



Texas Association for Institutional Research

Newsletter

Volume 2008-2009, Issue 1, November 2008

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Greetings TAIR Colleagues!

Thanks to your efforts, the Texas Association for Institutional Research (TAIR) continues to improve, expand, and branch out into new directions. After setting a record for attendance in Galveston at our 30th Annual Conference, we will soon be meeting for the first TAIR Conference to ever be held in Lubbock. I can already tell you that I found a wonderful breakfast diner with the finest sweet potato pancakes that I have ever eaten. Allen Clark, TAIR Vice President and Program Chair, will have more information to share about our West Texas venue later in this newsletter. And, thanks to your outstanding participation, this will be the second year in a row where over 40 concurrent sessions will be offered. Two data points constitutes a trend, so let's strive for making this higher participation rate a TAIR tradition when we meet in Waco two years from now.

During the summer, your TAIR Data Advisory Committee led by David Preston of Brazosport College and Maryann Ruddock of the University of Texas at Austin completed work on two major projects with the help of the rest of their Committee listed later in this newsletter and two busy members in particular—Gabriela Borcoman of the Texas Higher Education Coordinating Board with Ruben Garcia of the Texas Workforce Commission who is also our TAIR Immediate Past President:

1. The Automated Student and Adult Learner Follow-Up System Exit Cohort Reports (try saying that 3 times fast) can be found on the Coordinating Board's website at the following link:
<http://www.txhighereddata.org/reports/performance/ctcasalf/exitcohorts/>
2. A new Developmental Education report can be found at
<http://www.txhighereddata.org/reports/performance/deved>
3. A new Transfer Student report can be found at
<http://www.txhighereddata.org/reports/performance/ctctransfer/>

Continued

A Letter from your President



Joseph M. Meyer

Take a look at those reports and see how you can put them to use. I can testify that the Deans of our colleges and our Director of Career Services were very pleased to have this new information. We owe the entire TAIR Data Advisory Committee a debt of gratitude for overcoming the FERPA restrictions on student privacy to provide a new report that summarizes the employment and educational pursuits of our students in a way that is useful for Southern Association for Colleges and Schools (SACS) and program-specific accreditation efforts. Also, I expect their work on redesigning the CBM002 report is going to make it easier to understand and use in remedial student studies.

In addition to the efforts of the TAIR Data Advisory Committee, your TAIR Executive Committee spent considerable time reviewing the TAIR Constitution and Bylaws in meetings over the past year and a few changes will be proposed to the TAIR membership for review. As required by the TAIR Constitution and Bylaws, these changes will be discussed and voted on during the TAIR Business Meeting at the end of the conference in Lubbock.

Allen Clark and his TAIR Program Committee have been hard at work to make the TAIR Conference in Lubbock a big success and have made improvements to the TAIR Officer's Guide for planning a TAIR Conference along the way. They are making certain that you will have a good time in Lubbock. I look forward to seeing you at the home of the Texas Tech Red Raiders where I will have an opportunity to wear my cowboy boots, hat, and big belt buckle—much preferable to purple hair. Cowboy Up!



**Cowboy Up!
Leading the Charge on
Accountability and
Assessment**

**2009 TAIR Conference
March 2nd through 5th, 2009**



Remember

**TAIR Program Brochures electronic
copies are available on the website.
Printed copies will be distributed at
the conference.**

**Hotel Information and the Texas
Hotel Occupancy Tax Exemption
Certificate can be found on the TAIR
website**

**[http://www.texas-
air.org/conference/2009/](http://www.texas-air.org/conference/2009/)**

TAIR 2009 Program Committee Chairs

TAIR Officers and Editors

President

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VP and Program Chair..... Allen Clark, Univ. of North Texas
Concurrent Sessions Kristi Fisher, U.T. Austin
Evaluation.....Dewayne Gragg, Navarro College
Financial ReviewDanica Frampton, St. Edward's Univ.
General Sessions.....Amy Bawcom, Univ. of Mary Hardin-Baylor
Local ArrangementsKerri Ford, Texas Tech. Univ.
Program Brochure.....Mary Barton, Univ. of North Texas
Registration/SecretaryTrish Norman, UT System Office
Resource FairRick Leyva, El Centro College
RoundtablesSusan Thompson, Texas State Univ.-San Marcos
Special Interest GroupsSue Herring, Baylor Univ.
Workshops/Prof DevelopPaul Illich, McLennan Comm. Coll.
TechnologyBrian Cordeau, UT San Antonio

