

Newsletter

Texas Association for Institutional Research

INSIDE THIS ISSUE

President’s Message	1
Membership Info	2
Executive Committee	3
2011 Program Committee	3
Appointed Committees	3
Proposed Amendments	4
Meet the Candidates	5

CONFERENCE INFO

Vice President’s Message	10
Conference Workshops	11
Austin Overview	13
Special Event	13

ATTACHMENTS

Absentee Voting Ballot	14
------------------------	----

A Letter from your President Kristi Fisher

Even in lean financial times, the Texas Association for Institutional Research (TAIR) continues to grow in membership and scope of work and have a positive impact on higher education in the State of Texas. Despite the budget crunch, the Waco conference was very successful and TAIR membership reached ****206****, representing every sector of higher education throughout the state, including both public and private institutions, community colleges, universities, and technical colleges.

TAIR’s voice will be especially important during the current legislative session in which bills are being introduced to address the reporting and compliance burdens on our institutions and the negative effects of unfunded legislative mandates. Partnering with CPUPC, ICUT, and TASSCUBO, the TAIR Data Advisory Committee (DAC), chaired by Tom Martin of Collin College, drafted a recommendation that the Texas Higher Education Coordinating Board (THECB) be the agency of first resort when any new statutory reporting initiative requiring data from Texas public post-secondary institutions originates at any state agency. The DAC’s draft proposal also stated strong support for the addition of time limits (automatic sunset) to any new reporting requirements authorized by the State Legislature unless the Legislature specifically authorizes renewal. Likewise, it encouraged the initiation of a sunset review process for existing reporting requirements. Those recommendations have resounded with lawmakers; Senator Zaffirini has introduced SB 200 as an important first step in addressing institutional reporting burdens. The DAC proposal, when finalized, will be posted to the TAIR web site and distributed to the membership via TAIR-L.

In addition to its work on the report reduction initiative, the TAIR DAC has begun research on a white paper that will explore viable measures of “value added” in higher education. The committee’s work is in response to THECB initiatives on that topic. For more information on DAC initiatives, I encourage you to contact Tom at TMartin@Collin.edu.

Continued on page 2

A Letter from your President
(continued from page 1)

This year's annual conference is less than a month away and we look forward to another strong turnout in Austin, thanks to the tireless efforts of Vice President Darline Morris and her Program Committee. This year's theme, "**Capital Ideas for Institutional Research During Challenging Times,**" will draw on the experience of a robust cross-section of our membership who will be presenting topics on strategic information management, assessment, student success, IR office management, data warehousing, student engagement, and a variety of technical and analytical tricks and tools. In an era where data-driven decision-making is so vital to the health and sustainability of our institutions, there are sure to be many topics of interest and value to each of us. Registrations are tracking well to those at this time last year; we appreciate the dedication of so many of you to the mission of TAIR and to sustaining the organization at a time when budget constraints necessarily limit travel funds. To try to relieve some of the financial burdens of travel for more individuals, we have expanded TAIR travel grant awards this year and want to acknowledge the very generous donation of a \$500 travel grant by ZogoTech. It has, indeed, been difficult work to keep costs down for this conference, but Darline and the local arrangements team have done a great job, for which I am very grateful.

Please note that we are proposing changes to by-laws, to be voted on during the business meeting at the conference. Those changes will enable on-line voting and also the sponsorship of a graduate assistant, at the discretion of the executive committee, should funds be available in future years to do so. We appreciate your support at the business meeting as we take vote on this matter and work to improve our processes going forward.

In closing, I want to encourage you and your colleagues to register for the conference now if you haven't already done so. We cannot over-emphasize that the vital role played by higher education institutional researchers and information managers has never been so critical as it is right now. We all share similar strategic, budgetary, and accountability hurdles. The TAIR conference provides a well-focused, low-cost, and timely forum for the exchange of ideas, issues, concerns, tools, and strategies to help us each survive these trying times. Come add your voice to the synergy and solutions that come together through TAIR. We look forward to seeing you in Austin in February!



Kristi Fisher
President

TAIR Membership FAQ

Kate Amorella, Secretary

Is membership limited to Institutional Research office staff?

No. Membership is open to any person who is "actively engaged in institutional research leading to improved understanding, planning, evaluation, policy analysis, institutional effectiveness and operation of higher education institutions." (Article III, Section 8. TAIR Constitution) This means other individuals at your institution who might benefit from TAIR may also join. Graduate students pursuing an interest in institutional research may also seek membership.

Does membership start from the time I register and pay my fees?

TAIR membership runs on an annual cycle. The term of membership begins and ends at the annual conference. If you register for the conference, you are in good standing through the next conference. If you apply for membership AFTER the annual conference, your membership will only be active until the next conference.

Where can I find information on other TAIR members?

