



**40<sup>th</sup> Annual Conference**  
**Texas Association for Institutional Research**  
**Omni Corpus Christi Hotel | February 11 – 14, 2018**

## THANK YOU 2018 TAIR Session Coordinators

### 2018 Session Coordinators

Amber Lummus, College of the Mainland  
Carol Tucker, University of Houston, Downtown  
Cheryl Young, College of the Mainland  
Ernest Lerma, University of North Texas  
Jamie Wood, Tarleton State University  
Kema Ward, University of St. Thomas  
Larry Root, Galveston College  
Mary Barton, University of North Texas  
S.J. Sethi, University of Texas Rio Grande Valley  
Sarah Flores, College of the Mainland  
Tommy Van Hook, North Central Texas College  
Xiaohong Li, Sam Houston State University  
Susan Brown, University of Texas at Galveston  
Guyla Davis, Dallas Community College District  
Ashley McPherson, Texas Tech University  
Cindy Ullrich, Brazosport College  
Jeremy Anderson, Texas A&M University - Commerce  
Rion McDonald, University of North Texas  
Melissa Humphries, THECB  
Mathew Dabrowski, South Texas College  
Michael Streeter, University of St. Thomas  
Shane Stewart, Delmar College  
Laura Wichman, McLennan Community College  
Kristina Wilson, Delmar College  
Susan Thompson, Texas State University  
Katharine Mason, Texas A&M University  
Lillian Marshall, Blinn College  
Tracy Stegmair, Texas Women's University



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## President's/Vice President's Message

Welcome to Corpus Christi, Texas for the 40th Annual Conference of the Texas Association for Institutional Research (TAIR). This will be our fourth visit to this wonderful bayside city. Many of our members and their respective institutions have experienced special challenges this year. Let's take this opportunity for some fun, fellowship and a chance to recharge our IR batteries by the beach. If you have any extra days to spare, come a day early or stay a day late.

The program committee has worked very hard to provide opportunities for conference attendees to learn new skills, expand their knowledge, as well as improve communicating information. We have scheduled 14 pre-conference workshops, 44 concurrent sessions, a resource fair, and special interest group meetings on a variety of topics. Our general session speakers address institutional research from different perspectives. David R. Katz, Executive Director of Organizational Development, Mohawk Valley Community College, will show us how improve our data communications skills, while Dr. Denise Young, Vice President, SACSCOC, will help us navigate our institutions through the new rules. We have added assessment and accreditation tracks to our line-up of concurrent sessions and workshops. We will continue adding professional development opportunities in these areas and others as we receive input from you, our members.

This year's Meet, Munch, and Mingle will provide an opportunity to meet the candidates for TAIR offices. The Local Arrangements Committee has planned a special event for us that promises to be fun, entertaining, interactive and with "pirate" attire optional. We hope you will join us at the Alamo Drafthouse Cinema for dinner and a chance to "act out" a favorite movie.

The TAIR Annual Conference is one of the best, lowest-cost, and most rewarding professional development opportunities for IR professionals in the state. We're glad you're joining us for networking, sharing our vast IR knowledge, and continued learning.

You may notice a theme emerging during this conference. TAIR is engaging in strategic planning efforts. As an organization, we need to ensure that we are growing with our members and meeting their needs. While this process is just beginning, we'd like to hear from you. Please check your email or contact Nasreen Ahmad at [NAhmad@collin.edu](mailto:NAhmad@collin.edu) for a survey link and take a few minutes to provide input.

Sincerely yours,  
Kara Larkan-Skinner, President, and Teresa Isbell, Vice President  
Texas Association for Institutional Research



**Kara Larkan-Skinner**  
President



**Teresa Isbell**  
Vice-President



## TAIR 2018 Conference Schedule

Date	Begin	End	Activity
<b>Sunday, February 11, 2018</b>	8:00 AM	1:00 PM	Registration
	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
Date	Begin	End	Activity
<b>Monday, February 12, 2018</b>	7:30 AM	4:00 PM	Registration
	7:30 AM	10:30 AM	Pre-Conference Workshops
	11:15 AM	12:30 PM	General Session I, Mr. David R. Katz
	12:30 PM	1:15 PM	Luncheon Buffet
	1:30 PM	2:15 PM	Concurrent Sessions A
	2:30 PM	3:15 PM	Concurrent Sessions B
	3:30 PM	4:15 PM	Concurrent Sessions C
	4:30 PM	5:15 PM	Concurrent Sessions D
	5:30 PM	7:30 PM	Meet, Munch, Mingle
Date	Begin	End	Activity
<b>Tuesday, February 13, 2018</b>	7:30 AM	12:00 PM	Registration
	7:30 AM	9:15 AM	Breakfast and User Communities
	8:30 AM	4:30 PM	Sponsor Fair <sup>(drawings at 2:30 PM)</sup>
	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 <sup>(plated)</sup>
	12:30 PM	1:15 PM	Concurrent Sessions G
	1:30 PM	2:15 PM	Concurrent Sessions H
	2:30 PM	3:15 PM	Vendor /Sponsor Fair w/ Dessert Reception
	3:30 PM	4:15PM	Business Meeting
	5:30 PM	6:30 PM	Transportation to Alamo Drafthouse
	6:30 PM	9:30 PM	Special Event - Movie Party at Alamo Drafthouse
Date	Begin	End	Activity
<b>Wednesday, February 14, 2018</b>	7:30 AM	9:15 AM	Networking Breakfast
	9:00 AM	10:00 AM	General Session II, Dr. Denise York Young
	10:15 AM	11:00 AM	Concurrent Sessions K
	11:15 AM	12:00 PM	Texas Higher Education Accountability System Update

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## General Session Speakers

### General Session I - Monday, February 12, 2018 (11:00 AM - 12:15 PM)

#### “Compelling Communication”

**David R. Katz**  
**Executive Director of Organizational Development, Mohawk Valley Community College**



Professor David R. Katz III has been in a college classroom for 32 years teaching just about every conceivable higher education cohort there is, from adult learners to traditional college students, athletes in intercollegiate competition, and inmates within New York State correctional facilities. In addition to teaching within his academic discipline, he has coached basketball on the varsity high school, NJCAA Div. III, and NCAA Div. III levels. He has also taught Social/Ballroom dancing professionally and spent his college summers as a life guard and Red Cross Swimming Instructor. To say teaching is in his blood may be a bit of an understatement!

Currently David is the Executive Director of Organizational Development at Mohawk Valley Community College. In that role he creates, implements and oversees programs aimed at the development of a vibrant culture of personal and professional enrichment that reinforces organizational goals focused around student success and empowerment. He is also directly involved in mentoring faculty and staff on pedagogical, motivational and leadership issues at MVCC, at community college campuses throughout America, at national educational conferences, and to public and corporate audiences.

David holds an AA degree in Liberal Arts from Camden County Community College, NJ, a BA from the University of Massachusetts with a major in Political Science and a minor in Secondary Education, and an MA in Political Science from Villanova University, PA.

He is an endurance athlete who enjoys running, biking, cross country skiing, hiking and mountaineering; usually accompanied by his wife Marilyn and their three family dogs, Scout, Wags, and Winston. His other outdoor passion is fly fishing for trout in pristine back country mountain streams in beautiful areas of the country.

At the center of it all is his aforementioned wife, soul mate, dance partner and best girlfriend ever Marilyn! Although the good Dr. Marilyn D. Murphy has a thriving practice as a clinical psychologist, she still often manages to accompany David on his professional travel adventures. Marilyn and David also have three grown children (Erin, David, and Daniel) that they love spending time with.

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## General Session Speakers (continued)

### General Session II - Wednesday, February 14, 2018 (10:30 AM - 11:45 AM)



**“Institutional Research/Effectiveness Offices: Providing Leadership for SACSCOC Accreditation”**

**Denise York Young, Ph.D.**

**Vice President, Southern Association of Colleges and Schools Commission on Colleges (SACSCOC)**

Dr. Young joined SACSCOC as a Vice President in 2017. Immediately prior, she was Associate Provost at the University of North Georgia, where she had responsibility for SACSCOC accreditation, assessment, and institutional research and facilitated planning processes. Over the past 30+ years, she has taught and served in administrative positions at a wide range of institutions, which has provided her with an appreciation for the diversity of institutional mission. Prior to joining SACSCOC, Dr. Young successfully led multiple universities through SACSCOC reaffirmations and several substantive changes, including a level change and consolidation. She has served as a SACSCOC evaluator on Reaffirmation, Special, Off-Site, 5th Year Review, and Substantive Change Committees.

Dr. Young was active in TAIR from 1998 – 2005 during which time she was Assistant Director of Strategic Planning and Analysis at the University of Texas at Dallas followed by Assistant Provost and Director of Institutional Research at the University of Dallas. Also, she taught part-time at LeTourneau and Dallas Baptist Universities. She received the TAIR Best Presentation Award in 2001 and 2004, and was a finalist for the AIR Best Paper Award in 2004. After moving to Georgia in 2005, Dr. Young became active in the Georgia Association for Institutional Research, Planning & Quality and received their Best Presentation Award in 2014. One of her current interests is the application of theoretical models to leading organizational change in academia. She is a longtime AIR and SAIR member.

Dr. Young has completed the Harvard Institute for Management and Leadership in Higher Education, the Council of Christian Colleges and Universities Leadership Development Institute, and the SCUP Planning Institute. Her PhD (higher education/educational research) is from the University of North Texas and her MS (animal science) is from North Carolina State University. She holds two BS degrees (animal science and mathematics) from the University of Nevada, Reno.

Dr. Young is a native of Reno, Nevada, and had the distinction of being named in 1988 as the first Nevada State Demographer. In addition, she worked as a statistician and in the field of animal science early in her career

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## Nominees for Vice President/President Elect

### David Brown - North Central Texas College

David is the Associate Vice Chancellor of Research & Reporting at North Central Texas College. He started at the college in 2006 with responsibilities in IR and IE. Through the years he has been over Strategic Planning, Registrar's Office, Professional Development, as well as serving the college as the SACSCOC Liaison, and the Public Information Officer. David has been a member of TAIR since 2006 where he became 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, TAIR DAC Sub-committee and TAIR Program Committee. David served a 2-year term on the Executive Committee as the TAIR Member-at-Large for Professional Development. In those two years, TAIR started a Certificate Level I, Level II and Level III program for professional development completion. At TAIR 2017 in Houston, David received his TAIR Level I Certificate of Completion. This past year David represented TAIR by serving as the Chair of the Community College Sub-committee for the 2017 SAIR Conference Planning Committee. David is a big believer in networking and created and maintains both 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.