Appointed Committees

TAIR Data Committee:

David Preston -Brazosport College, Co-Chair
Maryann Ruddock – UT Austin, Co-Chair

Public 4-Year: Cindy Dutschke-Texas A&M, Mary Barton-U. of North Texas, Larry Redlinger-UT Dallas.

Public 2-Year: Karen Laljiani-El Centro College, Velda Villareal-Alamo CCD, Tom Martin-Collin County CCD, Darline Morris, Texas State Tech College.

Private 4-Year: John Kalb-Southern Methodist University, Leona Urbish-Rice Univ, Kathleen Morley-Baylor Univ

Professional Development Committee:

Paul Illich-McLennan Community College, Chair Tom Martin-Collin County CCD, Soon Mertz-Austin Community College, Joy Evans-McLennan Community College Jana Marak, Baylor University

Awards Committee:

Ruben Garcia-Texas Workforce Commission, Chair Fonda Vera-Richland College, Rita Caso-Sam Houston State Univ, Jo Lynn Loyd-Amberton Univ, Tom Corll-Central Texas College

Financial Review Committee:

Danica Frampton – St. Edward's University,
Julie Thomas – Southwest Texas Junior College

TAIR Colleagues:

Welcome to Lubbock, Texas for the 31st Annual Conference of the Texas Association for Institutional Research (TAIR). After existing for over 31 years it is about time that TAIR visited Lubbock which has over 200,000 residents and is one of the ten largest cities in Texas. It is also home to the campus of Texas Tech University, one of the ten largest public universities in Texas and home to the famous Red Raiders.

You may enjoy visiting the immense Texas Tech campus and the nearby historic district while you are in town. In keeping with the western theme, our special event will feature a delicious chuck wagon dinner and rodeo performance by the Texas Tech Rodeo Team and possibly even some roping demonstrations by Ruben Garcia and Joe Meyer, our past and current TAIR Presidents. I expect there may also be some opportunities for greenhorns and duffers to demonstrate their total lack of cowboy and golfing skills.

Thanks to outstanding participation by you and other TAIR members as well as the dedicated efforts of our TAIR Program Committee and TAIR Professional Development Committee, there will again be a large number of sessions this year: 42 concurrent sessions as well as many roundtables, special interest groups, and pre-conference workshops. You will have plenty of sessions to choose from on a wide range of topics important to institutional researchers. Please review the conference brochure at http://www.texas-air.org/assets/pdf/TAIR_2009_Program_Brochure.pdf.

When you're ready for a break, take a tour of the Buddy Holly Museum or join some of your TAIR colleagues in a musical tribute to the writer of great songs like Peggy Sue, That'll Be the Day, Maybe Baby, and Not Fade Away. We can undoubtedly get some good harmony going with the many musical talents we have in our organization. We're looking forward to seeing all of you in Lubbock!



Allen Clark
Vice-President/Program Chair

TAIR Travel Grants

TAIR wants to be sure that funding is not the reason that you or your staff will miss TAIR 2009 and will be awarding eight travel grants at \$250 each to help cover expenses. Travel grants are available to both active members and those becoming new members in 2009.

http://www.texas-air.org/assets/pdf/Travel_Grants_Application.pdf

TAIR Summer Workshop

As a follow-up to the June 5th workshop in Austin on the Voluntary System of Accountability that was co-hosted by TAIR and the Council of Public University Presidents and Chancellors (CPUPC), a series of workshops were arranged by Paul Illich, our TAIR Executive Committee Member-at-Large for Professional Development, and offered on August 11th at McLennan Community College in Waco. Topics included “Longitudinal Tracking and the National Student Clearinghouse”, “Using SPSS to Analyze and Report IR data”, “Designing a Manageable Student Learning Outcome Process”, and “Using Excel in Institutional Research.”