A membership directory is given out in print form at the annual TAIR conference. TAIR also has an online, members-only directory available at <http://www.texas-air.org/new/>. This database is currently being updated to reflect everyone's status. If you have questions on how to access the database, contact the TAIR secretary.

How do I become a member or TAIR?

Becoming a member is easy! Visit <http://www.texas-air.org/member/membership.php> for details on membership benefits and information on registering online.

TAIR 2011 Program Committee

VP & Program Chair.....	Darline Morris, Texas State Tech. College
Concurrent Sessions	Mary Barton, University of North Texas
Facilitator Coordinator.....	Carol Tucker, U of Houston-Downtown
General Sessions.....	Kerri Ford, Texas Tech University
Local Arrangements	Lincoln Holmes, UT Austin
Local Arrangements.....	Danica Frampton, St. Edward's University
Brochure.....	Tracy Stegmair, Richland College
Registration.....	Kate Amorella, Texas State University
Resource Fair.....	Marcelo Paredes, UT Pan Am
Resource Fair.....	Leroy Philbrook, UT Pan Am
Roundtables.....	Rita Caso, Sam Houston State University
Special Interest Groups.....	Soon Merz, Austin Community College
Workshops/Prof Develop.....	Susan Thompson, Texas State University
Technology.....	Bao Huynh, Richland College

Appointed Committees

TAIR Data Committee

- Tom Martin, Collin County Community College -- Chair
Public 4-Year: Vicki West, Texas Tech University
Roy Matthew, University of Texas-El Paso
Kate Amorella, Texas State University
Carol Tucker, University of Houston-Downtown
Public 2-Year: Kathy Friedrich, College of the Mainland
Darline Morris, Texas State Tech College
Martha Oburn, Houston CC System
Private 4-Year: Sue Herring, Baylor University
Phil Rhodes-Houston Baptist University

Professional Development Committee

- Susan Thompson, Texas State University -- Chair
Janet Beinke, THECB
Tom Corll, Midland College
Salma Ferdous, University of Texas-San Antonio
Danica Frampton, St. Edward's University
Joe Meyer, Texas State University-San Marcos

Awards Committee

- Allen Clark, University of North Texas -- Chair
Joseph Meyer, Texas State University-San Marcos
Susan Griffith, University of Texas-Pan American
Marilyn Greer, UT M.D. Anderson
Tom Martin-Collin County Comm. College
Ruben Garcia, Texas Workforce Commission
Tom Martin, Collin County Community College District

Nominating Committee

- Roy Philbrook, University of Texas-Pan American -- Chair
Linda Perez, San Jacinto College
Karen Laljiani, El Centro College
Tom Corll, Midland College

2010-11 Executive Committee

President

Kristi Fisher
University of Texas at Austin
Austin, Texas
(512) 471-3833
kfisher@austin.utexas.edu

Vice President

Darline Morris
Texas State Technical College
Waco, Texas
(254) 867-3063
darline.morris@tstc.edu

Secretary

Kate Amorella
Texas State University – San Marcos
San Marcos, Texas
(512) 245-2356
kamorella@txstate.edu

Treasurer

Rick Leyva
El Centro College
Dallas, Texas
(214) 860-2081
rick.leyva@dcccd.edu

Members-at-Large

Professional Development

Susan Thompson
Texas State University – San Marcos
San Marcos, Texas
(512) 245-2348
St03@txstate.edu

Technology

Bao Huynh
Richland College
Dallas, Texas
(972) 238-6953
bhuynh@dcccd.edu

Immediate Past President

Allen Clark
University of North Texas
Denton, Texas
(940) 565-2085
aclark@unt.edu

TAIR Constitution and Bylaws 2011 Proposed Amendments

The TAIR Executive Committee would like to submit the following amendments to the membership for consideration. Voting on the proposed amendments will take place at the annual business meeting during the 2011 conference. A full version of the current constitution and bylaws can be found at http://www.texas-air.org/assets/pdf/TAIR_2009_Constitution_Bylaws.pdf.

Article III. Membership and Voting

Section 8. Voting ~~shall~~ may take place at any time throughout the year by means of electronic ballot administered via the TAIR web site or listserv or ~~before~~ during the annual conference by means of a ballot approved by the TAIR Executive Committee. An absentee ballot shall be available on the TAIR website for members unable to attend vote in person during the annual conference. It shall be the responsibility of the Executive Committee to ensure the integrity of whatever voting processes are used.

Article VIII. Constitutional Amendments

Section 1. This Constitution may be amended at the annual business meeting.

Section 2. Proposed amendments to this Constitution: (a) must be submitted to the Secretary by an individual or institutional member of this Association in writing at least sixty (60) days prior to ~~the annual business meeting a~~ vote, or (b) may originate through actions of the Executive Committee.

