive for a degree. This session highlights an analysis of courses offered in different session lengths and instructional methods, to determine whether differences in success and retention rates are due to the chance or caused by instructional input.

Presenters: Dr. Amanda Clark, Blinn College

Session Coordinator: Steven Collins

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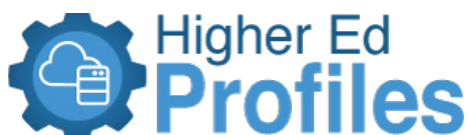


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A two-day conference bringing together leaders in higher education and industry
At the Intersection of Higher Education and the Workforce

2016 APRIL 18-19 AUSTIN • TX *Early Registration Discounts End Feb 19*

Monday, February 29

3:00 PM to 3:45 PM

Concurrent Sessions C

C2: Using 'Big Data' to Support Institutional Effectiveness

Location: Grand Ballroom A

Audience: 2-year, 4-year, public, private

Track(s): Reporting and Decision Support
Assessment and Effectiveness

Do you wonder how "business intelligence" and "data analytics" have impacted IR professions? Are you confused about what to do to keep up with these changes? The purpose of this session is to provide an overview of current IR trends and their impact on large and small IR offices. Session participants will be introduced to a process they can use to develop an action plan for meeting increased information demands and a reporting template incorporating both the "forest and the trees." For a "hands-on" experience please attend the post conference workshop by the same name.

Presenters: Dr. Teresa Isbell, El Centro College

Session Coordinator: Tina Smidt

C3: What's so special about Spatial Analysis? Using ArcGIS in the reporting process

Location: Grand Ballroom B

Audience: 2-year, 4-year

Track(s): Research
Reporting and Decision Support

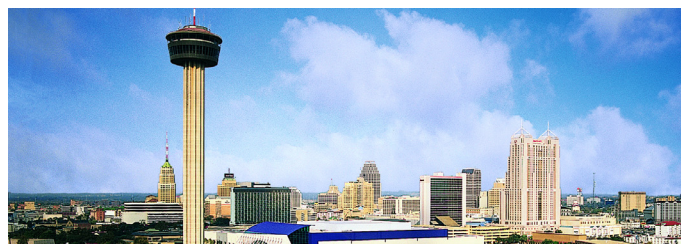
Using ArcGIS and Statistical Analysis to explore spatial relationships on what the underlying factors might be influencing a decline in enrollment at one of our Lone Star College campuses. The goal is to determine and quantify factors that are influencing this decline, predict how it will change in the future, and create reliable inferences that will support informed decision making for our Administrators.

Presenters: Trudi White, Jacqueline Goffney,

Dr. Jae Hak Jung

Lone Star College

Session Coordinator: Marian Burkhardt



C4: Differences in Online and Face-to-Face Courses from the Student Satisfaction Perspective

Location: Conference B

Audience: 4-year, public

Track(s): Research

This study examined the differences in student satisfaction, as gauged by end-of-semester course evaluations, for individuals who took online courses and those who took face-to-face courses during the same time period. Data was collected across five years from a four-year, Texas public university, and a regression model was developed using two key variables indicating satisfaction: 1) Overall, I rate this instructor as an excellent teacher, and 2) Overall, I rate this course as excellent. Inferential analyses yielded statistically significant results for the differences. Implications of the findings are discussed in this presentation, and suggestions for further research are examined.

Presenter: Xiaohong Li, Donna Artho

Sam Houston State University

Session Coordinator: Jen Jones

C5: How Can TAIR Better Serve Its Members?

Location: Sam Houston

Audience: 2-year, 4-year, public, private

Track(s): Planning and Organizing
Technology and Training

In this open discussion, we will ask what you want from TAIR. How can TAIR help you professionally? What changes would you like to see take place in the future? How, as an organization, can we better meet your needs? We will also discuss how best to communicate with our members through technology. Bring an open mind and your ideas to help TAIR plan for the coming years. (Please leave the rotten tomatoes at home. We come in peace.)

Presenters: Susan Thompson, Kate Proff

Texas State University

Session Coordinator: Dianna Guerrero

Monday, February 29

4:00 PM to 4:45 PM

Concurrent Sessions D

D1: Taking Your Visual Communications to the Next Level with Infographics "A good infographic is worth a thousand words."

Location: Grand Ballroom B

Audience: 2-year, 4-year, public, private

Track(s): Reporting and Decision Support
Research

Visual communication is very important in relaying information at Lone Star College. We have recently begun utilizing infographics in our visual communications. An infographic (information graphic) is a representation of information in a graphic format designed to make the data easily understandable at a glance. We will discuss this evolution and the impact it has had on Lone Star College as infographics are now being used by all levels of management for high-level views of data.

In this breakout session we will showcase our new Fast Facts report, pocket card, department newsletter, and more as we discuss how the use of infographics has taken our reporting and communication to the next level."

Presenters: Kent McShan, Janet Gladden Flores
Lone Star College

Session Coordinator: Marian Burkhart

D2: Legislative Update

Texas Higher Education Coordinating Board

Location: Grand Ballroom F/ G

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.

Presenters: Julie Eklund, Bill Abasolo, Doug Parker
THECB

Session Coordinator: Susan Brown

5:30 PM to 7:30 PM

Meet, Munch, & Mingle

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Monday February 29

La Joya

New this year!!!

Photo Booth and DJ

Make sure you attend and make memories, join your peers and friends



Voting

(Ballots due March 1 by 9:00 AM)

Return Ballots to Registration Desk

Tuesday, March 1

Registration (7:30 AM - 12:00 Noon)
Location: In Front of Grand Ballroom B

7:30 AM to 9:30 AM

Coffee with the Pros Breakfast Buffet

Location: Grand Ballroom C,D,E

The new SIGs in a conversational format.

*Meet the TAIR presenters and have a deeper discussion
on their topics of expertise.*

9:30 AM to 10:15 AM

Concurrent Sessions E

E1: The Life of an Assessment Process: A Primer for IR and Accountability Professionals

Location: Grand Ballroom A

Audience: 2-year, 4-year, public, private

Track(s): Assessment and Effectiveness
Reporting and Decision Support

As accountability in higher education continues to increase, data based decision making will gain more importance as well. Often times, data will be collected internally through a comprehensive assessment project. This session will present a primer on the comprehensive management of an assessment project, including alignment of objectives, selecting the proper instrument, and disseminating the findings.

Presenters: Dr. Ashley Tull, Dr. Michael Haynes,
Southern Methodist University

Session Coordinator: Nancy Jones

Save the Date!