Attendance was high and the logistics were excellent—those of you who skipped this one missed the tastiest and fanciest workshop luncheon that our members have ever enjoyed at a TAIR workshop (i.e. real tablecloths and napkins, real flatware and dishes, and a multi-course meal with a delicious dessert). Yummy, yummy, yummy!

Pre-Conference workshops associated with the 2009 TAIR Conference in Lubbock have been arranged for the following six topics:

- IPEDS for Beginners
- IPEDS for Advanced Users
- Developing IR Reports and Presentations with Adobe Suite
- Taking a Pivot Table for a Spin
- Office Management for Institutional Research
- Newcomers to Institutional Research & Planning

TAIR pre-conference workshops are a very inexpensive and effective way to learn institutional research skills at much greater depth than is possible at concurrent sessions or roundtables. Get excited! Cowboy Up! Get on-line at www.texas-air.org and get registered for these pre-conference workshops!

Conference registration must be done on-line
at

www.texas-air.org

Hotel reservation can be made by calling the Holiday Inn
Lubbock-Park Plaza reservations desk at 1-806-797-3241

Sponsored Events

TAIR 2009 Special Event **Chuck Wagon Dinner and Equestrian Show** **Sponsored by SAS**

Cowboy up in your best western wear and come on down for an evening of entertainment Texas style at the Texas Tech Equestrian Center. We will start with a trick roping demonstration by [Brice Chapman](#) who has been performing since the age of four. His dog Sooner and horse Crossfire are part of his act. Next we will enjoy a chuck wagon dinner with authentic cowboy vittles in the arena while watching the Texas Tech Ranch Rodeo and Rodeo Team strut their stuff. The Texas Tech teams will then show us how it's done with hands on instruction using roping dummies.

Meet, Munch & Mingle **Sponsored by Think Education Solutions**

This event gives TAIR members an opportunity to meet new colleagues and visit with great friends while enjoying light snacks and refreshments. This year, we are planning to offer guests a complimentary drink voucher, accepted at the hotel bar in the atrium area during the Meet, Munch, and Mingle event.

Cowboy Poet Lunch **Sponsored by Nuventive**

Lubbock History

Lubbock Since 1890...

Today Lubbock is a thriving, bustling city of over 200,000 people, but 200 years ago, the area was covered with tall grasses and roaming buffalo. The region was first discovered and named the Llano Estacado in 1540 by the infamous Spanish explorer Coronado on his quest for the "City of Gold".

Lubbock began as two smaller towns until 1890 when "Old Lubbock" and "Monterey" joined together, on a new site, to establish a town consisting of 500 people. This new town, named after Tom S. Lubbock, a Confederate officer, a Texas Ranger, and signer of the Texas Declaration of Independence became the county seat less than a year after being established and officially became a city in 1909. That same year Lubbock residents saw for the first time dark pillars of billowing smoke on the horizon as the first train pulled in to Lubbock from Plainview.

Along with a thriving farming industry, Lubbock made great strides in the cotton industry. The area went from producing 4 bales of cotton in 1902 to producing over 100,000 bales in 1932. Today, Lubbock County produces an astonishing two to three million bales of cotton a year.

In 1923, 30,000 Lubbock citizens fought hard to win the bid to establish a new college, called Texas Technological College. The college opened its doors in 1925 with 1,379 students. In 1976, Texas Tech University expanded with the establishment of the Health Sciences Center Campus which is now a world-renowned medical school. Today, Texas Tech University is a first-class educational and research institution and offering an institution where students can think big, live fully and prepare for tomorrow.

Known as the "Music Crossroads of West Texas", Lubbock has hosted many musical legends, including Lubbock's son, Buddy Holly who attracted followers and inspired musicians all around the world. Other well known West Texas musicians include Mac Davis, Waylon Jennings, Tanya Tucker, Natalie Maines, The Maines Brothers, and Bob Wills.

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Meet the Candidates

Voting will take place at the 2009 TAIR Conference in Lubbock.