Section 3. Proposed amendments, initiated in accordance with Article VIII, Section 2, shall be circulated at least thirty (30) days prior to ~~the annual business meeting a~~ vote. Such amendments shall also be distributed at the annual business meeting ~~prior to the vote~~.

Section 4. Changes to this Constitution must be approved by two-thirds of voting members ~~present at the annual business meeting~~. Changes shall become effective immediately after approval or as stated in the changes.

Article IX. Bylaws

Section 1. The Association shall adopt Bylaws consistent with this Constitution as required for the conduct of its affairs.

Section 2. Proposed changes in the Bylaws: (a) must be submitted to the Secretary by a regular member of this Association in writing at least sixty (60) days prior to ~~the annual business meeting a~~ vote, or (b) may originate through actions in the Executive Committee.

Section 3. Proposed Bylaws initiated in accordance with Article IX, Section 2 shall be circulated at least thirty (30) days prior to ~~the annual business meeting a~~ vote and distributed at the annual business meeting by the Secretary ~~prior to the vote~~.

Section 4. Changes in the Bylaws must be approved by a majority of voting members ~~present at the annual business meeting~~. Changes shall become effective immediately after approval or as stated in the changes.

Section 9. Sponsorship of Graduate Assistant. The Executive Committee may elect to sponsor a graduate assistant by providing membership fees and travel expense reimbursement for the annual conference. Such sponsorship is at the discretion of the Executive Committee with due consideration of the financial status of the organization in any given year. A sponsored graduate assistant may be utilized to support conference planning activities, Data Advisory Committee projects, or any other initiatives deemed appropriate by the Executive Committee.

Meet the Candidates

Candidates for Vice President/President Elect



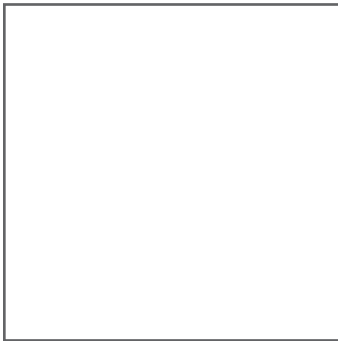
Paul Illich, McLennan Community College. Paul is Vice President of Research, Planning, and Technology at McLennan Community College. He oversees planning, institutional research/IE, technology, and the Library. He has been involved in institutional research for over 13 years and has been active in TAIR for the past 10 years. He has conducted numerous workshops and roundtables for TAIR on statistics, using research for decision making, publishing research data, and data warehousing. Paul has also served on the TAIR nominating committee and recently served a 2-year term as Member-at-Large, Professional Development. Paul has served as an institutional research/effectiveness reviewer on more than 10 SACS review teams. Paul received his Ph.D. from Texas A&M University in Experimental Psychology and has conducted research in a range of fields including psychology, physiology, and neuroscience. He has taught introductory and advanced statistics at both the undergraduate and graduate level. He has utilized his experience in research and statistics to develop research-based approaches to enrollment forecasting, facilities planning, course scheduling and other key institutional processes.



Carol Tucker, University of Houston-Downtown. Carol Tucker is the Director of Institutional Research at the University of Houston-Downtown. She has worked in institutional research for over 9 years and been a member of TAIR since 2004. Carol has served on the program committee for the past two conferences and is a new member of the TAIR Data Advisory Committee (DAC). She co-presented at the 2010 TAIR conference and looks forward to more opportunities to help with the organization. She earned her bachelor and masters degrees from the University of St. Thomas.

Meet the Candidates

Candidates for Treasurer



Connie Howells, Eastfield College first joined TAIR in 1992 and has served on various committees and groups for both TAIR and The Texas Higher Education Coordinating Board including the TAIR Program Committee, TAIR Local Arrangements Committee, TAIR Round-Table Committee, and THECB Accountability Peer Group. She has been in higher education for 20 years and has spent more than 16 years at Eastfield College where she is currently Dean of Planning, Research, and Institutional Effectiveness. Connie has a BA in Political Science from Pan American University – Brownsville and her MA from the University of Texas at Dallas. She has finished her Ph.D. course work in Higher Education at the University of North Texas and expects to defend her dissertation in time to graduate Spring, 2011. She is a member Phi Kappa Phi and has presented papers at the Texas Association of Institutional Research and the Southern Association of Institutional Research and authored a book review which was published in the Community College Journal of Research and Practice. She is also a graduate of the North Texas Consortium Leadership Academy and the Dallas County Community College Leadership Training



Linda Perez, San Jacinto College District. Linda is the Information Management Liaison in the office of Research and Institutional Effectiveness at San Jacinto College in Pasadena, Texas. She has been a member of TAIR since 2000 and a presenter at TAIR and AIR sharing information on data warehousing, reporting and collaboration. In addition, she has previously served as TAIR newsletter editor and is currently on the Nominating Committee. She has been in the Information Technology and Institutional Research fields since 1999. She graduated from the University of the Incarnate Word with a Bachelor in Business Administration.