TAIR 2017

Houston/ Clear Lake, Texas

February 26 - March 1

9:30 AM to 10:15 AM (continued)

Concurrent Sessions E

E2: How do you use Predictive Analytics?

Location: Conference B

Audience: 2-year, 4-year, public, private

Track(s): Current Issues in Higher Education

Recently, institutions and others involved in higher education have expanded their use of analytics from predicting enrollment to addressing other significant challenges such as improving student retention and graduation rates. This discussion is an invitation to share how your organization uses predictive analytics and how you may be thinking of applying analytics in the future. Discussion attendees can hear from each other how common obstacles have been overcome and what innovative uses for predictive analytics are being implemented. The Texas Higher Education Coordinating Board will facilitate the discussion and build relationships with those using predictive analytics to help spread the word on how analytics may be used to address strategic goals in higher education throughout Texas.

Presenters: Bill Abasolo, THECB

Session Coordinator: Mansour Salami

E3: The Pirate's Code

Location: Conference A

Audience: 2-year, 4-year, public, private

Track(s): Technology and Training
Reporting and Decision Support

This presentation is a primer for those considering the use of R for Institutional Research reporting. R is a free software environment for statistical computing and graphics. This presentation will explain how to obtain the software along with some of its advantages and disadvantages. It will also discuss some of the basic R functions and demonstrate their use.

Presenters: Faron Kincheloe, Baylor University

Session Coordinator: Jen Jones

Sponsor Fair & Demos

8:30 AM - 4:30 PM

Location: Foyer

(Drawings at 2:30 PM in Grand Ballroom C,D,E)

Tuesday, March 1

9:30 AM to 10:15 AM (continued)

Concurrent Sessions E

E4: Graduating on Time: Financial Benefits to Students and the State

Location: Grand Ballroom F/G

Audience: 2-year, 4-year, public, private

Track(s): Current Issues in Higher Education Research

The Texas State Legislature has limited the number of degree program semester credit hours (SCH) to 120 SCH for a Bachelor's degree to encourage students to complete degrees in fewer hours, and lower the cost of education for students and the State. In this presentation, analysis results will be shared which estimate the expense of excess hours and the potential savings of on-time graduation in terms of tuition and fees, state appropriations, and financial aid for students earning a Bachelor's degree at Texas public universities. The study focuses on two groups of graduates: those who started and completed at a Texas public university and those who started at a Texas public community college and completed at a Texas public university.

Presenters: Gabriela Borcoman, Paul Turcotte, THECB

Session Coordinator: Steven Collins

E5: Performance Funding using the NCCBP

Location: Sam Houston

Audience: 2-year

Track(s): Current Issues in Higher Education Reporting and Decision Support

Colleges are developing & implementing innovations in developmental education. While these innovations ultimately improve student performance & completion, they can also have a negative impact on college performance funding metric. This session will inform researchers about the work of MO CCs & their impact on state performance funding models. To respond to this dilemma a task force was formed to work w/ the MO Dept. of Ed. & to develop new metrics to replace the 2 developmental success measures in Missouri's current Performance Funding Criteria. The task force selected other metrics to study before a final recommendation is made to the state. The specific metrics and the process of testing & evaluating these metrics will be shared.

Presenters: Dr. Lou Guthrie, National Higher Education Benchmarking Institute

Session Coordinator: Dianna Guerrero

E6: Visualizing Data in Institutional Research

Location: Grand Ballroom B

Audience: 2-year, 4-year, public, private

Track(s): Technology and Training Reporting and Decision Support

This session will demonstrate many real-life practical solutions developed by IR professionals across the country to solve their every day challenges using Tableau. From interactive fact books to visualizations of multi-variate IPEDS datasets for improved peer studies and comparisons, to quickly turning Excel sheets into a relational database, to batch scripts that automate production of bursted PDF dashboards for each department, plus more creative and smart ideas. This demo will show why so many IR professionals love "playing" with Tableau software every day in their quest to turn data into decisions!

Presenters: Dennis Ignatenko, Tableau

Session Coordinator: Daniel O'Hanlon



Tuesday, March 1

10:30 AM to 11:15 AM

Concurrent Sessions F

F1: Developmental Education and Race: Success and Retention

Location: Conference A

Audience: 2-year, 4-year, public, private

Track(s): Research
Current Issues in Higher Education

The purpose of this study was to examine the extent to which differences were present by ethnicity in graduation and persistence rates as a function of developmental education enrollment in Texas community colleges and public universities using archival data from the Texas Higher Education Coordinating Board (THECB) statewide data sets. Specifically, 6-year graduation and persistence rates at Texas public universities and 3-year graduation and persistence rates at Texas community colleges were examined for students requiring developmental education and students not requiring developmental education.

Presenters: Amanda Clark, Blinn College

Session Coordinator: Laura Wichman

F2: Collecting and Using Feeder High School Graduates Data to Better Prepare and Support Students in Their First Semester of College

Location: Conference B

Audience: 2-year, 4-year

Track(s): Research
Planning and Organizing

Important to our system and to our feeder ISDs and high schools is how many students enroll at Lone Star College in the fall following high school graduation. Each spring we create a report for each of our ISDs that includes the yield of the ISDs and high schools, placement into Developmental or College Level English and Math and completion and success of these students. We also include student demographics, overall success, the number of students who were dual credit students at Lone Star College, and persistence to the spring term. These data are beneficial for the college preparation and support in first semester of college.

Presenter: Cathy Hooper, Felix Herrera; Lone Star College

Session Coordinator: Marian Burkhart

F3: The Evolution of The UT System Dashboard

Location: Grand Ballroom A

Audience: 2-year, 4-year, public, private

Track(s): Reporting and Decision Support
Technology and Training

Since its initial release 2011, the University of Texas System Dashboard has been recognized as a model for transparency and accountability. In 2014, the System embarked on a year-long process to design the next version of the System's dashboard to increase user-friendliness and access to key data points. Features of the dashboard include a new interface that simplifies the user experience, highlighting key metrics across UT System mission areas, context for the metrics to further the user's understanding of the relevance and importance of measures, and other new methods for conveying information to stakeholders, while still providing easy access to basic trend and fact book information.

Presenter: Jessica Shedd, Cathy Delgado
The University of Texas System

Session Coordinator: Jamie Wood

F4: The Rise of Intrusive Assessment in Higher Ed

Location: Grand Ballroom F/G

Audience: 2-year, 4-year, public, private

Track(s): Assessment and Effectiveness
Research

This session will be exploring the idea of what I call "Intrusive Assessment" - when the measurement becomes more important than the learning and when assessment starts to interfere with the academic process. The rise of such ideas of having a "culture of evidence" has also lead to the use of "Perverse Incentives" to obtain data and student feedback at the cost of student learning.