Be sure to cast your ballot. If you will not be attending the conference, absentee voting can be done by fax or mail. A ballot is attached to the newsletter or you can print one from the website at:

<http://www.texas-air.org>

Candidates for Vice President/President Elect



Kristi Fisher, University of Texas. Kristi Fisher is Associate Vice Provost and Director of the Office of Information Management and Analysis at the University of Texas at Austin. She has worked for the University of Texas System for 18 years, 15 of which have been with UT Austin. Beyond her traditional role as director of the UT Austin institutional research organization and UT's official reporting responsibilities, Kristi manages a technical staff with academic data stewardship responsibilities for the institution's enterprise-wide data warehouse and business intelligence initiative, Project IQ. Kristi's IT background and facilitation training were instrumental in successfully coordinating the development of IQ's academic data, cubes, and reports using the Cognos suite of business intelligence tools. Her prior work experience includes a broad array of administrative and academic higher education systems analysis and design projects, internal audit, and system-wide compliance supervision. She is a past-presenter at TAIR and has made numerous presentations at the annual Higher

Education Data Warehousing (HEDW) Forums.



Teresa Isbell, North Lake College. Teresa Isbell has been involved in institutional research for over twenty years working for community, state and technical colleges in Texas and Arkansas. She is the Dean of Planning, Research and Institutional Effectiveness at North Lake College. She has presented papers and roundtable sessions at TAIR and has presented at SAIR. In 2007 she was a co-presenter of the TAIR 2006 Best Paper at the Association for Institutional Research annual conference. She has served as a member of the TAIR Conference Program Committee from 2003 to 2007. Teresa served as TAIR Member-at-Large for Professional Development from 2005-2007. During her tenure as Member-at-Large, Teresa secured a grant from AIR to improve professional development for TAIR members and enlarged the standard workshop offerings at the annual conference from two to five. Teresa serves as the chair for the TAIR Datatel SIG and is currently serving as the National Community College Council for Research and Planning (NCCCRP) Regional

Director for Texas. Teresa received her bachelor's and master's degrees from Texas A&M University. She is completing her doctorate in higher education at the University of North Texas.

Meet the Candidates



Sam Stigall, University of Texas at Arlington. Sam has over 25 years of higher education research experience. He holds a bachelor's and master's degree in Sociology from The University of Texas at Arlington. In addition to working as Associate Director in the Office of Institutional Research, Planning and Effectiveness, Sam teaches courses in computer applications and statistics in the Department of Sociology. *He is an active member in The Association for Institutional Research (AIR) and The Texas Association for Institutional Research (TAIR).* He has served on various TAIR committees and was the local arrangements chair for the 2005 TAIR Conference in Arlington. Sam has made numerous presentations at TAIR and AIR and recently published a chapter, "Recommendations to Improve Space Projection Models and University Space Usage," in the Fall 2007 "New Directions for Institutional Research" titled "Space, the Final Frontier for Institutional Research."

Candidates for Treasurer



Sue Herring, Baylor University. Sue has been at Baylor for 30 years. She spent the first 20 years as Director of Records and then moved to Institutional Research and Testing 10 years ago as a Senior Research Analyst. One of her initial tasks after moving to IRT was to use the data information from Records to help implement a University Data Warehouse. She still considers herself primarily a 'data' person and continues to represent IRT within Banner groups on campus. While in Records, she served on the board of the Banner users groups serving in several leadership roles and being involved in planning several conferences. Sue is a member of AIR, SAIR and TAIR and has presented sessions and/or roundtables at each. She is currently serving on the 2009 program committee and will be a part of the local arrangements for TAIR 2010 in Waco. She holds a BA and MA in Sociology, both earned while she was employed at Baylor.



Rick Leyva, El Centro College. Rick is the Coordinator for Institutional Research Reporting Programmer/Analyst at El Centro College. He received his BA from the University of Texas at El Paso in Allied Health Sciences. Rick has worked with the Dallas County Community College District for the past 8 years and has worked for the Institutional Effectiveness and Research department at El Centro for the past 3 years. He has been an active member of TAIR since 2005. As a member, he has served as facilitator for concurrent sessions and has co-presented a concurrent session and two pre-conference workshops. He has also served on the Conference Planning Committee as Evaluations Chair in 2008 and is currently serving as Vendor Resource Fair Chair.