### G. Marc Turner - Texas State University



Marc Turner is currently a Research Analyst at Texas State University where he focuses on data visualization, predictive modeling, and assisting in assessment activities. Additionally he serves as a member of the Institutional Review Board, University Retention Council, Admissions Standards Committee, and the Texas State University System Institution Research Council. Marc has been an active member of TAIR for the past several years presenting at multiple conferences, serving on the TAIR planning committee, and is currently completing his two-year term as the Professional Development Officer. During this time, he has become familiar with the inner workings of TAIR as well as the needs of its diverse membership. In recent years, he has led workshops and presented at both SAIR and AIR. Marc earned his Bachelors 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 an emphasis on Quantitative and Psychometric Methods. He began his higher education career in 1996 as a faculty member teaching courses in statistics, research design, and program evaluation. Marc's interest in institutional research began while investigating enrollment bottlenecks within the curriculum and helping establish a Master's program where he quickly realized the importance of data guided decision-making and assessment. With over 20 years of experience in higher education, he looks forward to the opportunity to provide leadership to the TAIR community in an effort to expand membership and guide the organization in adapting to the challenges facing institutional research in coming years.



## Nominees for Secretary

### F. C. Caranikas - Austin Community College



F.C. Caranikas, Ph.D., is an Analyst in the Office of Institutional Effectiveness and Accountability at Austin Community College. F.C has more than 25 years of experience designing and conducting research studies and surveys, including seven years directing institutional research at various colleges, three years as senior research analyst at the Texas Center for Educational Research, and six years as an institutional research analyst at Austin Community College. She has 8 years teaching experience, and has taught at both the undergraduate and graduate levels. F.C. earned her Doctor of Philosophy degree in Business Administration at Arizona State University.

### Dan Su - Texas A&M University - Commerce

Dan Su holds a doctoral degree in Educational Psychology from Texas Tech University. She has worked at various positions in institutional assessment and research offices. She taught for a couple universities as adjunct professor on statistics and research methods. She currently serves as the Director of Institutional Research and Adjunct Professor at Texas A&M University-Commerce.



## Nominees for Professional Development Officer

### David Malone - Collin College



David Malone is the Director of Business Intelligence and Data Warehousing for Collin College, where he has worked for 20 years. He has been with Institutional Research since 2012 and has held positions in Information Technology, Admissions, and Testing. David has been an active member of TAIR since 2013 and has participated both as a facilitator and a presenter. Having served many years in higher education and offering professional developmental instruction and opportunities to many groups, he is dedicated to continuing and expanding the fantastic professional development opportunities available to all TAIR members. He has a passion for learning and would be honored to serve as the Professional Development Officer.

### Lea Campbell - University of Houston - Downtown

Lea Campbell is the Director of Institutional Assessment at University of Houston-Downtown where she works closely with Institutional Research and UHD's research analyst to utilize data to identify effectiveness and guide student success and retention decisions. Roughly 25% of her time is devoted to developing professional development activities for staff and faculty related to assessment, use of data to guide decision making, data representation and data visualization. Prior to coming to Houston, she served as the Associate Vice Chancellor of Developmental Education at the City Colleges of Chicago and Director of Student Success Initiatives at Lone Star College System. She holds a Ph.D. in Higher Education Administration from University of Texas-Austin and an MS and BA in Mathematics from Eastern New Mexico University.



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## Nominees for Nominating Committee

### Arjun Banjade - Tarrant County College District



Arjun Banjade is the Director of State Reporting and Student Success at Tarrant County College District (TCCD) in Fort Worth. As the director, I am responsible for all the Texas Higher Education Coordinating Board (THECB) reports. Besides, I worked as the Coordinator of Student Success, Coordinator of State Reporting as well as a Research Analyst II at TCCD. I joined the Texas Association of Institutional Research (TAIR) right after I joined TCCD in 2011. Since then, I am regularly participating in the TAIR conferences whenever it was possible. In my spare time, I volunteer for various organizations (Currently:

Board of Director, Non-Resident Nepalese Association in the USA; Treasurer, PTO International Leadership of Texas Keller K-8 School; and Member-Secretary, US-Nepal Policy Research Center). Besides, I am serving as a member in the THECB's Negotiated Rule Making Committee.

### Danica Frampton - St. Edwards's University

Danica is the Director of Institutional Research at St. Edward's University, where she has been a research professional since 1989. She has been a member of TAIR since 1990 and a member of AIR since 1997. Danica served TAIR as Secretary in 2004-2006 and has been active as a member of the Nominating, Professional Development, Awards, Financial Review and Conference Program Committees (publicity, local arrangements, vendor fair, evaluations). She has also been a session coordinator, SIG convener and roundtable and workshop presenter for TAIR, and a concurrent session and poster session presenter for AIR. Danica earned her B.B.A. in Management and her M.A. in Human Services Administration from St. Edward's University.



### John Carroll - Texas A&M University - Central Texas



Mr. John Carroll joined Texas A&M University-Central Texas in 2011 where he serves the provost as an Institutional Research Analyst working to provide institutional research in support of program effectiveness, accreditation, and strategic planning. Mr. Carroll earned a Master of Science in Instructional Technology Design from Texas A&M University-Texarkana and a Bachelor of Science in Workforce Education from Southern Illinois University-Carbondale. He served 23 years in the United States Navy and performed as a curriculum manager at the Center for Surface Combat System where he managed the curriculum content and assessment for multiple educational programs.

### Trey Buchanan - Concordia University

Trey Buchanan, Ph.D., is the Director of Institutional Research & Effectiveness at Concordia University Texas, and has been a member of TAIR since 2011. Trey is a graduate of Baylor University (BA in Psychology, 1986) and the University of New Hampshire (Ph.D. in Developmental Psychology, 1992), and specializes in longitudinal data analysis, psychometrics, and the teaching of statistics and research methods. He received TAIR's Best Presentation Award ("Evaluating the Utility of Rubrics Using Interrater Agreement") at the 2011 annual conference.



## Nominees for Nominating Committee (continued)

### Phil Rhodes - McLennan Community College

Prior to becoming Vice President of Research, Effectiveness and Information Technology, Dr. Rhodes worked at Houston Baptist University, where he served as the director/ senior director of institutional research and effectiveness. Dr. Rhodes has also served as a senior research analyst at Baylor University. Prior to his position at Baylor University, he worked in Waco as an independent consultant, Baylor lecturer and statistical consultant.



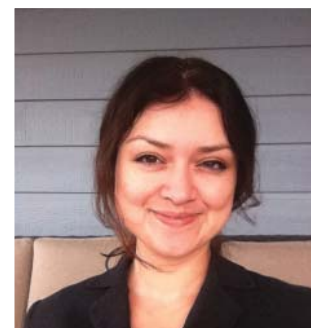
### Sushil Pallemo - Del Mar College



Mr. Sushil Pallemo is the Director of Institutional Research at Del Mar College, Corpus Christi, Texas. Sushil started his career at Del Mar College in 2002 as a Multimedia Specialist/ Programmer and moved into Institutional research as a Research Associate in 2007. In 2012, he was promoted to his current position as a Director of IR. Sushil has a Bachelor's in Electrical Engineering, Master's in Computer Science and Master's in Business Administration. He is also an active presenter at Texas Association for Institutional Research conferences.

### Cathy Delgado - The University of Texas System

Cathy has worked within the UT System for over ten years. She is a Senior Research and Policy Analyst with the University of Texas System's Office of Strategic Initiatives. She assists in collecting, processing, and managing a data repository for all 14 UT academic and health institutions. Cathy began working in IR in 2006 at the University of Texas at Brownsville and Texas Southmost College campus. Her eleven years of institutional research experience includes chairing the South Texas Consortium for Institutional Research, presenting at TAIR, SAIR, and AIR conferences, serving as a member of the TAIR nominating



### Serkan Celtek - South Texas College



Mr. Serkan Celtek, Director of Research and Analytical Services, South Texas College Mr. Celtek has been serving as the Director of Research and Analytical Services for South Texas College for five years. Before that, he was the Interim Director and Research Analyst. He is overseeing a team of seven researchers and analysts who provide data, information, and knowledge to the college administrators, faculty, and staff to make informed decisions. He is the keyholder for federal IPEDS reporting at the college. Outside the college, he has been a member of the Metrics Task Force (state level, for performance based funding), Developmental Education Initiative Team (state level), and Data Support Council for RGV Focus (regional collective impact organization), among others. He has worked as the lead data person for the college in national and state initiatives/projects such as Achieving the Dream, Completion by Design, Voluntary Framework of Accountability, Texas Completes, New Mathways Project, Puente Project, and so on. Prior to Institutional Research, he has taught Operations Management, Statistics and Computer Information Systems courses at University of Texas-Pan American (UTPA) and University of Texas at Brownsville (UTB). He also conducted research with graduate faculty, presented findings at management and operation management conferences, and published articles in journals. Mr. Celtek serves on various committees and councils at South Texas College, participates and presents at local, state, and national conferences, and teaches Statistics as an adjunct at South Texas College. He holds two Master's degrees, one in Business Administration and the other in Information Technology, both from the University of Texas-Pan American.

## Sunday, February 11, 2018

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

Location: Registration Desk

9:00 AM to 12:00 Noon

### Pre-Conference Workshops

#### W01: Newcomers to Institutional Research

Location: Corpus A

The TAIR Newcomer's Workshop is a half-day session focusing on resources that are available to institutional researchers and more specifically members of TAIR. The workshop will explore how IR offices and the roles within them are both similar and different across various types of institutions. This presentation will cover the benefits of TAIR membership including the Listserv, Summer Workshops, TAIR conference, and Certificate Program. Let this be the beginning of your networking experience with other IR professionals.