Presenter: Robert Lorick; Tarrant County College District

Session Coordinator: Angela Koponen

Sponsor Fair & Demos

8:30 AM - 4:30 PM

Location: Foyer

(Drawings at 2:30 PM in Grand Ballroom C,D,E)

Tuesday, March 1

10:30 AM to 11:15 AM (continue)

Concurrent Sessions F

F5: Modernizing IR: Empowering Users with Interactive Reports

Location: Sam Houston

Audience: 2-year, 4-year, public, private

Track(s): Reporting and Decision Support
Technology and Training

The Office of Institutional Research and Data Management at Texas Woman's University (TWU) is building a new campus-wide data warehouse to provide a single source for historical data. This presentation demonstrates how using this data and SAS® Visual Analytics, TWU is able to quickly design, create and disseminate reports related to students, faculty, courses, degrees, and more. It also showcases how they can easily distribute these interactive and meaningful dashboards via the web, or through mobile devices. Thus, administrators are now armed with essential information and can make data-informed decisions, whenever or wherever needed.

Presenter: Tracy Stegmair, Greg Gengo,
Texas Woman's University
John Berry, SAS

Session Coordinator: Susan Brown

F6: Collecting Multiple Sources of Evidence with CoursEval

Location: Grand Ballroom B

Audience: 2-year, 4-year, public, private

Track(s): Technology and Training
Reporting and Decision Support

Learn how CoursEval can gather information to help with accreditation, institutional research, and other data to further institutional goals. CoursEval is a flexible online system that can be used to collect direct and indirect evidence of student learning, provide multiple measures for faculty evaluation, and be utilized in a variety of ways to rate student competencies, evaluate clinical/experiential courses, and provide other feedback data using powerful reporting features.

Presenter: Sally Garvin
Academic Management Systems

Session Coordinator: Daniel O'Hanlon

11:30 AM to 12:30 PM

**Networking Luncheon
and
TAIR Awards Presentation**
Location: Grand Ballroom C,D,E

12:30 PM AM to 1:15 PM

Concurrent Sessions G

G1: Ya... so if you could have this data to me first thing in the morning... that would be greeeaaaaat.

Location: Conference A

Audience: 2-year, 4-year, public, private

Track(s): Reporting and Decision Support

For years, IR professionals have been in the business of data and data driven decision making. In recent years, upper management and even the general population on our campuses have been increasingly interested in data. ALL the data. This is much due to the fact that society is generally becoming more informed and more cognisant of data about our institutions that is being provided to them via the internet. We are constantly looking for that one number that might make our institution more attractive to the prospective student and their increasingly involved parents. So, how do we as IR professionals navigate these waters to 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.

Presenter: Crystal Braden; Angelo State University

Session Coordinator: Cassie West

Tuesday, March 1

12:30 PM AM to 1:15 PM (continued)

Concurrent Sessions G

G2: Tools for Tracking Developmental Math Students Across Semesters

Location: Grand Ballroom F/G

Audience: 2 Year, Public

Track(s): Assessment and Effectiveness
Current Issues in Higher Education

A current priority of 2-year institutions is moving developmental students “to and through” their college math requirements. This session will describe methods for tracking developmental student completion of college level math courses. In Summer 2015, the presenters worked with institutional researchers at all colleges participating in the New Mathways Project initiative to track the college math completion rates of developmental math students. The participants will describe the process of working together across institutions and will present tools for tracking students across semesters as well as suggestions for those who want to track this information at their colleges. These tools could be used in tracking any developmental group’s progress towards gateway course completion.

Presenters: Jennifer Dorsey, Christy Frescas
The Charles A. Dana Center; UT Austin

Session Coordinator: Carol Tucker

G3: The Accreditors are Coming! Research Findings on SAC-SCOC Recommendations

Location: Conference B

Audience: 2 Year, 4 year, Public, Private

Track(s): Assessment and Effectiveness
Current Issues in Higher Education

Let’s all panic, the accreditors are coming! Sounds familiar to many of us. After growing weary with the accreditation process, I decided to study its impact on colleges. If you’ve ever wondered if accreditation drives change, this session will include the results of the dissertation study that examined the role that SACSCOC recommendations play in institutional changes at community colleges. Specifically, the predictors for the likelihood of receiving a recommendation, predictors for institutional changes/improvements, and common recommendations received will be discussed. This session is applicable to anyone undergoing accreditation, anyone who wants to stop ramping up for accreditation, and anyone who is interested in the pitfalls/successes of accreditation in community colleges.

Presenters: Dr. Kara Larkan-Skinner,
Our Lady of the Lake University

Session Coordinator: Oluseyi Ookuyemi

G4: Data-Informed Recruiting: Predictive Analytics Improves Recruitment Practices

Location: Grand Ballroom A

Audience: 4-year, public, private

Track(s): Planning and Organizing
Current Issues in Higher Education

Universities are in competition to entice the best and the brightest students. However, with increasingly restrictive budgets, recruitment officers must proficiently focus their limited resources on those students who are most likely to enroll. While intuition and instinct have been sufficient in previous years, predictive modeling offers a robust analytical approach to identify students with a high likelihood of enrollment. This presentation will demonstrate how the University of Oklahoma uses SAS® Enterprise Miner™ to assess the probability that an admitted student will enroll and determine what actions recruitment officers should take to entice students to enroll.

Presenters: Lisa Moore; University of Oklahoma

Session Coordinator: Ashley Tull

G5: Tracking your Faculty and Maintaining the Data Behind the Scenes

Location: Sam Houston

Audience: 2-year, 4-year, public, private

Track(s): Reporting and Decision Support
Technology and Training

IR offices pull information from a variety of data stores. Some offices have centralized data to form their own data warehouse which is used to perform University Wide reporting. But what if you wanted to track Faculty Data that is maintained by the faculty themselves? Come learn strategies to maintain data quality and the Software-as-a-Service (SaaS) product that prompted the initiative.