Meet the Candidates

Candidates for Member-at-Large, Technology



Dave Downing, University of North Texas. Dave is a research analyst in the Office of Institutional Research and Effectiveness. He has been with the University of North Texas for 12 years and in the IR office for the last three, primarily as a SAS programmer. Dave has been a member of TAIR since 2008 and has presented on topics of incorporating Web-based Content Management Systems into IR office technology infrastructures. Dave earned both his M.S. in Computer Education and Cognitive Systems (Instructional Systems Technology) and doctorate in Higher Education from the University of North Texas



Faron Kincheloe, Baylor University. Faron is Assistant Director of Institutional Research and Testing. He came to Baylor 12 years ago to provide systems administration support for the IR office and help set up the infrastructure for the University data warehouse. Faron now leads the team responsible for administering and maintaining the data warehouse. Before coming to Baylor, Faron worked almost 18 years in industry providing hardware and software support for a variety of manufacturing systems. Faron earned an associate's degree in electronic technology from Texas State Technical Institute, a bachelor's degree in business from Tarleton State University, and a master's degree in information systems from Baylor University.

Meet the Candidates

Candidates for Nominating Committee



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 on the Local Arrangements Committee for TAIR 2011. 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.



Jaime Garcia, M.D. Anderson Cancer Center. Jaime Garcia is a senior metrics analyst in the Office of Institutional Research at M.D. Anderson Cancer Center in Houston, Texas. Previously, he served as Research Analyst in the Office of Institutional Research at Rice University, a position he has held for the last eleven years. Jaime has been a member of TAIR since 1998. He has served on the TAIR 1999 Program Committee as Secretary; Local Arrangements Committee in 2001; Nominating Committee in 2002, and Treasurer 2004-2005. In addition, he has participated annually in the Newcomer's workshops over the past several years. Jaime received a B.A. in sociology from The University of Texas and an M.A. in sociology from the University of Houston.



Robin Huskey, Kilgore College. Robin has served 35 years in higher education, with 18 years experience in institutional research, with 28 years at KC; and currently serves as the Director of Research and Institutional Effectiveness. She has been a member of TAIR, LAIR, or SAIR for 18 years, presented a few roundtables, facilitated several concurrent sessions, and served on the program and evaluation committees. She has been actively involved with the NTCCC RIE Committee for 15 years, serving as chair and on various sub-committees. She was active in the Lonestar Users Group and the THECB Accountability System Medium College Peer Group Committee. At Kilgore College, Robin currently serves on the KC Achieving the Dream Core and Data Teams, QEP Oversight Committee, and the Academic Policies and Curriculum Committee. She received a B.A.A.S. in Business from UT Tyler and a M.S. in Management from LeTourneau University. Robin's many years of experience in IR makes her a good candidate for membership on the nominating committee.

Meet the Candidates

Candidates for Nominating Committee



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 presenter, member of the factbook evaluation committee and program committee, and most recent Member-at-Large for Technology. In his capacity as TAIR Member-at-Large for Technology and working on the program committee, Bao interacted with members across the state and makes him an ideal candidate for Nominating Committee. He graduated from Texas A&M University with a Bachelor's of Environmental Design.



Carol LaRue, Southwest Texas Junior College - Uvalde. Carol is the Coordinator of Institutional Effectiveness at Southwest Texas Junior College in Uvalde. She has been a member of TAIR since 1998 when she first began her career in institutional research at Del Mar College in Corpus Christi. She has attended all but one TAIR conference during this time. Carol served as the TAIR newsletter editor from 2004 to 2007, has been a member of Program Committee and presented at roundtable discussions. She received B.A. in Sociology from Texas A & M - Corpus Christi. Carol greatly appreciates the opportunities provided by TAIR to expand IR/IE knowledge and skills and enjoys meeting and networking with other TAIR members.



Jana Marak, Baylor University. Jana is the Associate Director and Coordinator of Testing at Baylor University, has been involved in institutional research since 1986. She served as TAIR Treasurer from 2001-2003 and from 2006-2007. A member of the 2005-2006 TAIR Awards Committee, she has also served on several other TAIR committees including the 2004-2005 Publications Committee, the 2001-2002 Membership Database Committee, the 1999-2000 Nominating Committee, and the 1998 TAIR Constitution Committee. Jana has served on committees and as facilitator, workshop presenter, and roundtable presenter at various AIR, SAIR, and TAIR conferences. She has a B.B.A. in Computer Information Systems and an M.S.Ed. in Student Personnel Services from Baylor University.