**Presenter:** Faron Kinchloe  
Baylor University

#### W02: Exploring the Benchmarking Institute Projects

Location: Copano

This workshop will explore the Institute's projects in-depth:

- \*NCCBP: Credit & Non-credit
- \*Cost & Productivity Project

A demo of each will show the nuts & bolts, including the key metrics, data entry requirements and tips, and navigating the websites. Demonstrating the reporting tools will be emphasized, showing how to build peer and custom reports and charts. The workshop will show how to download and use the data and also share some of the ways our members use the data. This workshop is designed for current & past members to learn more about the new tools in the projects. Additionally, non-members can learn more about the projects and how they can be used at your college. Bring a laptop for exercises using your college's actual data & non-members will use data from "XYZ College".

**Presenter:** Michelle Taylor  
National Higher Education Benchmarking Institute  
at Johnson County Community College

9:00 AM to 12:00 Noon

### Pre-Conference Workshops (continued)

#### W03: Developing a Project Management Database with Microsoft Access

Location: Laguna Madre

With the increasing costs of software and data management tools, institutions have to find more cost-effective ways to get the job done. This workshop is for users who want to learn how to use Microsoft Access to create a tracking database that will enable IR shops to become more productive and run more efficiently. Participants will learn how to:

- Create tables using Microsoft Excel for easy pull-down menus
- Design forms for end-user input
- Build reports to provide statistical analysis on the number of projects received, weekly tasks and project completion rates.

Requirements: Participants must bring a laptop with Microsoft Excel and Access as they will be creating their own database.

**Presenter:** Lillian Marshall  
Blinn College

#### W04: Value Added: The Benefits of Enhancing Program Assessment Using Indirect Methods

Location: Aransas

Direct assessment methods usually have the spotlight, while indirect methods are often neglected. Faculty usually acknowledge the usefulness of direct assessment data, but some find the quantitative nature of it unsatisfying and argue that it does not get at the heart of the matter. Direct assessment is good at identifying what a student knows, but is not as adept at explaining why the student attains at a certain level or how the student perceives the learning outcome. This workshop will consider ways to include indirect assessment, enhancing the understanding of student knowledge and skills and providing another perspective on assessment for faculty. This session is designed to combine presentation with hands-on application. Participants are encouraged to assessment plans that use direct assessment in order to explore ways to add indirect assessment to enhance the data.

**Presenter:** Rebecca Peterson  
University of Mary Hardin-Baylor



## Sunday, February 11, 2018

### 9:00 AM to 12:00 Noon

#### Pre-Conference Workshops (continued)

**W14: Modern Analytics in Education & Developing a Strong Tableau Foundation**

**Location:** Matagorda

This session will begin with a walk through of the Modern Analytics workflow and the role that Institutional Research plays, including a discussion of successful applications of Tableau in IR and the impact this has on the public, executives, and other departments.

We will then apply these ideas as we work with Tableau Desktop to build a foundation of best practices. You'll gain a thorough introduction to data analysis and visual design in Tableau, and learn how to build views and interactive dashboards. The session will conclude with a question and answer period to help you address your specific use case.

For this session, attendees will need to bring their own laptops and have Tableau Desktop or a Trial installed on their computers.

**Presenters:** Cassidy Macias & Kevin McKinney  
Tableau

### Pre-Conference Workshop Luncheon

**12:00 PM - 1:00 PM**

**Location: Corpus C**

### 1:00 PM to 4:00 PM

**W05: Using Accountability Board Data**

**Location:** Copano

Accountability continues to rise in importance and the data available from the Coordinating Board can be extremely useful for the Institutional Researcher who understands the report and the content that is presented. Gabriela Borcoman is a member of the Coordinating Board and will share some insight into Coordinating Board reports, answering questions and providing some an insider's view insight on how the information in many of the reports can be used and shared on college and universities campuses. This workshop is appropriate for those IR professionals who are new to the career field and will open some insights for experienced IR professionals.

**Presenter:** Gabriela Borcoman  
Texas Higher Education Coordinating Board

### 1:00 PM to 4:00 PM

#### Pre-Conference Workshops (continued)

**W06: Rock Your Data and Become a Data Rockstar**

**Location:** Laguna Madre

Want to be an IR Data Rockstar? Learn the fundamentals of Tableau so you, too, can awe your Provost, administrators, and faculty. Turn those tables and spreadsheets into visualizations to make it easier to consume and explore. In this workshop, participants will learn the basics of Tableau through hands-on exercises using higher education data. Come learn how to connect to data, create different types of visualizations, apply calculations, and build interactive dashboards. Topics include: Tableau Concepts, Connecting to Data, Filtering/Sorting Data, Table Calculations, Maps, Interactive Dashboard, and more!

**Presenters:** Melissa Reeves & Cathan Coghlan  
Texas Christian University

**W07: Non-Parametric Statistical Techniques**

**Location:** Aransas

In many cases, the job of institutional research involves working with datasets that are relatively small or with data—grades, survey results, rankings, etc.—that does not come from a bell-curve/normal distribution. In these instances the application of the standard techniques focused on in most stats courses can yield misleading results.

This workshop is intended to be an introduction to a few statistical tests that can be useful in analyzing non-normal data. It may also be beneficial to those seeking to review certain analytical methods. Topics covered will include Spearman's rank correlation, chi-square tests, and the Wilcoxon rank sum test. During the workshop, attendees will use their laptops to practice applying the various techniques in Excel. Anyone with a basic Excel background (entering/creating formulas, copying and pasting cell contents, etc.) should be able to participate. Knowledge of a specific statistical software package such as SAS or SPSS is not required.

**Presenter:** Rion McDonald  
University of North Texas





## Sunday, February 11, 2018

1:00 PM to 4:00 PM

### Pre-Conference Workshops (continued)

**W08: Google Charts for IR Websites**

Location: Matagorda

Interested in creating online dashboards without paying big software prices? Google Charts API provides an open-source platform for constructing interactive graphics for IR websites at no cost. In this hands-on workshop, participants will construct bar, line, and pie charts, hierarchical tree maps and state maps using JavaScript, html, and R languages. No previous knowledge of JavaScript, html, or R is required. Participants will construct charts using data from their own institution. At the end of this workshop, participants will understand the data structure, anatomy, and implementation of Google Charts on an IR web page for internal and external constituent consumption. A laptop is required for this workshop.

**Presenter:** Jorge Martinez  
University of Houston

### Pre-Conference Workshops (continued)

**W15: Bring your IR Data to Life with SAS® Visual Analytics**

Location: Corpus A

This hands-on workshop will show how to use the latest version of SAS® Visual Analytics to report, explore, and analyze complex data quickly and easily. Participants will experience how this software solution can help them examine large amounts of data, uncover hidden opportunities, identify key relationships, and make decisions through dashboards and self-service ad hoc visual discovery with data exploration. During the workshop, attendees will create dynamic, interactive reports and dashboards and will also use sophisticated analytics, including decision trees, forecasting, and correlations, to gain additional insight from the data.

SAS will provide laptops for the attendees for use with in this workshop.

**Presenter:** John Berry  
SAS

## Monday, February 12, 2018

**Registration (7:30 AM - 4:00 PM)**

**Location: Registration Desk**

7:30 AM - 10:30 AM

### Pre-Conference Workshops

**W09: SAS Enterprise Guide for Beginners**

Location: Corpus A

This workshop is for SAS beginners or those who need a refresher in SAS Enterprise Guide. In this workshop, you will learn the basics of SAS with Enterprise Guide with hands-on training in importing data, query building, proc frequency reporting, proc tabulate, report formatting, and exporting data.

A laptop with SAS Enterprise Guide is required. Registered attendees will receive instructions on how to download and install SAS Enterprise Guide prior to the workshop.

**Presenters:** Laura Wichman, McLennan Community College  
Tracy Stegmair, Texas Woman's University

### Pre-Conference Workshops (continued)

**W10: Excel for Beginners**

Location: Copano

This beginner's level workshop will introduce new(er) Excel users to tips and tricks that will improve your efficiency in an IR/IE environment. Participants will learn how to analyze basic descriptive statistics, utilize common formulas such as concatenate and V-lookup, and create pivot tables and charts. The end result will be higher productivity, less frustration, and improved communication of data.

**Presenter:** Guyla Blaylock  
Richland College

## Monday, February 12, 2018

7:30 AM - 10:30 AM

### Pre-Conference Workshops (continued)

**W11: Qualitative Research Skills: Moderating a Focus Group Interview**

**Location:** Laguna Madre

Doing good qualitative research is dependent upon collecting qualitative data. Whether you are using a grounded theory approach to develop new theories, or testing theories in applied settings, you may be relying upon focus groups to provide the data needed for analysis. This workshop is designed to help you learn or improve your skills in moderating a focus group interview. You will gain an understanding of the focus group interview as a process and the key characteristics of the focus group as a research method. After reviewing the requisite knowledge, skills, and abilities for the moderator role, you will practice moderator techniques. With your new or enhanced moderator skills, you will be able to ensure the qualitative data you gather in your focus group interviews will be useful as you pursue your qualitative research analyses!

**Presenter:** FC Caranikas  
Austin Community College

**W12: Introductory R for Statistics**

**Location:** Aransas

This workshop will cover some short basics for the R for Statistics software package. One of the strengths of R is the strong online support community, which makes developing new skills a breeze. This session will discuss basic R functionality, critical packages, best practices for an institutional research workflow, and how to solve problems. Participants will be required to have copies of R and RStudio pre-installed in order to participate.

**Presenter:** Matthew Dabrowski  
South Texas College

### Pre-Conference Workshops (continued)

**W13: Using SPSS to Build Predictive Models**

**Location:** Matagorda

Using statistics analysis to identify the hidden meanings and patterns becomes the tendency nowadays. So, in the workshop I would like to share my experience of how and when to use data analysis in institutional research. Selected modeling methodologies will be illustrated through real data.

To better understand the whole analytic process, I will spend time from the very beginning to the end of the step. So the topic will cover from data manipulating, data cleaning, experiment designing, algorithm selecting, scoring, to result visualizing. The purpose of the workshop is to train audiences to think like analysts.