Presenter: Philip Jou; Baylor University

Session Coordinator: Katharine Mason

Sponsor Fair & Demos

8:30 AM - 4:30 PM

Location: Foyer

Refreshments/Drawings

2:30 PM to 3:15 PM

Location: Grand Ballroom C,D,E

Tuesday, March 1

12:30 PM AM to 1:15 PM (continued)

Concurrent Sessions G

G6: How Digital Data Strategy is Elevating IR and Improving Student Outcomes

Location: Grand Ballroom B

Audience: 2-year, 4-year, public, private

Track(s): Planning and Organizing
Assessment and Effectiveness

This session focuses on digital data strategies and tools that are enabling institutional researchers with access to a more complete and cohesive picture of student retention, progression, and success trends than at any time in the field's history. Practitioners can now have a unified view of data from across the institution that were historically disconnected. Sophisticated data science models can help institutional researchers determine which students need help, how best to help them, and when to intervene. They can also 'zoom out' to combine the data in assembling a clear picture of the whole health of the institution.

Presenters: Matthew Milliron, Civitas

Session Coordinator: Daniel O'Hanlon

1:30 PM to 2:15 PM

Concurrent Sessions H

H1: Marketing Assessment: How to Make an Impression with an Unpopular Process

Location: Grand Ballroom A

Audience: 2-year, 4-year, public, private

Track(s): Planning and Organizing
Assessment and Effectiveness

The purpose of this workshop is to see how best to reach disinterested folks on campus in regards to IE communication. In making announcement emails fun the IE process is being embraced by more people today on campus than ever before.

Presenters: David Brown; North Central Texas College

Session Coordinator: Katharine Mason

1:30 PM to 2:15 PM (continued)

Concurrent Sessions H

H2: Texas Core & Its Assessment - Commonalities and Unique Characteristics Across Texas Colleges

Location: Sam Houston

Audience: 2-year, 4-year, public

Track(s): Assessment and Effectiveness
Current Issues in Higher Education

All Texas public institutions of higher education submitted new core curriculum effective fall 2014 along with 10-year assessment plans. In addition, colleges submitted 10-year core assessment plans. This presentation will describe the unique characteristics and similarities of courses selected by two and four year Texas schools to comprise their core curriculum. In addition, the types of assessment models, measures, sampling, analysis, and action planning proposed by the Texas colleges will be described and compared.

Presenters: Dr. Kathleen Fenton,, Dr. Larry King;
Collin County Community College

Session Coordinator: Dianna Guerrero

H3: Use of Assessment Data and the Relationship to Assessment Cycle Length

Location: Conference A

Audience: 4-year, public

Track(s): Assessment and Effectiveness
Planning and Organizing

Use of assessment results is the crux of continuous improvement and is dependent upon a well-planned and efficiently implemented assessment cycle. The purpose of this session is to share how one large, research intensive university leverages its biennial assessment cycle to promote thoughtful reflection on assessment activities. In this interactive session, participants' analysis of the biennial approach will be used as the basis for discussion of faculty/staff engagement in assessment activities as well as the strengths of the biennial approach to program assessment. Among the resources to be shared is a detailed time line for the biennial assessment process as well as sample assessment reports.

Presenters: Dr. Rebecca Lewis;

The University of Texas at Arlington

Session Coordinator: Susan Thompson

Tuesday, March 1

1:30 PM to 2:15 PM (continued)

Concurrent Sessions H

H4: Enhanced UI Wage Records: the Key to Solving the Riddle of Jobs related to Majors

Location: Grand Ballroom F/G

Audience: 2-year, 4-year, public, private

Track(s): Current Issues in Higher Education Research

The clamor for enhanced UI Wage Records has reached a crescendo across the US and Texas. This presentation will provide an update on developments in Texas and other states that may someday have a significant impact on creating enhanced UI Wage Records nationwide. Among those developments are the recently completed study of Texas employer sentiment and associated costs in submitting additional information such as occupational title, number of hours worked and the zip code location of the job as part of the UI Wage Record. In addition, the presenters will share lessons learned in translating employer submitted occupational titles to standard occupational codes using Autocoder.

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

Session Coordinator: Ryan Fitzgerald

H5: Don't Lag Behind: Best Practices for Incorporating Leading Indicators into your Student Success Work

Location: Grand Ballroom B

Audience: 2-year, 4-year, public, private

Track(s):

"In Institutional Research, the indicators we are most accustomed to tracking (e.g., degree completion and transfer rates) are important for demonstrating accountability and satisfying external agencies that the institution is carrying out its mission. As colleges and universities seek to increase the number of students successfully completing their goals, however, these "lagging indicators" must be complemented by "leading indicators" of success over which the institution has some influence.

So what are these leading indicators? And how can IR develop the capacity for tracking these indicators, especially when faced with an already heavy external reporting burden? In this session, we will introduce the concepts of leading and lagging indicators. We will also discuss how Zogotech's solution is designed to provide the indicators institutions need - both leading and lagging - in order to affect real change in students' lives.

Presenters: Dr. Natalie Kistner, Zogotech

Session Coordinator: Daniel O'Hanlon

Business Meeting

3:30 PM - 4:15 PM

Location: Grand Ballroom F/G

4:30 PM to 5:15 PM

Concurrent Sessions I

I1: A Simple Framework For Assessing Student Services and Administrative Departments

Location: Grand Ballroom B

Audience: 2-year, 4-year, public, private

Track(s): Assessment and Effectiveness Research

While virtually all institutions have developed and implemented systems for assessing student learning, fewer have dedicated the same level of attention to non-academic assessment (or the assessment of student services and administrative departments). Many institutions use the academic assessment framework for non-academic assessment, leading to limited results. This presentation will focus on a simplified framework that is tailored to non-academic units, and is focused on the larger goal of achieving meaningful, continuous improvement.

Presenters: Edward Hummingbird;
Southwestern Indian Polytechnic Institute

Session Coordinator: Katharine Mason

I2: Distance Education Annual Report to Prepare for SACSCOC Reaffirmation

Location: Conference B

Audience: 2-year

Track(s): Assessment and Effectiveness
Current Issues in Higher Education

The purpose of the Distance Education Identification Report is to provide information for various internal and external constituencies regarding Duplicate Enrollment data in Distance Education courses at St. Philip's College from Fall 2011 to Fall 2015. This report provides descriptive, quantitative data on on-line and hybrid courses, in addition to SPC student duplicated enrollment and trends. To prepare for the SACSCOC 2015 On-Site visit, St. Philips College will conduct a four phase process: Identification, Assessment, Awareness and Continuous and Customized Improvement based on findings.