Meet the Candidates

Candidates for Member at Large, Technology



Bao Huynh, Richland College. Bao is the Director of Institutional Research at Richland College in Dallas, Texas. He is a member of TAIR and AIR, and has been active in TAIR since 2005 as both presenter and serving on the factbook evaluation committee. He graduated from Texas A&M University with a Bachelor's of Environmental Design, but feels his true qualification for Member-at-large-Technology is being an avid reader of the Fry's Electronics ads.



Linda Perez, San Jacinto College District. Linda Perez has been a member of TAIR since 2000. She has been in the Information Technology and Institutional Research fields since 1999 at the University of the Incarnate Word. She was a presenter at both TAIR (2007) and AIR (2008) sharing information on data warehousing. In August 2007, she graduated from the University of the Incarnate Word with a Bachelor of Business Administration. In August 2008, she moved to a new school and position in Pasadena, Texas with San Jacinto College District as Information Management Liaison Business Analyst in the office of Research and Institutional Effectiveness.

Meet the Candidates

Candidates for Nominating Committee (4)



Mary Barton, University of North Texas. Mary is the Senior Research Analyst for the Office of Institutional Research and Effectiveness. She has worked at the University of North Texas for 16 years, and the last three years have been in IR. Mary has been associated with TAIR since 2005. She has been a past-presenter and is a current member of the program committee. In addition to her activities in TAIR, Mary is a member of AIR, serves as on the IR Data Committee at THECB, and represents the senior colleges on the IR Committee of the North Texas Community College Consortium. She received a bachelor's and master's degree from West Texas A&M University and earned a doctorate in higher education from the University of North Texas.



Janet Beinke, Texas Higher Education Coordinating Board. Janet has been Director of Planning at the Texas Higher Education Coordinating Board (THECB) for four years. Her responsibilities have included overseeing the Accountability process and preparing reports on the higher education plan, *Closing the Gaps by 2015*, enrollment forecasts, regional topics, and the agency's strategic plan. She's a member of the Planning and Accountability Section which works closely with institutions on data and reporting issues. She recently helped revise the Texas Success Initiative (TSI CBM-002) reporting document (but don't hold that against her). Janet has worked at THECB for 13 years. Prior to moving to the Planning position, she was in the Universities and Health-Related Institutions Division and prepared the *Universities' Data and Performance Reports*. Janet was employed from 1976 to 1995 at the Texas Research League. There she got her introduction to higher education topics by preparing an annual *Community College Benchmarks* report and a report on upper-level universities. Janet received her Bachelor's degree from Southwestern University and has a Master's in Planning from The University of Texas at Austin. She notes that TAIR is a valuable organization whose members' efforts are appreciated by THECB. Collaboration with the TAIR Data Group has been a rewarding and beneficial relationship for her.



Mary Elkins, Texas Tech. Mary Elkins has been in Institutional Research ten years at Texas Tech University. In her position as Section Coordinator, she is responsible for course evaluations, surveys, management of the IRIM office and other IR duties. She is a graduate of TTU with an undergraduate degree in finance and is currently pursuing a master's degree in Interdisciplinary Studies focused on Institutional Research. She is a member of the University Women's Club and served as Treasurer and Secretary for the organization. As a member of the Texas Tech University Staff Senate, she served as EEO Representative and is active on several committees.

Meet the Candidates



Barbara Brumley, Howard College. BBA, West Texas State University, 1979; MBA, University of Texas - Permian Basin, 1989; 42 Additional Graduate hours in Higher Education, Texas Tech University. Started working at Howard College as a programmer and computer instructor in 1983. Over 13 years at Howard College, I held the following positions: Database Administrator, Assistant Professor for Computer Information Systems, and Division Chair, Computer Information Systems. In 1996 worked with Midland College as Permian Basin Tech-Prep Executive Director for 2 years. Between 1998 and 2003, worked as an Investment/Stock Broker at Edward Jones and Wells Fargo. Joined the City of Big Spring as Convention & Visitor Bureau Director. In the Fall of 2004, returned to Howard College as Institutional Researcher; the following year taking on additional duties as Director of Institutional Effectiveness. 51 years old; two girls, Vera, 20 and Kate 16. Master Gardener, active member of Keep Big Spring Beautiful, and involved in various community organizations.