Meet the Candidates

Candidates for Nominating Committee



Noel Saucedo, Tarleton State University. Noel received his bachelor of science in Computer Information Systems in 2003 and his Masters of Business Administration in 2006 from Tarleton State University. He previously worked for Saint-Gobain Abrasives Inc. as a customer service representative and for Planning Systems Incorporated as a database analyst. In August 2008 he joined the Office of Institutional Research at Tarleton State University as a senior database developer. Noel assists with Tarleton's Interactive Fact Book, NCAA, LBB, and CB reporting, as well as several other daily requests. He has been an active member of TAIR since 2009 and co-presented in a concurrent session in the 2010 conference.



Laura Wichman, McLennan Community College. Laura is a Database Administration Specialist at McLennan Community College in Waco, Texas. She has been a member of TAIR since 2009 and has worked with both Information Technology and Institutional Research in Higher Education since 2008. She has earned three Associate degrees in Computer Science from McLennan Community College, a Bachelor of Applied Science in Business Administration from Tarleton State University, and is currently pursuing her Masters of Management and Leadership from Tarleton State University.

A Letter from your Vice President

February 15th will soon be here and I hope that you have registered for our 33rd Annual Conference of the Texas Association for Institutional Research (TAIR). The theme for this year's TAIR conference is "Capital Ideas for Institutional Research During Challenging Times." Appropriate to this year's conference theme, the conference is being held at the Sheraton Austin Hotel looking at the Texas State Capitol as the Texas Legislature is in session.

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 over 40 quality concurrent sessions this year, as well as a variety of roundtables, special interest groups, and pre-conference workshops. You will have plenty of sessions to choose from on a wide range of topics that are important to institutional research offices around the state, from assessment, survey research, legislative mandates, "Achieving the Dream" --- and everything in between. We also have three dynamic General Session speakers lined up to motivate, educate, and inspire us.

Our special event, "Texas Styled Dinner & Texas Hold 'Em Casino Party will be a capitol evening in the Heart of Texas. The evening will start with a chance to relax and unwind after a day of meetings. Enjoy a delicious dinner and stimulating conversation with colleagues and friends as the University of Texas at Austin String Quartet plays in the back ground. Then, you'll be ready to Hold'EM and Fold'Em. We'll kick it up a notch and head downstairs for a Las Vegas style Casino night including Blackjack, Craps, Roulette, Slot Machines and Texas Hold 'Em Poker. Play to your hearts' content, enjoy some libations and you'll soon be a whoopin' and a-hollerin'. Wheel barrows will be available upon request!

The TAIR Annual Conference provides an informal, welcoming, and engaging environment to network with colleagues and share knowledge. It is one of the best, lowest-cost, and most rewarding professional development opportunities for IR professionals in the state. I hope all of you will consider making the trip and I look forward to seeing you in Austin on February 15th!

Darline Morris
Vice President/Program Chair



Register Now!

It's not too late!

The TAIR 2011 Conference Deadline
is Friday, January 28th.

We'll see you in Austin!

TAIR Workshops

TAIR hosted a summer workshop on July 16, 2010 at Texas State University-San Marcos. Participants were able to choose from among four different sessions:

- Creating a Dashboard with Excel
- SPSS: Beyond the Basics
- Effective Presentations
- A Review of Best Practices for Using On-Line Databases and Glossaries in Higher Education Research

Twenty individuals took advantage of this opportunity for professional development and attended the workshop. Evaluation of the individual sessions and overall workshop was very positive, and plans are under way for professional development offerings in the summer of 2011. In the meantime, please consider attending a pre-conference workshop at the 2011 TAIR Conference in Austin, Texas. The following workshops will be offered:

TAIR 2011 Pre-Conference Workshops February 15, 2011

W1 Title: Building Surveys to Assess Student Learning Outcomes

Time: 9:00 a.m. -- 12:00 p.m.

Description: The topics in this workshop start from generating an initial research objective to study student learning outcomes through the instrument design, data analysis, reporting and use of the assessment results in student outcome matrices. Methodology for conducting focus groups for use in evaluating student outcomes will be included in the workshop. All survey and focus group topics will be taught using examples and active learning group projects. A comprehensive workbook will be available for all participants that will include appendices of sample surveys, focus groups and reference material.

Presenter: Marilyn Greer, M.D. Anderson Cancer Center

W2 Title: Newcomers to Institutional Research

Time: 9:00 a.m. -- 12:00 p.m.

Description: This workshop is targeted toward those individuals who have been in the Institutional Research and Planning field for two years or less. During this workshop we will focus on and discuss the three main areas of institutional effectiveness: strategic planning, institutional research, and assessment. Understanding each of these areas and their interacting relationships is important for those working in an institutional research, planning, or assessment office. The session will close with an overview of the TAIR organization and the benefits available through membership.

Presenter: Tom Corll, Midland College

W3 Title: Writing and Presenting IR Results

Time: 1:00 p.m. -- 4:00 p.m.