Presenter: Dr. Maria Hinojosa; St. Philip's College

Session Coordinator: Oluseyi Ookuyemi

Tuesday, March 1

4:30 PM to 5:15 PM (continued)

Concurrent Sessions I

I3: Millennial Employees in Higher Education: their workplace, employers, and future

Location: Grand Ballroom A

Audience: 2-year, 4-year, public, private

Track(s): Reporting and Decision Support
Assessment and Effectiveness

An aging workforce, changing work-life balance expectations, competing for the best talent, and understanding younger employees has placed a strain on obtaining relevant employee data for institutional leadership to craft environments that attract, engage, and retain employees. A growing number of institutional researchers are asked to provide answers. This session looks at employee engagement data from over 50 institutions of higher education with a focus on comparing millennials to other employees. Specifically this session will cover what millennials value, what aspects of the workplace encourage career retention, and what tends to deter engagement.

Presenter: Dr. Noel Landuyt, UT Austin

Session Coordinator: Angela Koponen

I4: Assessing the New State Core at Stephen F. Austin

Location: Sam Houston

Audience: 2-year, 4-year, public

Track(s): Assessment and Effectiveness

This session will provide an overview of one university's core curriculum assessment plan. The presentation will cover the multi-method approach adopted by Stephen F. Austin State University. The focus will be on how Stephen F. Austin State University has used LiveText to collect signature assignments using locally developed university rubrics. After attending this session, attendees will be able to explain how local rubrics can be developed for use in core assessment and explain how signature assignments can be used in core assessment.

Presenters: Dr. Rachel Jumper, Dr. Larry King,
Jennifer Stringfield

Stephen F Austin State University

Session Coordinator: Dianna Guerrero

I5: Tableau Mobile

Location: Conference A

Audience: 2-year, 4-year, public, private

Track(s): Reporting and Decision Support
Technology and Training

Tableau Server is a business intelligence application that provides browser-based analytics anyone can use. The session will cover a brief demonstration on setting up a tableau server, configuring users/projects and accessing the dashboards via a remote pc/mac. Demonstration will also include accessing student level dashboards using Tableau iPad app. Handouts will be provided with some useful resources and instructions on installing/configuring Tableau Server.

Presenters: Sushil Pallemmoni, Del Mar College

Session Coordinator: Jamie Wood



Tuesday, March 1

6:30 PM to 9:30 PM

Special Event

Dinner and Riverboat Tour

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

Est. 1946
Casa Rio



We will begin with an amazing meal at Casa Rio, one of San Antonio's longest running restaurants, and the first business to open on the River Walk. Founded in 1946, the restaurant sits on land first titled in 1777 by the King of Spain. At the core of the restaurant is a Spanish Colonial period hacienda which can be seen in the heavy cedar door, fireplace, and thick rock walls. Following dinner, we will board River Cruising Barges to take a fun and informative narrated tour of the River Walk. Lasting around 40 minutes, this tour covers over a mile and a half of the beautiful San Antonio River Walk and recently won a TripAdvisor Certificate of Excellence award.

Founded over 300 years ago during a Spanish expedition, San Antonio is now home to over 30 higher education institutions (including the University of Texas Health Science Center at San Antonio, the University of Texas-San Antonio, Our Lady of the Lake University, Trinity University, Texas A&M University-San Antonio, and the Alamo Community College District). San Antonio also boasts a vibrant art community which reflects the special culture experience which is San Antonio.

The city's unique blend of Mexican, German, and Old West cultures combine to create an "only in San Antonio" experience. Although the Alamo is perhaps one of the most visited sites in the city, it is actually only one of five historic Spanish missions in the city which were recently recognized as the first UNESCO World Heritage Site in Texas. Just a few blocks from the Alamo sits the San Fernando Cathedral, the oldest operating cathedral in the nation. For those wanting to explore even more history and educational sites, there are several tours around town and a multitude of museums to explore in addition to the San Antonio Zoo, the San Antonio Botanical Gardens, and the Japanese Sunken Garden.



Wednesday, March 2

7:30 AM to 9:15 AM

Breakfast Buffet

Location: Grand Ballroom C,D, E

8:00 AM to 9:15 AM

Past Presidents' Breakfast

(by invitation only)

Location: Colonnade B

8:30 AM to 9:15 AM

Concurrent Sessions J

J1: Aligning Data-Informed Decision Making – The Role of Institutional Effectiveness/Research to Institutional, Academic, and Support

Location: Grand Ballroom A

Audience: 2-year, 4-year, public, private

Track(s): Assessment and Effectiveness
Research

Richland College will describe how it aligns its data-informed decision-making process to continuously improve key institutional level processes, academic programs and disciplines, and support service areas for increased student success. Attendees will learn (1) how Richland College's aligned measurement systems support its mission, vision, values, and strategic plan; (2) how Richland College systematically reviews data for academic programs and disciplines and student support services to develop improvement plans supported by administration and faculty leads; (3) how faculty use data to make course-level improvements building crosswalks with student services.

Presenters: Rick Leyva, Dr. Guyla Blaylock; Richland College

Session Coordinator: Katharine Mason

8:30 AM to 9:15 AM (continued)

J2: How Can TAIR Better Serve Its Members?

Location: Grand Ballroom B

Audience: 2-year, 4-year, public, private

Track(s): Planning and Organizing
Technology and Training

In this open discussion, we will ask what you want from TAIR. How can TAIR help you professionally? What changes would you like to see take place in the future? How, as an organization, can we better meet your needs? We will also discuss how best to communicate with our members through technology. Bring an open mind and your ideas to help TAIR plan for the coming years. (Please leave the rotten tomatoes at home. We come in peace.)

Presenters: Susan Thompson, Kate Proff
Texas State University

Session Coordinator: Dianna Guerrero

9:30 AM to 10:15 AM

Concurrent Sessions K

K1: Rapid-fire Excel Reports with Fabulous Formulas & Mini Macros

Location: Grand Ballroom A

Audience: 2-year, 4-year, public, private

Track(s): Technology and Training

You or someone you know may be the victim of requests to generate reports on a bulk scale. How about average class size for your college's Culinary Arts program... for each term over the past 5 years... now for each of your college's other 47 programs? There is help. This session will provide examples and information on how you can use Excel macros along with formulas you may already know and love to fulfill these requests without spending much of your valuable time and wellbeing to do it. Prior familiarity with formulas is recommended to get the most from this session. You don't have to suffer alone.

Presenter: David Liska; Collin County Community College

Session Coordinator: Cassie West

The next TAIR professional development opportunity will be the summer workshop scheduled for July 29th, 2016
Watch your email for details!