Currently divorced, but happy with a new fiancé!



Danica Frampton, St. Edward's University. Danica is the Coordinator 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 and Program Committees (publicity, local arrangements, resource fair, evaluation), and is currently serving as Chair of the Finance Committee. She has also been a facilitator and roundtable presenter for TAIR and a concurrent session and poster session presenter for AIR. She received her B.B.A. in Management and her M.A. in Human Services Administration from St. Edward's University.



Julie Thomas, Southwest Texas Junior College. Julie Thomas has been a TAIR member since 1999. She began working in the IR field in 1998, as coordinator of institutional research at Central Texas College. In 2006 she moved to Uvalde to take the position of director of institutional effectiveness at Southwest Texas Junior College. Julie regularly attends TAIR conferences and has served as facilitator and presenter for roundtables and concurrent sessions. Currently she is a member of the TAIR financial review committee. Her education includes a BA in psychology from Hendrix College and an MA and PhD in statistics from Baylor University. Julie is an avid reader of various genres of fiction and her hobbies include stargazing, sewing, and music (flute and vocal). She is currently president of the Uvalde Rotary Club. Her home in Knippa is shared with husband Michael Robinson, three cats, two dogs, a gerbil, and a fish. Julie would be honored to serve TAIR as a member of the nominating committee.



TAIR 2009 Absentee Election Ballot

Your Name: _____

Your Institution: _____

Candidates for Vice President/President Elect (VOTE FOR ONE)	
<input type="checkbox"/> Kristi Fisher, University of Texas at Austin	<input type="checkbox"/> Sam Stigall, University of Texas at Arlington
<input type="checkbox"/> Teresa Isbell, North Lake College	

Candidates for Treasurer (VOTE FOR ONE)	
<input type="checkbox"/> Sue Herring, Baylor University	<input type="checkbox"/> Rick Leyva, El Centro College

Candidates for Member-at-Large, Technology (VOTE FOR ONE)	
<input type="checkbox"/> Bao Huynh, Richland College	<input type="checkbox"/> Linda Perez, San Jacinto College

Candidates for Nominating Committee (VOTE FOR FOUR)	
<input type="checkbox"/> Mary Barton, University of North Texas	<input type="checkbox"/> Mary Elkins, Texas Tech. University
<input type="checkbox"/> Janet Beinke, Texas Higher Education Coordinating Board	<input type="checkbox"/> Danica Frampton, St. Edward's University
<input type="checkbox"/> Barbara Brumley, Howard College	<input type="checkbox"/> Julie Thomas, Southwest Texas Junior College

Note: Please complete this ballot ONLY if you will NOT be attending the 2009 conference in Lubbock, Texas. You must be a registered TAIR member in order to cast a vote. Please email this ballot to Trish Norman, TAIR Secretary at tnorman@utsystem.edu or mail it to her attention at

Trish Norman

Office of Institutional Policy and Analysis

University of Texas System

702 Colorado St., CLB 6.620

Austin, TX 78701-2982

Please include your name and affiliation in order to verify membership.



MEMBERSHIP APPLICATION

April 2009 to March 2010

Persons interested in joining the Texas Association for Institutional Research should print this application and mail the completed form along with a check for \$25.00 (an individual membership fee) to TAIR Treasurer:

Cathy Vale, TAIR Treasurer
UT-Pan American
1201 W. University Dr.
140 Shary-Shivers Admin Bldg.
Edinburg, TX 78539-2999
cvale@utpa.edu

<input type="checkbox"/> Dr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms. <input type="checkbox"/> Mr.			
Name:	Institution:	Department:	Position:
Mailing Address:	City	State	Zip
Phone: ()	Fax: ()	Email:	

If you attend the 2009 conference in Lubbock, then you are automatically a member for 2009-2010, and will not need to send in this application.