Description: A primary function of institutional research is the gathering and disseminating of data to various audiences for information and/or decision making. The packaging of this information, whether in a written document or presentation, can sometimes mean the difference between clarity and confusion for the audience. This workshop will cover writing and presentation techniques based on the work of Cliff Adelman, Edward Tufte and AIR best presentation awards. The presenter will also share tips and tricks gleaned from her own experiences and research on best practices.

Presenter: Karen Laljiani, El Centro College

Continued on page 13

TAIR Workshops...continued

W4 Title: Are There Enough Skilled Workers in Texas?

Time: 1:00 p.m. -- 4:00 p.m.

Description: This workshop will feature an in-depth look at the relationship between Texas economy using labor market data from the Texas Workforce Commission (TWC) and education/training using data available at the Coordinating Board (THECB). Against this backdrop, data such as graduates, employment, job openings and industries, Texas Higher Education Coordinating Board staff will partner with TWC staff in presenting the critical concepts and limitations of determining the supply/demand equation and their relationship to program offerings. Finally, a demonstration of the Strategic Workforce Assessment Project will be provided to demonstrate the concept of Detailed Workforce Activities as the basis for determining supply and demand as they relate to occupational clusters and instructional programs.

Presenters: *Gabriela Borcoman, Texas Higher Education Coordinating Board*
Ruben Garcia, Texas Workforce Commission

W5 Title: IPEDS Workshop –

Registration for IPEDS Workshop Closed

Time: 9:00 a.m. -- 5:30 p.m.

Description: This workshop will consist of two modules.

The Association for Institutional Research (AIR) and the Texas Association for Institutional Research (TAIR) are co-hosting a one-day IPEDS Workshop for data providers and users in conjunction with TAIR's Annual Conference. Funding is provided by the National Center for Education Statistics (NCES).

IPEDS Workshop Highlights

- Sheraton Austin Hotel at the Capitol, Austin, TX– February 15, 2011
- Scheduled in conjunction with TAIR's Annual Conference
- Six hours of instruction taught by experienced practitioners from across the country
- Leading (Managing) an IPEDS Cycle: Module 2
- IPEDS Finance Training for IR Professionals
- Provided at no charge to participants
- Includes workshop materials, breaks, and lunch
- Participants may apply for travel assistance awards

Module 1: Leading (Managing) an IPEDS Cycle provides IPEDS Keyholders a framework for managing the IPEDS collection process, regardless of the particular data system used by an institution. It includes an overview of continuous improvement and project management principles, applying these principles to an IPEDS collection cycle, developing a continuous internal data process, and establishing standardized databases and queries.

Module 2: IPEDS Finance Survey Training for IR Professionals presents eight objectives including an introduction to higher education finance, GASB vs. FASB, key accounting concepts, a review of the general purpose financial statements and how they relate to the finance survey, common errors, reporting comparison challenges, and finally where and how the data is used. An exercise is included that gives participants a hands-on experience in filling out the IPEDS Finance Survey using data from a fictional university. This module is designed specifically for those persons who are not financial experts and have no training in the field of finance or accounting. Since the Institutional Researcher is typically not the person filling out the IPEDS survey, this section focuses more on a general understanding of higher education finance and how and why the IPEDS Finance data are used.

Presenters: *Dr. Kristina M. Cragg, Valdosta State University*
Ms. Sandra L. Kinney, Technical College Systems of Georgia

Austin History Lesson

Our story as Texas capital began in the mid 1800s. The time brought tremendous growth to the tiny settlement formerly known as Waterloo that had been carved out of the wilderness. The 1850s saw the first building boom with the construction of the first permanent, limestone Capitol building (1853), as well as the Governor's Mansion (1856). A second building boom occurred in the 1870s with the arrival of the railroad in 1871. After a fire destroyed the limestone Capitol, the current granite



ACVB Photo/Jean-Michel Dufaux

Capitol was built and, after seven years, opened in 1888. At 302 feet high, it stands 14 ½ feet taller than the Capitol building in Washington, D.C. and is the largest of the nation's statehouses.

The late 1880s also served as another boom period in Austin. The area's settler population, originally comprised of immigrants from Germany, Sweden and Mexico, quickly grew. An impressive skyline began to take shape. The spectacular Driskill Hotel opened, which remains one of the city's most distinctive landmarks. And Austin became a college town, with the founding of the University of Texas at Austin.

Austin's population historically doubles every 20 years. And much of the city's most recent growth is a result of a technology boom. For the past two decades, Austin has made history as a leader in both technology and creativity. From the launch of Dell, a Fortune 500 company, to the growth of Austin as a music and film center, Austin is on the move. And gaining attention worldwide as a hub for education, business, health, green living and as a welcoming community.