Wednesday, March 2

9:30 AM to 10:15 AM (continued)

Concurrent Sessions K

K2: From the Basement to the Pedestal: Elevating Your Status with Self-Service Stats

Location: Grand Ballroom B

Audience: 2-year, 4-year, public, private

Track(s): Reporting and Decision Support

Recently, we've moved to self-service stats and we think you should too. As our office has started implementing Tableau dashboards, we have learned a lot, endured some challenges, and received a lot of positive feedback. In this session, we will discuss the reasons for adopting a dashboard system and the challenges that small IR offices and resource constrained colleges and universities may face when trying to do so. In addition, we will talk about what has worked for us, why we think you should join the self-service stats world, and what we plan to do in the future.

Presenter: Dr. Michael Albert, Frances Frey, Dr. Kara Larkan-skinner
Our Lady of the Lake University

Session Coordinator: Faron Kincheloe

K3: Benchmarking Community College Costs

Location: Grand Ballroom F/G

Audience: 2-year, 4-year, public, private

Track(s): Reporting and Decision Support
Research

Decreasing state funding, pressure to reduce tuition costs, declining enrollment, performance funding, and the "free" community college movement have all contributed to a climate of increased internal needs and external demands on college finances. You need to know your costs and how they compare to other community colleges' costs before you can improve productivity, decrease spending without impacting student success, and reallocate your \$ based on your priorities. This session will present data from several benchmarking projects that focus on community college costs and illustrate how this type of data can assist in decision-making.

Presenter: Michelle Taylor,
National Higher Education Benchmarking
Institution

Session Coordinator: Oluseyi Ookuyemi





Wednesday, March 2

10:30 AM to 11:50 AM

General Session II

“Reauthorization, Regulation, and Reporting: What’s in store in the next HEA”

Speaker: Mr. Ben Miller, Senior Director for Postsecondary Education, Center for American Progress

Location: Grand Ballrooms C, D, E

POST CONFERENCE

Luncheon Buffet

12:00 PM - 1:00 PM

for those registered for Post Conference workshops

Location: Colonnade C

Executive Committee Meeting

(by Invitation Only)

1:00 PM - 5:00 PM

Location: Boardroom 2nd floor

1:00 PM to 4:00 PM

Post Conference Workshops

W14: Best Practices in Higher Education: Conducting a Formal Close Out Report for the Institutional Quality Enhancement Plan (QEP) to transition into a new Quality Enhancement Plan (QEP) Topic

Location: Colonnade A

Abstract: The purpose of this workshop is to introduce a Quality Enhancement Plan (QEP) Close Out Report. The purpose of a Quality Enhancement Plan (QEP) Close Out Report is to align with best practices in higher education and to pioneer the first, unique and informative Quality Enhancement Plan Close Out Report of its kind. This research project was conducted through compilation of descriptive, quantitative, longitudinal data that formally concluded the Southern Association of College and Schools Commission on Colleges (SACSCOC) Quality Enhancement Plan (QEP) topic of Critical Thinking. The years investigated in this Critical Thinking Close Out Report align with Quality Enhancement Plan (QEP) project dates 2005-2015. The Critical Thinking Close Out Report provides descriptive, quantitative data on post-implementation activities for 2011-2012 through 2013-2014 as a formal close out report to the Critical Thinking QEP and as a precursor to the new Quality Enhancement Plan (QEP) topic of Ethical Decision-Making.

Presenters: Dr. Maria Hinojosa, Sonia Valdez
Alamo Colleges

W15: Using Big Data to Support Institutional Effectiveness

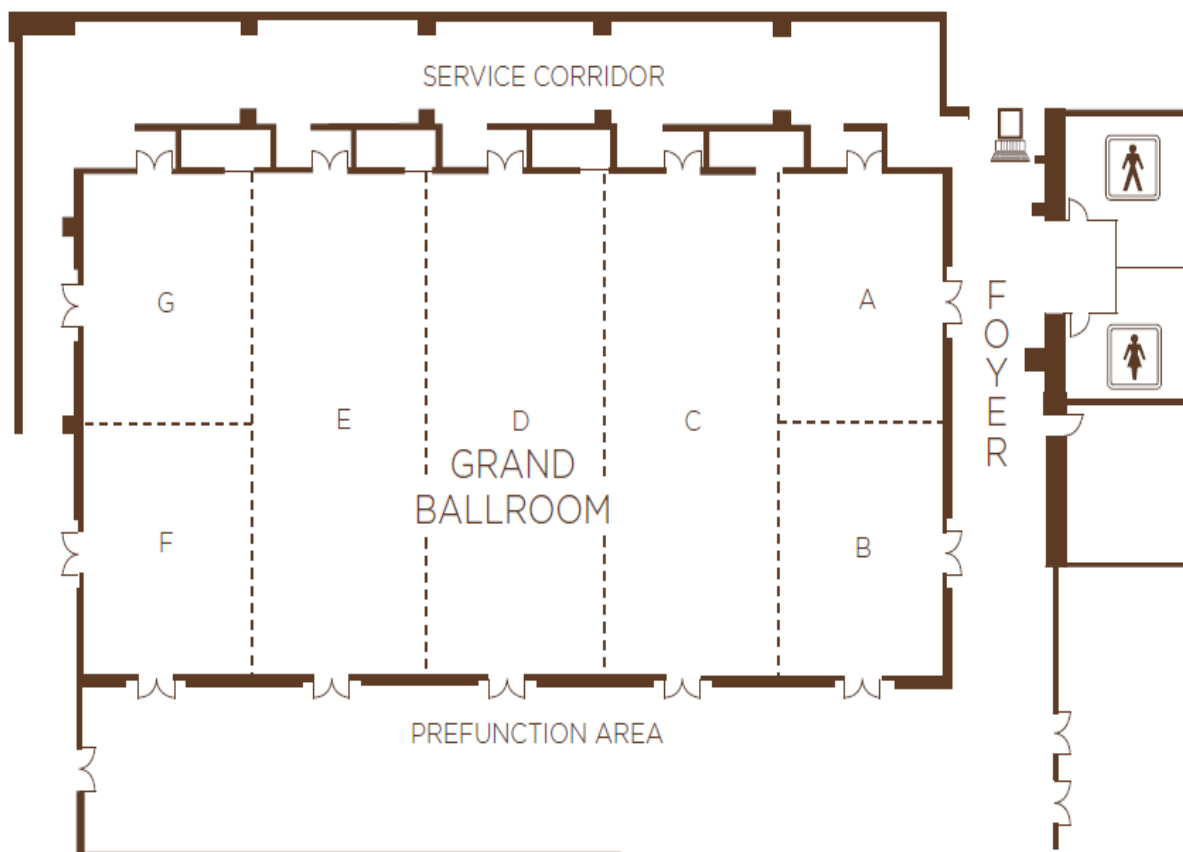
Location: Colonnade B

Abstract: Do you wonder how “business intelligence” and “data analytics” have impacted IR professionals? Are you confused about what to do to keep up with these changes? If you answered “yes” to these questions please attend this post conference workshop. Participants will receive an overview of current IR trends and their impact on large and small IR offices. Participants will also participate in a compression planning session to create an action plan for meeting increased information demands. Participants will leave with an action plan for use at their institutions and a new reporting template for visual data presentations.