**Presenters:** Fangyu Du & Sam Shi  
University of North Texas at Dallas



## Monday, February 12, 2018

11:15 AM to 12:30 PM

### General Session I

“Compelling Communication”

Speaker: David R. Katz

Executive Director of Organizational Development, Mohawk Valley Community College

Location: Corpus B&C

12:30 PM to 1:15 PM

### Luncheon

Location: Corpus B&C

## 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-to's
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
User Communities Roundtables	Open discussion venue for a specific topic of interest to IR professionals, or information sharing with a specific cohort of TAIR professionals, all the while sharing a sumptuous breakfast for which TAIR is known. Members are free to rotate from table to table over the course of an hour depending on their topic(s) of interest. The objective is to discuss and share among like-minded colleagues ideas, successes, issues, and solutions to specific IR topics.



## Monday, February 12, 2018

1:30 PM to 2:15 PM

### Concurrent Sessions A

**A1: Improving Student Success with Data (A Student Loss Analysis)**

**Location:** Corpus A

**Audience:** 2-Year, Public, Private

**Track(s):** Reporting & Decision Support

Student success is a main focus at Brazosport College (BC) like at most community colleges. Student retention and student success go hand-in-hand so when BC saw their retention rates declining, resources were placed in this area to try to improve student success.

During this session learn how BC partnered with ZogoTech to develop a model to track factors impacting enrollment and retention. Hint: You'll be surprise where BC was losing students.

In the session we'll discuss the following:

1. Factors that impact students' retention
2. Involving key stakeholders in the process
3. Interventions to increase enrollment and retention

**Presenters:** Cindy Ullrich - Brazosport College  
Michael Nguyen - ZogoTech

**A2: Planning and Implementing a Research Institute - Growing Institutional Researchers for the Future**

**Location:** Corpus B

**Audience:** 2-year

**Track(s):** Technology & Training

In response to a high researcher turnover rate, Dallas County Community College District research leaders created a professional development institute to train potential new researchers from within the institutions. The Institutional Research Institute was implemented over a two-year period and increased interest in the career of institutional research. The presenters will (1) discuss the initial steps in recognition of the turnover problem, (2) the development of the institute curriculum using a formal planning system, (3) and review the curriculum the response of the participants to this seven month long program. Discussion and summary of challenges encountered will be addressed

**Presenter:** Michael Dennehy  
Brookhaven College

### Concurrent Sessions A (continued)

**A3: Taming the Lion: Taking Control of State Reporting Processes**

**Location:** Copano

**Audience:** 4-year, Public

**Track(s):** Reporting & Decision Support

Institutions are under pressure to meet reporting requirements, often with limited resources and feelings of paralysis in designing and implementing automation. We have shifted from a manual to a highly-automated process in completion of THECB's CBM008 report. The IER Department collaborated with individuals across campus to decentralize, streamline, and automate. The process has improved through use of intensive research, review of peer-institutions, creation of a taskforce, utilization of SMART goals, experimentation of various scripts and formulas, and eliminating departmental silos. This has moved from a full-time employee, to a shared-departmental commitment. Manual data input has been reduced from 590 hours to 112 in the initial stages, with full-automation in the near future.

**Presenter:** Melissa Crews  
Texas A&M University - Commerce

**A4: Sophomore Slump Versus Sophomore Success: Determinants of Second to Third Year Retention**

**Location:** Laguna Madre

**Audience:** 4-year, Public, Private

**Track(s):** Research

Predictive analytics are increasingly used to inform university decision-making from initial enrollment likelihood to quantifying risk of dropping out or not returning. This presentation describes development of a second to third year prediction model used to identify students at risk of not returning for their third year even after persisting to their second year.

**Presenter:** Jinny Case  
University of Texas at San Antonio



## Monday, February 12, 2018

**1:30 PM to 2:15 PM**

### Concurrent Sessions A (continued)

**A5: Quantitative Assessment of Tutoring and Supplemental Instruction**

**Location:** Aransas

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Assessment & Effectiveness

Baylor University has developed methods for quantitatively rating the effectiveness of its tutors and supplemental instruction (SI) leaders. Each tutor and SI leader is given a rating score at the end of the semester. This presentation will cover the rating metrics and how they were developed.

**Presenter:** Faron Kincheloe  
Baylor University

**A6: There and Back Again - A Researcher's Journey to a Significantly Better Life**

**Location:** Matagorda

**Audience:** 2-year, Public

**Track(s):** Planning & Organizing

In a hole in the ground there lived a Researcher. Not a nasty, dirty, wet hole, filled with the ends of data and an old donuts, nor yet a dry, bare, sandy hole with nothing in it to sit down on or to eat: it was a Researcher-hole, and that means comfort. In the fall of 2017 the Research office and the Registrar's office were asked to share in adventure away from their cozy Shire. The two offices worked together and became the Fellowship of Research and Reporting. On their way to Mount Transition there were many riddles and perils that needed to be worked out. In the end using the one Asana (Free Project Management Software) to rule them all they were able to manage their shared forces and return to the Shire. However they were never the same, the journey had made them significantly better.

**Presenters:** David Brown & Melinda Carroll  
North Central Texas College

**2:30 PM to 3:15 PM (continued)**

### Concurrent Sessions B

**B1: Tableau - Thinking Outside the Box**

**Location:** Corpus A

**Audience:** 2-Year, 4-Year, Public, Private

**Track(s):** Reporting & Decision Support

We have all seen Tableau and what it can do to transform your IR office's visual reporting capabilities. This session will present three outside the box ideas related to higher ed using Tableau. Explore the world of higher ed data as we take a look at a few ideas ranging from university specific data to a nationwide view of education.

**Presenters:** Toni Rhodes & Jamie Wood  
Tarleton State University

**B2: I've Got the Power (BI)**

**Location:** Corpus B

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Technology & Training

Lone Star College has been utilizing the Microsoft BI suite of tools over the past year to get a more interactive view of data for decision-making. One of the primary focuses of LSC's Analytics and Institutional Reporting department is to deliver excellent service and support to our customers using Power BI. We will share how we developed some of our more robust Power BI reports with both external data as well as live internal data. Join us as we discuss ways in which we have been able to use Power BI to delight our customers with interactive reports and visualizations that provide answers long after delivery.

**Presenters:** Kent McShan & Janet Flores  
Lone Star College



**Monday February 12, 2018**

**2:30 PM to 3:15 PM (continued)**

**Concurrent Sessions B (continued)**

**B3: Data, Transparency and Non-Profit Private Institutions of Higher Education: Where Do We Go From Here?**

**Location:** Copano

**Audience:** Private

**Track(s):** Current Issues in Higher Education

When the Texas Higher Education Coordinating Board first designed its student level database for enrollment and graduation in the early 2000's, private institutions of higher education agreed to participate in the system, but to a lesser degree than their public counterparts. While the system has evolved greatly over the past 15 years, the data elements provided by our institutions have not changed much. In this session, representatives from ICUT member institution will discuss current data requirements as well as brainstorm on our data requirements as they pertain to transparency, workforce data and meeting the goals of 60x30TX.

**Presenters:** Elizabeth Puthoff - Independent Colleges and Universities of Texas  
 Jenna Cullinane Hege - Texas Higher Education

**B4: Using Multiple Statistical Techniques to Analyze a Large-Scale Student Satisfaction Survey**

**Location:** Laguna Madre

**Audience:** 2-year

**Track(s):** Research

In Higher Education, the Large-Scale Survey is often used to survey student satisfaction in various areas like, student life, academic programs, and campus environment. These surveys give college leadership the information they need to continue to improve programs and student needs.

LSC-Tomball conducted a college wide survey for two full semesters (Fall to Spring). This survey included over 100 survey questions on student satisfaction covering Advising, Staff, Faculty, College Leadership, Academic Programs etc. Using the data results from the survey, the Analytics and Institutional Reporting team used different statistical analysis techniques to analyze the data and deliver the results to College Leadership.

**Presenters:** Mei Wang & Trudi White  
 Lone Star College

**Concurrent Sessions B (continued)**

**B5: Fundamental Steps in Building an Effective Data Culture: Linking Planning, Ownership, Governance and Execution**

**Location:** Aransas

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Planning & Organizing

Drucker said "Culture eats strategy for breakfast" (Coffman & Sorenseon, 2013). At best, IR staff who ignore culture open themselves up to risks associated with adoption of temporary fixes for persistent problems. At worst, we risk sinking a tremendous amount of precious resources into largely inadequate solutions that may never be embraced. Reporting of official/static data as the norm is no longer good enough. True value from a data landscape is when the institution can answer problems focused on what will happen tomorrow. This session features strategies for assessing institutional data priorities, determining ownership, and initiating governance. Offering practical guidance, this session allows attendees to leave with an action plan to impact their data culture.

**Presenter:** Jason Simon  
 University of North Texas

**3:30 PM to 4:15 PM**

**Concurrent Sessions C**

**C1: Looking at the Bigger Picture: Non-credit Benchmarking for Community Colleges**

**Location:** Corpus A

**Audience:** 2-year, Public, Private

**Track(s):** Reporting & Decision Support

Learn about measuring your continuing education program and comparing your results to national norms and peer groups with the non-credit benchmarking module of the NC-CBP (National Community College Benchmarking Project). The non-credit benchmark project was created five years ago and has continue to develop and evolve each year. It now has nearly 100 benchmarks to measure continuing education programs include workforce training, life & leisure, adult basic education and contract training. The session will show the benchmarks which include enrollment, course cancellations, staffing and revenues & expenditures from the more than 50 college including some from Texas that participated in 2017.

**Presenter:** Michelle Taylor  
 The Benchmarking Institute at Johnson County Community College

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***Save the Date!***  
**TAIR 2019**  
**Horseshoe Bay, Texas**  
**February 25 - 28, 2019**



## Monday February 12, 2018

### 3:30 PM to 4:15 PM

#### **Concurrent Sessions C** (continued)

##### **C2: Building a SAS Code Library**

**Location:** Corpus B

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Technology & Training

The world of institutional research is constantly changing with new data structures and coding requirements. Building a code library can ease the resource demand in addressing change, create efficiencies, provide consistency and standardization. This presentation will demonstrate how to create a SAS code library and implement those code modules in SAS programs.