-Austin Convention & Visitors Bureau

For more Austin tidbits, visit www.austintexas.org

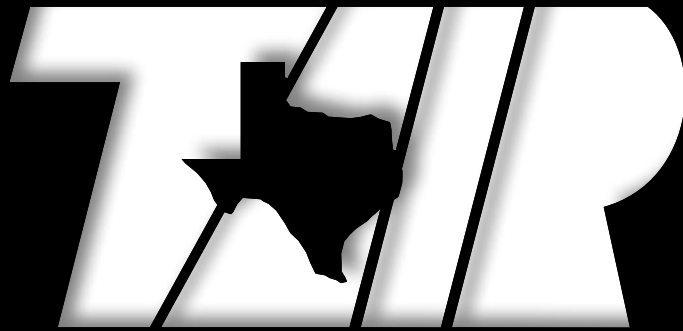


ACVB Photo

TAIR 2011 Special Event

Texas Styled Dinner and Texas Hold 'Em Casino Party

The evening will start with a chance to relax and unwind after a day of meetings. Enjoy a delicious dinner and stimulating conversation with colleagues and friends as the University of Texas at Austin String Quartet plays in the back ground. Then, you'll be ready to Hold 'Em and Fold 'Em. We'll kick it up a notch and head to the terrace for a Las Vegas style Casino night including Blackjack, Craps, Roulette, Slot Machines and Texas Hold 'Em Poker. Play to your hearts' content, enjoy some libations and you'll soon be a-whoopin' and a-hollerin'. Wheel barrows available upon request.



Newsletter

Texas Association for Institutional Research

INSIDE THIS ISSUE

President’s Message	1
Membership Info	2
Executive Committee	3
2011 Program Committee	3
Appointed Committees	3
Proposed Amendments	4
Meet the Candidates	5

CONFERENCE INFO

Vice President’s Message	10
Conference Workshops	11
Austin Overview	13
Special Event	13

ATTACHMENTS

Absentee Voting Ballot	14
------------------------	----

A Letter from your President Kristi Fisher

Even in lean financial times, the Texas Association for Institutional Research (TAIR) continues to grow in membership and scope of work and have a positive impact on higher education in the State of Texas. Despite the budget crunch, the Waco conference was very successful and TAIR membership reached ****206****, representing every sector of higher education throughout the state, including both public and private institutions, community colleges, universities, and technical colleges.

TAIR’s voice will be especially important during the current legislative session in which bills are being introduced to address the reporting and compliance burdens on our institutions and the negative effects of unfunded legislative mandates. Partnering with CPUPC, ICUT, and TASSCUBO, the TAIR Data Advisory Committee (DAC), chaired by Tom Martin of Collin College, drafted a recommendation that the Texas Higher Education Coordinating Board (THECB) be the agency of first resort when any new statutory reporting initiative requiring data from Texas public post-secondary institutions originates at any state agency. The DAC’s draft proposal also stated strong support for the addition of time limits (automatic sunset) to any new reporting requirements authorized by the State Legislature unless the Legislature specifically authorizes renewal. Likewise, it encouraged the initiation of a sunset review process for existing reporting requirements. Those recommendations have resounded with lawmakers; Senator Zaffirini has introduced SB 200 as an important first step in addressing institutional reporting burdens. The DAC proposal, when finalized, will be posted to the TAIR web site and distributed to the membership via TAIR-L.

In addition to its work on the report reduction initiative, the TAIR DAC has begun research on a white paper that will explore viable measures of “value added” in higher education. The committee’s work is in response to THECB initiatives on that topic. For more information on DAC initiatives, I encourage you to contact Tom at TMartin@Collin.edu.

Continued on page 2

A Letter from your President

(continued from page 1)

This year's annual conference is less than a month away and we look forward to another strong turnout in Austin, thanks to the tireless efforts of Vice President Darline Morris and her Program Committee. This year's theme, "**Capital Ideas for Institutional Research During Challenging Times**," will draw on the experience of a robust cross-section of our membership who will be presenting topics on strategic information management, assessment, student success, IR office management, data warehousing, student engagement, and a variety of technical and analytical tricks and tools. In an era where data-driven decision-making is so vital to the health and sustainability of our institutions, there are sure to be many topics of interest and value to each of us. Registrations are tracking well to those at this time last year; we appreciate the dedication of so many of you to the mission of TAIR and to sustaining the organization at a time when budget constraints necessarily limit travel funds. To try to relieve some of the financial burdens of travel for more individuals, we have expanded TAIR travel grant awards this year and want to acknowledge the very generous donation of a \$500 travel grant by ZogoTech. It has, indeed, been difficult work to keep costs down for this conference, but Darline and the local arrangements team have done a great job, for which I am very grateful.