Presenters: Dr. Teresa Isbell,
El Centro College

Omni Hotels - Colonnade Meeting Area Floor Plan(s)

San Antonio First Floor La Joya

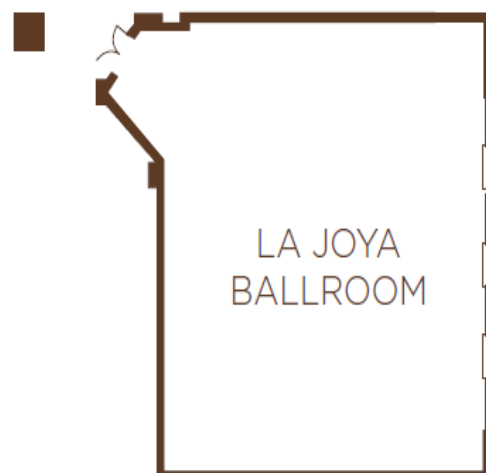


Save the Date!

TAIR 2017

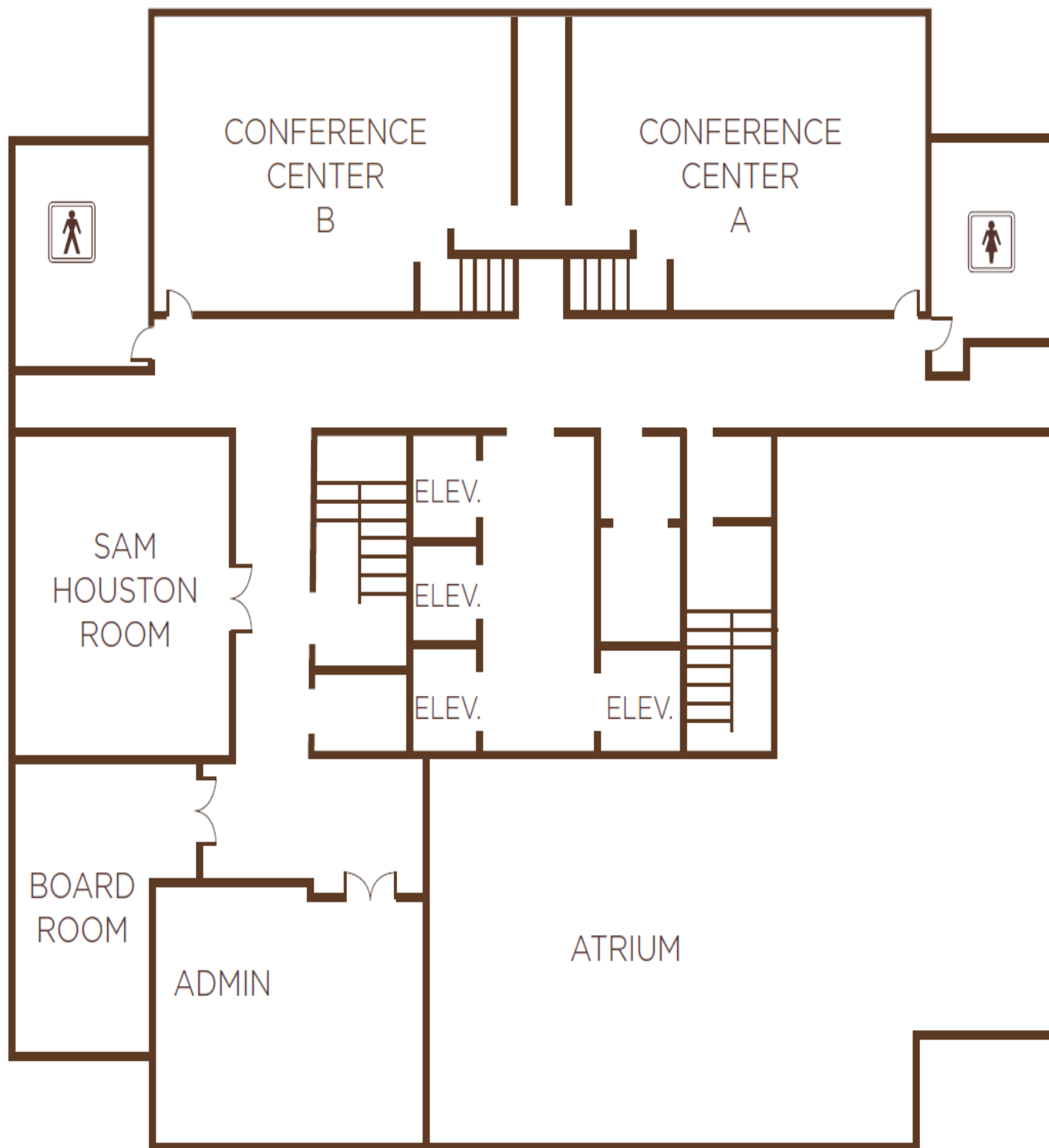
Houston/ Clear Lake, Texas

February 26 - March 1



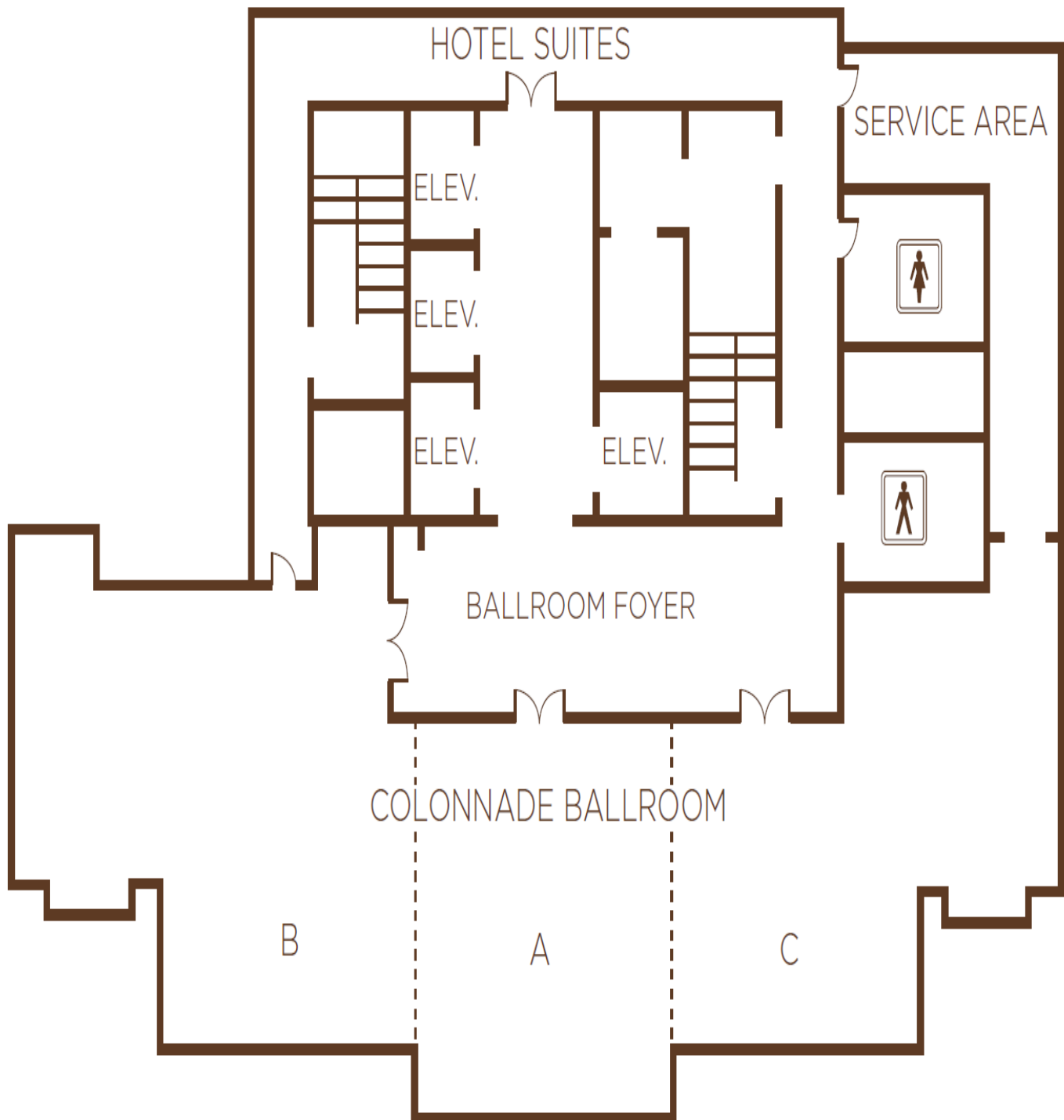
Omni Hotels - Colonnade Meeting Area Floor Plan(s)

San Antonio Second Floor



Omni Hotels - Colonnade Meeting Area Floor Plan(s)

San Antonio Twentieth Floor



TAIR Committees

Conference Program Committee Position	Executive Committee
<p>Program Chair: Soon Merz, Austin Community College</p> <p>Concurrent Sessions: Joe Baumann, Blinn College</p> <p>Evaluations: Velda Villarreal, Alamo Colleges</p> <p>General Sessions: Jessica Shedd, University of Texas System</p> <p>Local Arrangements: Marc Turner, Texas State University</p> <p>Program Brochure: Daniel O'Hanlon, Austin Community College</p> <p>Session Coordinators: Chantel Perry, Texas A&M University- Corpus Christi</p> <p>Special Interest Groups: Patricia Rehak, Victoria College</p> <p>Sponsors: Amanda Kay Moske, University of North Texas</p>	<p>President:</p> <p>Mary Barton University of North Texas Denton, Texas (940) 565-2085 mary.barton@unt.edu</p> <p>Vice President:</p> <p>Soon Merz Austin Community College Austin, Texas (512) 223-7601 smerz@austinctc.edu</p> <p>Immediate Past President:</p> <p>Lincoln Holmes The University of Texas at Austin Austin, Texas (512) 471-3833 j.l.holmes@austin.utexas.edu</p> <p>Secretary:</p> <p>Lisa Haynes Texas Woman's University Denton, Texas (940) 898-3027 LHaynes@mail.twu.edu</p> <p>Treasurer:</p> <p>Cathy Delgado The University of Texas System Austin, Texas (512) 579-5055 cdelgado@utsystem.edu</p> <p>Member-at-Large, Professional Development:</p> <p>David Brown North Central Texas College Gainesville, Texas (940) 668-3331 dbrown@nctc.edu</p> <p>Member-at-Large, Technology:</p> <p>Kate Proff Texas State University San Marcos, Texas (512) 245-2386 kproff@txstate.edu</p> <p>Newsletter</p> <p>Cassie West University of North Texas</p>