**Presenter:** Veerandand (Veeru) Konangi  
Texas A&M University - Central Texas

##### **C3: What Makes a Difference, a Research on Student GPA Using ANCOVA**

**Location:** Copano

**Audience:** 4-year, Public

**Track(s):** Research

Students' average GPA varies from many dimensions. In many cases institutional researcher need to answer the question of whether difference exists among each level of a variable. And whether the differences have statistical meanings. As a result, we designed a research project to test which variables have significant differences when comparing students' average GPA. Furthermore, what practical meanings can be learnt from the research result.

**Presenters:** Fangyu Du & Sam Shi  
University of North Texas at Dallas

##### **C4: Self-Sustained Results-Based Accountability; Promoting a Culture of Outcomes Assessment**

**Location:** Laguna Madre

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Assessment & Effectiveness

A commonly asked question by university faculty with regard to current assessment expectations is 'How will this help my program?' In too many cases the ensuing response far too quickly refers to government or accreditation standards. Barbara Walvoord (2004) suggests that "assessment is a kind of 'action research,' intended not so much to generate broad theories as to inform local action." So often, however, outcomes assessment is viewed in more broad theoretical terms that are not easily measurable, let alone realistically attainable. This session will offer one approach being used in an effort to realign these expectations more directly by simply 'telling their story.'

**Presenters:** Dan Stroud & Mark McClendon  
Midwestern State University

#### **Concurrent Sessions C** (continued)

##### **C5: Strategic Planning for an IR Office**

**Location:** Aransas

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Planning & Organizing

Institutional researchers are often involved in strategic planning initiatives as a part of their scope of work, from identifying metrics to measure the progress of strategic initiatives, to collecting, analyzing, and reporting on data to evaluate success. But what about strategic planning for the IR office and team themselves? This hands-on session will demonstrate how to use materials from AIR and other resources to design a strategic planning process for an IR office. Attendees at the session will have the opportunity to work with several of the resources provided in a resource list to experience how they can be used for strategic planning purposes, and will begin the process of outlining what an IR strategic planning process in their setting might include.

**Presenter:** Gina Johnson  
Association for Institutional Research

##### **C6: TAIR Strategic Planning Task Force Focus Group**

**Location:** Corpus C

Join us to help shape the future of TAIR! Engage in a discussion on the Association's goals for the next five years. Share your thoughts on what we are doing well and what we can improve. The TAIR Strategic Planning Task Force will spend much of 2018 drafting a strategic plan for presentation at TAIR 2019. You are invited to stop by and take this opportunity to share your thoughts during the information-gathering phase of the planning process. Also, we hope you will find the time to complete the Strategic Planning Survey distributed to TAIR-L in February. For another copy of the survey link, contact [treasurer@texas-air.org](mailto:treasurer@texas-air.org).



## Monday February 12, 2018

4:30 PM to 5:15 PM

### Concurrent Sessions D

**D1: Visual Solution to Room Usage Reporting**

**Location:** Corpus A

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Reporting & Decision Support

Reporting classroom usage is in higher demand than ever. Being able to deliver an easy to read, graphical solution makes it easy for users to look at which classrooms are used, and when. This class will look at taking the raw data through SAS and R to produce easy to read utilization graphics.

**Presenter:** Jerry Knutson  
McLennan Community College

**D2: Dashboards Using Excel**

**Location:** Corpus B

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Technology & Training

Presentation is everything when using data. Since THECB's 60X30 TX interactive became available, data is available to Institutional Research to use for many purposes. Using EXCEL to create dashboards will enhance readability as well as comparing different measures/KPI's/research. Excel techniques, pivot tables, pivot charts and slicers allow you to look at different data groups on the same Excel sheet. And see an overview of your college/university.

**Presenter:** Jane Lewis  
Kilgore College

**D3: The Accreditation Liaison Role at a Small Public University**

**Location:** Copano

**Audience:** 2 Year, 4 year, Public

**Track(s):** Current Issues in Higher Education

You have just been named the accreditation liaison of a small public university. There are many challenges coming your way. This presentation will share some challenges faced to include substantive change, how to keep track of curriculum items, external and internal communication, training (be an evaluator, check your registry), process and procedure, and living by the principles by regularly reviewing your adherence on an annual basis.

**Presenter:** Jeffery Kirk  
Texas A&M University - Central Texas

### Concurrent Sessions D (continued)

**D4: Utilizing Dashboards to Report Large-Scaled Survey Results to Multi-Level University Leadership**

**Location:** Laguna Madre

**Audience:** 4-Year, Public

**Track(s):** Research

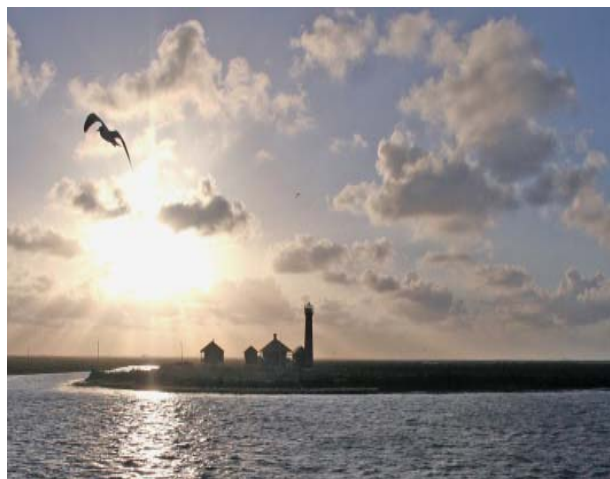
Graduation Exit Survey is used at A&M-Commerce to help understand graduates' perceptions and experiences as we continuously promote the awareness of using data to make better decisions; there is an increasing need for the data for institutional effectiveness purposes. With deployment, collection, and analysis of the data at proficient levels, we began exploring methods of dissemination to a varied group of decision makers. With increasing requests for more granular data, the greatest challenge centered on how to produce hundreds of customized reports with limited resources. Through consolidation of data, building survey dashboards to share with various audiences, and setting up security and access levels, we built an effective and efficient model of reporting.

**Presenters:** Dan Su & Shonda Gibson - Texas A&M University Commerce  
Kathryn E. LeBlanc - Positive Forward Learning

5:30 PM to 7:30 PM

## Meet, Munch, & Mingle

**Location: Corpus C**



**Tuesday, February 13, 2018**

**Registration (7:30 AM - 12:00 Noon)**  
**Location: Registration Desk**

**7:30 AM to 9:15 AM**

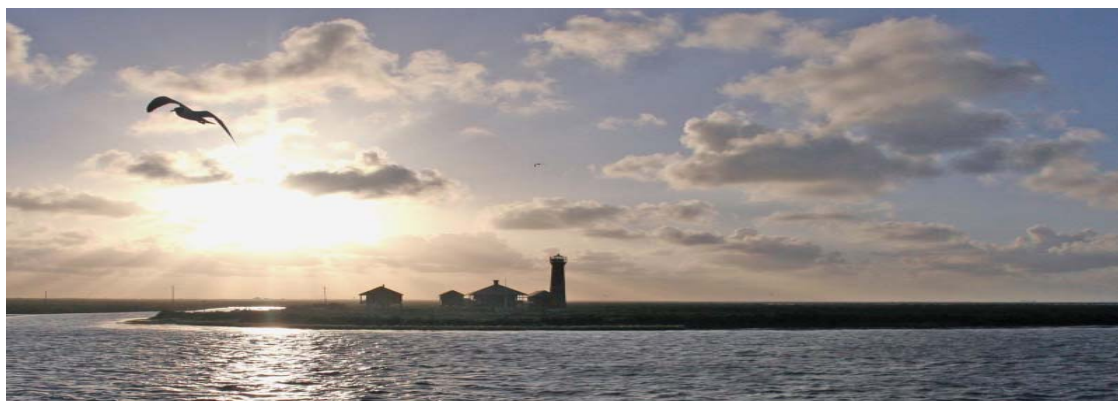
**Breakfast and User Communities**  
 (Election Ballots Due)  
 Location: Corpus B&C

User Group	Facilitator
Community and Technical Colleges	Tom Martin, Collin College
Data Standards	Faron Kincheloe, Baylor University
Institutional Effectiveness/Accreditation	Melissa Crews, Texas A&M - Commerce
IPEDS Reporting	Dan Su & Carlos Rivers, Texas A&M - Commerce
SAS	Jacob Price, Baylor University
Tableau	Al Walser, University of Texas
Texas Affordable Baccalaureate Program - Competency Based Education	Shonda Gibson, Texas A&M - Commerce
THECB Reporting	Chris Warner, Texas A&M - Commerce
Using Assessment Results	Bao Huynh, Richland College
WebFOCUS	Jeremy Anderson, Texas A&M - Commerce

**8:00 AM to 9:15 AM**

**Past Presidents' Breakfast**  
 (by invitation only)  
 Location: Corpus A

**Sponsor Fair & Demos**  
**8:30 AM - 4:30 PM**  
**Location: Corpus Foyer**







## Tuesday, February 13, 2018 (continued)

9:30 AM to 10:15 AM

### Concurrent Sessions E

#### E1: Wish We Knew Then What We Know Now: Lessons Learned from a Tableau Implementation

**Location:** Corpus A

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Technology & Training

Visual analytic tools are valuable assets in IR. Implementing these tools requires careful planning and execution with existing data structures. In this session, we discuss challenges of integrating Tableau with our Oracle-based data warehouse. We cover best practices for data connections, manipulating and extracting data for the Tableau environment, building efficient dashboards, and tips for publishing to Tableau Server and institutional webpages. We also discuss how to reconcile consumer demands with functional limitations in Tableau. Although this session is specific to Tableau, much of the lessons we learned can be generalized to the implementation process of any visual tool.

**Presenters:** Jorge Martinez & Susan Moreno  
University of Houston

#### E2: Do Differing Levels of Participation in Developmental Education Have Differential Effects on Persistence and Degree Completion?