Elected Committees	
<p>Nominating Committee</p> <p>Lincoln Holmes, University of Texas - Austin</p> <p>Amanda Clark, Blinn College</p> <p>Faron Kincheloe, Baylor University</p> <p>Marcelo Parades, University of Texas - Pan American</p> <p>Tracy Stegmair, Texas Women's University</p>	
Appointed Committees	
<p>Data Advisory Committee</p> <p>Carol LaRue, Southwest Texas Junior College</p> <p>Lisa McCarty, Abilene Christian University</p> <p>Colby Stoeber, University of Texas Health Sciences Center</p> <p>George Gonzalez, San Jacinto College</p> <p>Rachelle Barron, Texas State Technical College-Waco</p> <p>Morgan Carter, Tarleton State University</p> <p>Dean Williamson, Prairie View A&M University</p> <p>Karen Laljani, Cedar Valley College</p>	
<p>Professional Development Committee</p> <p>David Brown, North Central Texas College</p> <p>Jimmy Roberts, Temple Community College</p> <p>Marcelo Paredes, University of Texas-Pan American</p> <p>Phil Rhodes, McLennan Community College</p>	
<p>Awards Committee</p> <p>Lincoln Holmes, University of Texas- Austin</p> <p>Bill Dabney, University Data consumer -UT Austin</p> <p>Kathy James, General public consumer</p> <p>Al Walser, University of Texas- Austin</p> <p>Elizabeth Chivers, Navarro College</p> <p>Mary Barton, University of North Texas</p>	
<p>Financial Review Committee</p> <p>Jim O'Donnell, Mountain View College</p>	

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Use this QR code to access the online evaluation, or look in your email a few days after the conference concludes for an email invitation with a link to the evaluation.