**Location:** Copano

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Research

Currently, there is much debate as to the role of developmental education, and its effect on student outcomes. Using data from 28 community colleges across the country, we will examine the demographic characteristics of students taking developmental courses, as well as the quantity and differing subject area (i.e. reading, writing, math) of the developmental courses in which students are enrolled. Using logistic regression, we will examine how these differing student and course characteristics relate to student persistence, gateway course completion, and degree completion. Our aim is to shed light on whether developmental courses are fulfilling their intended purpose of further preparing students for academic success at the collegiate level.

**Presenters:** Kyle Lovseth - Center for Community College Student Engagement  
Hongwei Yu - University of Texas at Austin

### Concurrent Sessions E (continued)

#### E3: Operationalizing Predictive Analytics for Advancement of Higher Education Practices

**Location:** Laguna Madre

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Reporting & Decision Support

This session will cover how A&M-Commerce has leveraged existing BI software to operationalize predictive analytics. A hands-on demonstration will be provided along with direction on building and evaluating predictive models related to student access and success. Participants will learn how to generate and deploy predictive models as scoring routines that can be integrated into existing applications such as user reports. By using a Graphical User Interface (GUI) front-end on the open-source project R, business analysts or developers are able to build statistical models without advance statistical training. For institutions in planning stages for integration of predictive analytics technologies, this session allows clear visualization and understanding of the process from start to finish.

**Presenters:** Carlos Rivers & Jeremy Anderson  
Texas A&M University - Commerce

#### E4: Using Student Perceptions for Program-Level Assessment

**Location:** Aransas

**Audience:** 4-year

**Track(s):** Assessment & Effectiveness

Indirect measures can be valuable additions to operational plans in assessing the effectiveness of academic programs. This session will demonstrate how one institution used student end-of-course surveys as an indirect measure in program-level assessments. Leveraging data already collected with end-of-course surveys efficiently employs an indirect measure. A simple aggregation of IDEA student end-of-course survey results at the program level and the association of those aggregations to program student learning outcomes allows for their use in institutional efficiency. This session will include a discussion of the mechanics of using the results and in gaining faculty support.

**Presenters:** Paul Turcotte & Jeffrey Kirk  
Texas A&M University - Central Texas



## Tuesday, February 13, 2018

### Concurrent Sessions E (continued)

#### 9:30 AM to 10:15 AM

##### **E5: Should the Census Day CBM Reports Be Discontinued?**

**Location:** Matagorda

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Current Issues in Higher Education

The higher education institutions in Texas are required to submit the Class Report CBM004 and Student Report CBM001 (except Health-Related Institutions, Independent Colleges and Universities, and Career Schools/Colleges -- submit only the CBM001 report). The information included in the reports are used in many documents produced by the THECB such as the Accountability System reports, success points reports, etc. This presentation explores if it is feasible to revise the end of semester reports and use them for the information the THECB uses for its reports instead of the census day reports.

**Presenter:** Arjun Banjade  
Tarrant County College District

### Concurrent Sessions F

#### 10:30 AM to 11:15 AM

##### **F1: Competency-Based Education: Using Data Dashboards for Insight and Powerful Stories**

**Location:** Corpus A

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Research

This presentation will demonstrate a Data Dashboard created for the state of Texas first public, regionally accredited (SAC-SCOC) competency-based baccalaureate degree. The Institute for Competency-Based Education, housed at A&M-Commerce, has tracked program data and built key performance indicators for the program since its inception, so that it may serve as the beginning of a common conceptual framework. Session participants will engage in some investigation, looking for patterns and trends that grant glimpses of insight and assist in building value around the data. Coupling the data with narrative creates the opportunity for extended value by aiding in creation of powerful stories with the potential to influence stakeholder buy-in and drive innovative change.

**Presenters:** Carlos Rivers & Shonda Gibson  
Texas A&M University - Commerce

### Concurrent Sessions F (continued)

#### 10:30 AM to 11:15 AM

##### **F2: Future-Proofing Institutional Research**

**Location:** Copano

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Planning & Organizing

Future proofing: "The process of anticipating the future and developing methods of minimizing the negative effects while taking advantage of the positive effects of shocks and stresses due to future events" (Richaven PLLC). With the ubiquity of data, information, and technology, how do IR professionals perform the requisite duties and functions of our work while anticipating the present and future needs of our stakeholders? We will explore the duties and functions of IR, consider the external pressures creating a challenging environment for our work, and present methods for bridging the gap between present day IR and future needs of data-informed decision making in higher education. Case studies and opportunities for rich dialogue will ensure a fast-paced and informative session.

**Presenters:** Gina Johnson - Association for Institutional Research  
Jason Simon - University of North Texas

##### **F3: Make Your Data Tell a Story: The Dos and Don'ts of Creating Graphics**

**Location:** Laguna Madre

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Technology & Training

A picture is worth a thousand words but only if the reader can understand it. This session is for IR professionals who have struggled with the best way to present data or findings in a graphic or table. We will explore how to effectively convert data into a usable graphic by avoiding clutter, unnecessary colors, and distortions and how the type of graphic should be determined by considering the manner of data available and the purpose in creating it.

**Presenter:** Grace Mineta  
Southwestern University



## Tuesday, February 13, 2018

### 10:30 AM to 11:15 AM (continued)

#### Concurrent Sessions F (continued)

**F4: Say Goodbye to the American Dream**  
**Location:** Aransas  
**Audience:** 2-year, 4-year  
**Track(s):** Current Issues in Higher Education

The Equality of Opportunity Project determined that student's prospects of earning more than their parents have fallen from 90% to 50% over the past 50 years. The Project collected students' earnings and their parents' incomes for 30 million college students and constructed mobility report cards for colleges. The Benchmarking Institute has incorporated this data in the NCCBP as another measure of community college success. The key benchmark is a mobility index that reflects both access and outcomes. It represents the likelihood that a student at a specific college will move up two or more income quintiles. This session will share a handout of the mobility data for the conference and will incorporate Texas community college data in the presentation.

**Presenter:** Lou Guthrie  
 National Higher Education Benchmarking Institute

#### F5: Assessing Student Co-Curricular Involvement Using Rubrics and Focus Groups

**Location:** Matagorda  
**Audience:** 2-year, 4-year, Public, Private  
**Track(s):** Assessment & Effectiveness

Texas State University implemented a Quality Enhancement Plan (QEP) that involved reconceptualizing and reorganizing the entry of new freshmen into a unified orientation/advising/registration/mentoring/learning experience to foster a close integration of major and career planning through a single center. This presentation will share the tools and processes developed to assess one outcome specified in the QEP; a rubric was developed to evaluate student involvement as recorded on a co-curricular transcript and focus groups were conducted to determine student opinions on how their involvement in organizations and co-curricular activities enhanced their educational and career goals.

**Presenter:** Susan Thompson  
 Texas State University

### 12:30 PM to 1:15 PM

#### Concurrent Sessions G (continued)

**G1: Streamlining the Collection of Data for New Program Proposals**  
**Location:** Corpus A  
**Audience:** 4-year, Public  
**Track(s):** Reporting & Decision Support

New program proposals place a significant demand on institutional research with the collection of external and internal data. An organized and efficient reproducible approach to identifying data demands and generating reports can streamline the task and provide better information to program coordinators and decisionmakers. We will provide a demonstration on how a small public university leverages existing data and tools to project program enrollments, semester credit hours, completions, expense, and revenue for new program proposals.

**Presenter:** John Carroll  
 Texas A&M University - Central Texas

#### G2: Focusing on Academic Progress: New Students Who Earn No Credit Their First Semester

**Location:** Copano  
**Audience:** 2-year, 4-year, Public  
**Track(s):** Research

Many in higher education realize that completion of a credential is based on completion of more immediate outcomes such as enrolling full-time, persisting to the next semester, and earning a significant number of credit hours within a specified amount of time. Our research investigates the characteristics of first time students at one college who are enrolled on the 12th class day in the fall semester, and earn no credit hours at the end of the semester. What are the demographic and academic characteristics of these students? Are these students failing all their courses or withdrawing from them? Has the constellation of student success initiatives implemented at our college impacted the trend in percentage of students earning no credit at the end of the fall semester?

**Presenters** FC Caranikas & Judy Arriaga  
 Austin Community College

### 11:30 AM to 12:30 PM

**Networking Luncheon  
 and  
 TAIR Awards Presentation**  
 Location: Corpus B&C

## Tuesday, February 13, 2018

12:30 PM AM to 1:15 PM

### Concurrent Sessions G (continued)

**G3: Google Charts for IR Websites**

**Location:** Laguna Madre

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Technology & Training

Interested in creating online dashboards without paying big software prices? Google Charts API provides an open-source platform for constructing interactive graphics for IR websites at no cost. In this session, I will demonstrate how to construct bar, line, and pie charts, hierarchical tree maps and state maps using JavaScript, HTML, and R languages. At the end of this demonstration, participants will have an introductory understanding of the data structure, anatomy, and implementation of Google Charts on an IR web page for internal and external constituent consumption.

**Presenter:** Jorge Martinez  
University of Houston

**G4: Strategic Planning: Intentional Stakeholder Engagement Strategies**

**Location:** Aransas

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Planning & Organizing

This session will lay out how College of the Mainland has organized and carried out developing its Strategic Plan for 2018-2023. This has included engaging with internal and external stakeholders in a variety of methods. In conjunction with the Achieving the Dream Institutional Capacity Framework employees were asked to complete the Institutional Change Assessment Tool. This was followed by a World Café. Qualitative data was collected, analyzed, and reported. Since then two more World Café type events have resulted in important focal themes to address. External stakeholders have been engaged in informal focus groups resulting in feedback. Presenters will present methods and engage attendees in discussion on their own processes or answer questions of those undertaking strategic planning.

**Presenters:** Teri Walker & Sarah Flores  
College of the Mainland

12:30 PM AM to 1:15 PM

### Concurrent Sessions G (continued)

**G5: Statewide Trends in College Readiness and Developmental Education**

**Location:** Matagorda

**Audience:** 2-year, 4-year, Public

**Track(s):** Current Issues in Higher Education

Over the past few years, there have been major changes to policy in K-12 and higher education that affect both the readiness of students as they enter college, and how underprepared students are provided academic support while in college. The Texas Higher Education Coordinating Board (THECB) collects data on the college readiness of incoming students and the academic progress of students who enter not-college-ready. Using data reported to THECB from public IHEs, this presentation will focus on two topics – the college readiness of entering students, and trends in DE course taking. We will also discuss any DE reporting updates, and ways to use our data to inform discussions on effective practice.

**Presenter:** Melissa Humphries  
Texas Higher Education Coordinating Board

1:30 PM to 2:15 PM

### Concurrent Sessions H

**H1: Understanding the Association between Part-Time Faculty and Student Learning: Evidence from Faculty Survey Data**

**Location:** Corpus A

**Audience:** 2-year

**Track(s):** Research

Driven by escalating cost and increasing emphasis on post-secondary credentials, there has been a growing presence of part-time faculty across community colleges over the past several decades. This study seeks to understand 1.) whether there are significant differences between part-time and full-time faculty's perceptions of student learning; 2.) whether and how faculty characteristics (e.g., age, gender, race/ethnicity, educational attainment) and institutional characteristics (e.g., institution size, urbanity) are associated with such differences. Using large-scale faculty survey data, we aim to inform researchers and practitioners about faculty' perceptions of student learning experiences and possible factors that are associated with these differences.

**Presenters:** Hongwei Yu & Kyle Loveseth  
Center for Community College Student  
Engagement





## Tuesday, February 13, 2018

1:30 PM to 2:15 PM

### Concurrent Sessions H (continued)

#### H2: Higher Education Data Terrain: Leveraging Digital Tools and Regional Creativity to Achieve 60x30TX

**Location:** Corpus B

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Technology & Training

This session will serve two purposes: 1. Increase awareness of publicly available higher education data for the state of Texas. 2. Provide information on new THECB regional 60x30TX targets.

Luis Martinez will provide training on navigating the THECB's 60x30TX.com to access data that relates to the state's 15-year strategic plan 60x30TX.

Jenna Cullinane Hege will provide information on new THECB regional targets and the work institutions and other stakeholders are asked to engage in around the goals.

**Presenter:** Luis Martinez  
Texas High Education Coordinating Board

#### H3: An Introduction to Correspondence Analysis

**Location:** Copano

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Research

Correspondence analysis is a tool for examining and describing the specific nature of the association between categorical variables. It is applied to data that can be displayed in crosstab or contingency tables—the kind of data that is quite common in institutional research. This statistical technique is especially helpful in cases where numerous category values are involved (for example, survey question responses by student level, academic unit, etc.).

This session will provide a conceptual overview of correspondence analysis and show how it can be applied to educational data, such as in the examination of survey results.

**Presenter:** Rion McDonald  
University of North Texas

### Concurrent Sessions H (continued)

#### H4: The Present and Future of IR: An Interactive Discussion

**Location:** Laguna Madre

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Planning & Organizing

This session will provide a forum for IR professionals to share their experiences, insights, and challenges with the AIR Board and Executive Office. A critical responsibility of the AIR Board is to listen and learn about what is happening in IR offices and on campuses, from a variety of different perspectives. The AIR Executive Office also is eager to acquire a deeper understanding of practices and trends within the field. With this important information, the Board can better set meaningful goals for the association, and the Executive Office can more successfully develop programs, education, and resources to achieve those goals. The Board and Executive Office are reaching out to as many IR professionals as possible, to more fully understand the breadth and depth of IR work and its value.

**Presenters:** Glenn James, Tennessee Tech University  
Gina Johnson, AIR Executive Office

#### H5: The Assessment Leadership Institute: A Partnership

**Location:** Aransas

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Assessment & Effectiveness

The Assessment Leadership Institute (ALI) provides faculty and administrators with knowledge and guidance to create effective assessment plans. Assessment is a critical component of education, but many have difficulty with the formal process. During the 2016-2017 academic year, a pilot of the ALI was held at Tarrant County College. The ALI is being offered by the North Texas Community College Consortium as a consortium course beginning in October 2017. This presentation provides a view of the pilot and how it was moved to a course for multiple colleges.

**Presenter:** Christine Daley  
Trinity Valley Community College

#### H6: TAIR Strategic Planning Task Force Focus Group

**Location:** Corpus C

Join us to help shape the future of TAIR! Engage in a discussion on the Association's goals for the next five years. Share your thoughts on what we are doing well and what we can improve. The TAIR Strategic Planning Task Force will spend much of 2018 drafting a strategic plan for presentation at TAIR 2019. You are invited to stop by and take this opportunity to share your thoughts during the information-gathering phase of the planning process. Also, we hope you will find the time to complete the Strategic Planning Survey distributed to TAIR-L in February. For another copy of the survey link, contact [treasurer@texas-air.org](mailto:treasurer@texas-air.org).

### Sponsor Fair

### Dessert Break

2:30 PM to 3:15 PM

Corpus Foyer

**Tuesday, February 13, 2018**

**Business Meeting**  
**3:30 PM - 4:15 PM**  
Location: Corpus B&C

**6:30 PM to 9:30 PM**

# Special Event

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



The TAIR Special Event promises to be a fun, entertaining, and interactive event. You even have an opportunity to “dress” the part as we have a chance to “act out” a favorite movie. This is more than just “dinner and a movie.”



## Wednesday, February 14, 2018

**7:30 AM to 9:15 AM**

### **Breakfast**

Location: Corpus B&C

**9:00 AM to 10:00 AM**

### **General Session II**

#### **“Institutional Research/Effectiveness Offices: Providing Leadership for SACSCOC Accreditation”**

**Speaker: Denise York Young, Ph.D.**

**Vice President, Southern Association of Colleges and Schools Commission on Colleges  
(SACSCOC)**

Location: Corpus B&C

**10:15 AM to 11:00 AM**

### **Concurrent Sessions K**

#### **K1: Do Transfer Hours Matter? An Analysis of Excess Hours of Bachelor Degree Graduates**

**Location:** Corpus A

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Current Issues in Higher Education

The new Texas Higher Education Plan “60X30TX” pays a lot of attention to student debt and looks at ways to make college affordable for students in all categories. One way to reduce the cost of a degree is to increase the cost efficiency. One of the strategies to achieve this goal is for the students to avoid taking hours in excess of those required for their degree. Transferring to a four-year institution from either two-year institutions or four-year ones may affect the number of hours attempted by the student. The study will look at how transfer affects the number of semester credit hours (SCH) and the excess hours of the transfer students compared with the native students that graduate at the same institution where they started.

**Presenter:** Gabriela Borcoman  
Texas Higher Education Coordinating Board

### **Concurrent Sessions K (continued)**

#### **K3: Planning Can Be Fun!**

**Location:** Copano

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Planning & Organizing

Strategic planning often involves environmental scanning to understand the ecosystem in which we operate. Often, environmental scanning consists of a data review that is not very dynamic. We have found a fun way to engage our staff and faculty in reflecting on what our future environment will be in terms of students, jobs and fields that don't exist yet, and how we can prepare ourselves to meet future challenges and possibilities.

**Presenter:** Soon Flynn  
Austin Community College

#### **K4: Minority Student Success at The University of Texas at Dallas: A Focus on African American and Hispanic Students**

**Location:** Laguna Madre

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Research

Understanding the factors that contribute to successful retention and graduation are important to all institutions of higher education. This study primarily employs quantitative methods to better understand minority students' retention. The findings indicate that a common set of strategies should not be applied to all ethnic groups.

**Presenter:** Moses Pologne  
University of Texas at Dallas

## Wednesday, February 14, 2018

10:15 AM to 11:00 AM

### Concurrent Sessions K (continued)

#### **K5: Understanding Engagement of Employees in Higher Education**

**Location:** Aransas

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Current Issues in Higher Education

The changing workforce necessitates an understanding of attracting talented staff and faculty, retaining experienced employees, and engaging all members specifically younger employees. In higher education, some estimates of those eligible to retire are approaching 1/3 of the workforce. As the workforce ages, younger individuals are taking their place with greater expectations for team interaction and engaging climates. Collegial and hierarchical styles are being replaced by organic structures knitted together with technology and new types of relationships. This presentation defines the steps IR professionals can take when asked to assist in these efforts to measure engagement, and as importantly, how they can provide employee engagement data to leadership in a meaningful way.

**Presenter:** Noel Landuyt  
University of Texas at Austin

#### **K6: Building Effective Relationships & Project Management**

**Location:** Maragorda

**Audience:** 2-year, 4-year, Public, Private

**Track(s):** Planning & Organizing

Building relationships with the different areas of campus can be challenging, but it is ultimately rewarding and beneficial for the entire college. We will share how we have built meaningful and effective relationships with various departments, and how we have efficiently managed the increase in projects due to those relationships being formed.

**Presenter:** Laura Wichman  
McLennan Community College

11:15 AM to 12:00 PM

### Concurrent Sessions L

#### **L1: THECB Update – Texas Higher Education Coordinating Board**

The Texas Higher Education Coordinating Board (THECB) launched a redesigned Texas Higher Education Accountability System in 2017. Final measures were adopted for Texas public institutions in July 2017. This session will demonstrate features added to the website during the past year, highlight measures related to the goal and targets of 60x30TX, and explore different uses of the system's interactive functionality to download and manipulate data.

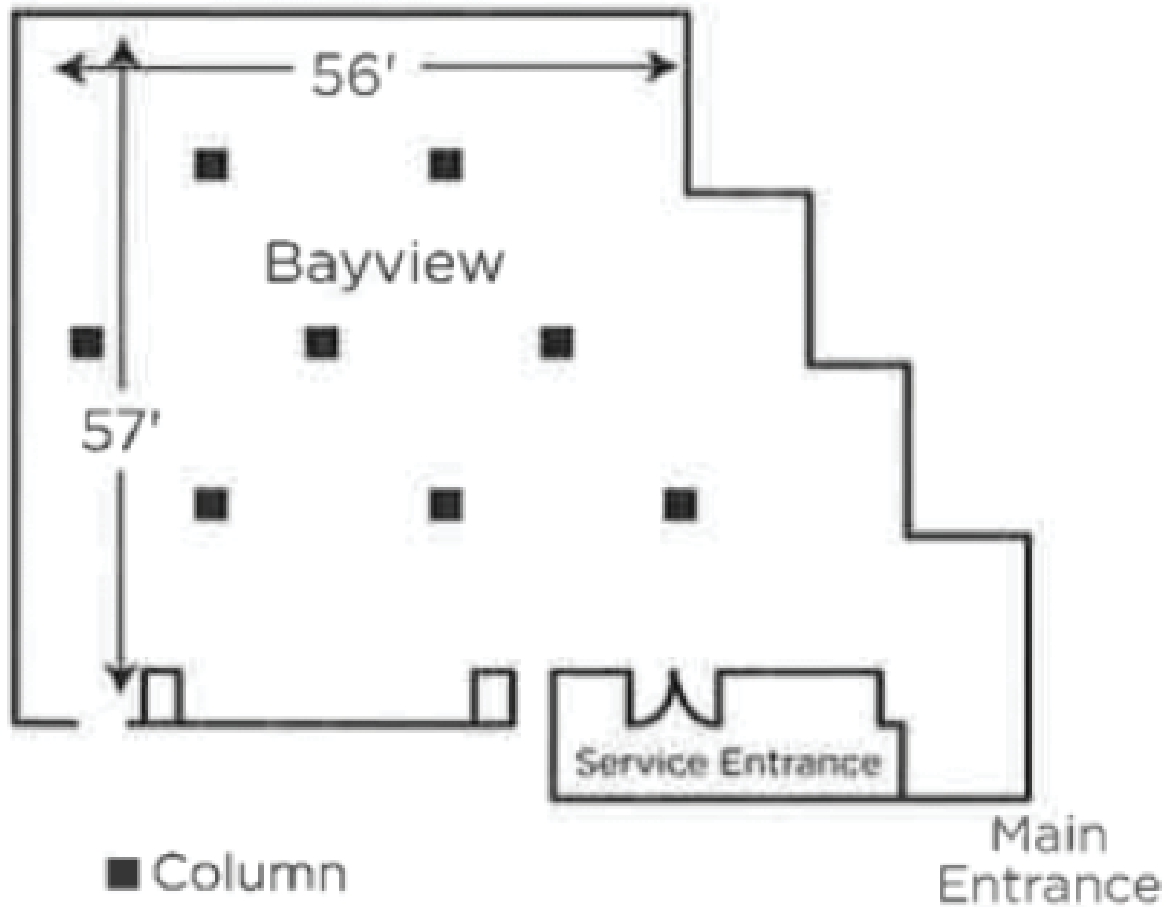
**Presenters:** Bill Abasolo & Chelsea Moore  
Texas Higher Education Coordinating Board





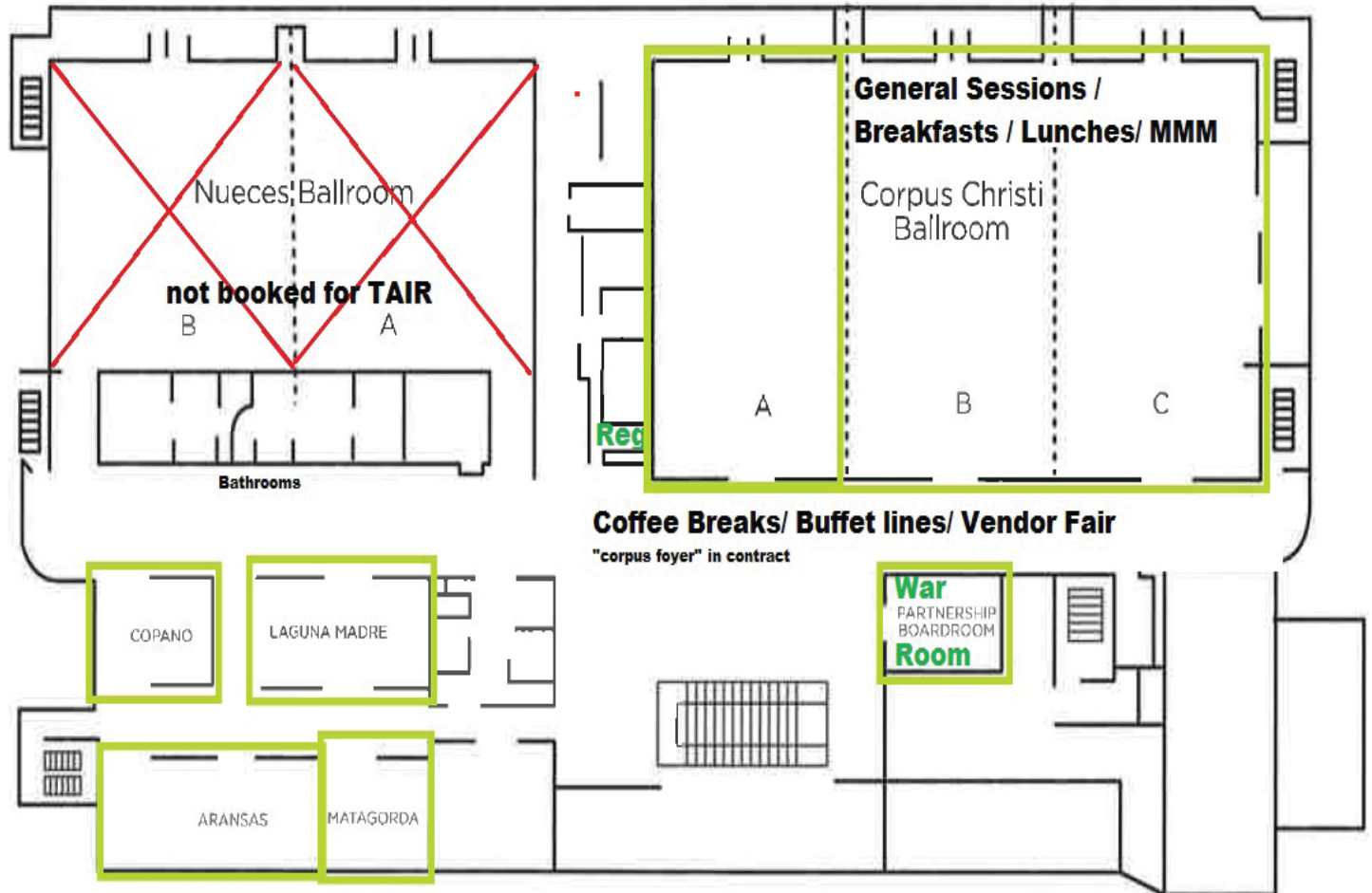
### Omni Corpus Christi First Floor Plan

## FIRST FLOOR



### Omni Corpus Christi

#### THIRD FLOOR





**Notes:**



## TAIR Committees

<p><b>Conference Program</b></p> <p>Program Chair - Teresa Isbell, El Centro College          Concurrent Sessions - Carmen Allen, University of Houston - Central          Evaluations - Rick Leyva, Richland College          General Sessions - Gabriela Borcoman, Texas Higher Ed Coordinating Board          Local Arrangements - Daniel Ohanlon &amp; Soon Flynn, Austin Community College          Program Brochure - Lillian Marshall, Blinn College          Session Coordinators - Teri Walker, College of the Mainland          User Community Groups - Jacob Price, Baylor University          Sponsors - Daniel O'Hanlon, Austin Community College          Conference App - Al Walser, University of Texas Austin</p>	<p><b>Executive Committee</b></p> <p><b>President:</b>          Kara Larkan-Skinner          Our Lady of the Lake University          San Antonio, Texas          210-431-5549  <a href="mailto:klarkan-skinner@ollusa.edu">klarkan-skinner@ollusa.edu</a></p> <p><b>Vice President:</b>          Teresa Isbell          El Centro College          Dallas, Texas          214-860-2016  <a href="mailto:tisbell@dccc.edu">tisbell@dccc.edu</a></p> <p><b>Immediate Past President:</b>          Soon Merz Flynn          Austin Community College          Austin, Texas          512-223-7035  <a href="mailto:smerz@austincc.edu">smerz@austincc.edu</a></p> <p><b>Secretary:</b>          Amanda Clark          Blinn College          Brenham, Texas          979-830-4743  <a href="mailto:amanda.clark@blinn.edu">amanda.clark@blinn.edu</a></p> <p><b>Treasurer:</b>          Paul Turcotte          Texas A&amp;M Central Texas          Killeen, Texas          254-501-5817  <a href="mailto:paul.turcotte@tamuct.edu">paul.turcotte@tamuct.edu</a></p> <p><b>Professional Development:</b>          G. Marc Turner          Texas State University          San Marcos, Texas          512-245-2386  <a href="mailto:gmturmer@txstate.edu">gmturmer@txstate.edu</a></p> <p><b>Communications</b>          Morgan Carter          Tarleton State University          Stephenville, Texas          254-968-1967  <a href="mailto:mcarter@tarleton.edu">mcarter@tarleton.edu</a></p>
<b>Elected Committees</b>	
<p><b>Nominating Committee</b></p> <p>Cindy Ullrich, Brazosport College          Lea Campbell, University of Houston - Downtown          Rebecca Richter, Temple College          Rick Leyva, Richland College</p>	
<b>Appointed Committees</b>	
<p><b>Professional Development Committee</b></p> <p>G. Marc Turner, Texas State University (Chair)          Tess Barlow, Texas Tech University          Jazqueline Goffney, Lone Star College          Laura Wichman, McLennan Community College</p>	
<p><b>Awards Committee</b></p> <p>Soon Merz Flynn, Austin Community College (Chair)          FC Caranikas, Austin Community College          George Gonzalez, San Jacinto College          Lisa Haynes, Texas Woman's University          Kara Larkan-Skinner, Our Lady of the Lake University          Phillip Rhodes, McLennan Community College          Carol Tucker, University of Houston - Downtown          Vicki West, Texas Tech University</p>	
<p><b>Financial Review Committee</b></p> <p>Tracy Stegmair, Texas Woman's University (Chair)          Carol Tucker, University of Houston - Downtown          Kate Proff, Texas State University          Jessica Smith, Texas A&amp;M University - West Texas</p>	