Please note that we are proposing changes to by-laws, to be voted on during the business meeting at the conference. Those changes will enable on-line voting and also the sponsorship of a graduate assistant, at the discretion of the executive committee, should funds be available in future years to do so. We appreciate your support at the business meeting as we take vote on this matter and work to improve our processes going forward.

In closing, I want to encourage you and your colleagues to register for the conference now if you haven't already done so. We cannot over-emphasize that the vital role played by higher education institutional researchers and information managers has never been so critical as it is right now. We all share similar strategic, budgetary, and accountability hurdles. The TAIR conference provides a well-focused, low-cost, and timely forum for the exchange of ideas, issues, concerns, tools, and strategies to help us each survive these trying times. Come add your voice to the synergy and solutions that come together through TAIR. We look forward to seeing you in Austin in February!



Kristi Fisher
President

TAIR Membership FAQ

Kate Amorella, Secretary

Is membership limited to Institutional Research office staff?

No. Membership is open to any person who is "actively engaged in institutional research leading to improved understanding, planning, evaluation, policy analysis, institutional effectiveness and operation of higher education institutions." (Article III, Section 8. TAIR Constitution) This means other individuals at your institution who might benefit from TAIR may also join. Graduate students pursuing an interest in institutional research may also seek membership.

Does membership start from the time I register and pay my fees?

TAIR membership runs on an annual cycle. The term of membership begins and ends at the annual conference. If you register for the conference, you are in good standing through the next conference. If you apply for membership AFTER the annual conference, your membership will only be active until the next conference.

Where can I find information on other TAIR members?

A membership directory is given out in print form at the annual TAIR conference. TAIR also has an online, members-only directory available at <http://www.texas-air.org/new/>. This database is currently being updated to reflect everyone's status. If you have questions on how to access the database, contact the TAIR secretary.

How do I become a member or TAIR?

Becoming a member is easy! Visit <http://www.texas-air.org/member/membership.php> for details on membership benefits and information on registering online.

TAIR 2011 Program Committee

VP & Program Chair.....	Darline Morris, Texas State Tech. College
Concurrent Sessions	Mary Barton, University of North Texas
Evaluation.....	Delton Moore, Amarillo College
General Sessions.....	Kerri Ford, Texas Tech University
Local Arrangements	Lincoln Holmes, UT Austin
Local Arrangements.....	Danica Frampton, St. Edward's University
Brochure.....	Tracy Stegmair, Richland College
Registration.....	Kate Amorella, Texas State University
Resource Fair.....	Marcelo Paredes, UT Pan Am
Resource Fair.....	Leroy Philbrook, UT Pan Am
Roundtables.....	Rita Caso, Sam Houston State University
Special Interest Groups.....	Soon Merz, Austin Community College
Workshops/Prof Develop.....	Susan Thompson, Texas State University
Technology.....	Bao Huynh, Richland College

Appointed Committees

TAIR Data Committee

- Tom Martin, Collin County Community College -- Chair
Public 4-Year: Vicki West, Texas Tech University
Roy Matthew, University of Texas-El Paso
Kate Amorella, Texas State University
Carol Tucker, University of Houston-Downtown
Public 2-Year: Kathy Friedrich, College of the Mainland
Darline Morris, Texas State Tech College
Martha Oburn, Houston CC System
Private 4-Year: Sue Herring, Baylor University
Phil Rhodes-Houston Baptist University

Professional Development Committee

- Susan Thompson, Texas State University -- Chair
Janet Beinke, THECB
Tom Corll, Midland College
Salma Ferdous, University of Texas-San Antonio
Danica Frampton, St. Edward's University
Joe Meyer, Texas State University-San Marcos

Awards Committee

- Allen Clark, University of North Texas -- Chair
Joseph Meyer, Texas State University-San Marcos
Susan Griffith, University of Texas-Pan American
Marilyn Greer, UT M.D. Anderson
Tom Martin-Collin County Comm. College
Ruben Garcia, Texas Workforce Commission
Tom Martin, Collin County Community College District

Nominating Committee

- Roy Philbrook, University of Texas-Pan American -- Chair
Linda Perez, San Jacinto College
Karen Laljiani, El Centro College
Tom Corll, Midland College

2010-11 Executive Committee

President

Kristi Fisher
University of Texas at Austin
Austin, Texas
(512) 471-3833
kfisher@austin.utexas.edu

Vice President

Darline Morris
Texas State Technical College
Waco, Texas
(254) 867-3063
darline.morris@tstc.edu

Secretary

Kate Amorella
Texas State University – San Marcos
San Marcos, Texas
(512) 245-2356
kamorella@txstate.edu

Treasurer

Rick Leyva
El Centro College
Dallas, Texas
(214) 860-2081
rick.leyva@dcccd.edu

Members-at-Large

Professional Development

Susan Thompson
Texas State University – San Marcos
San Marcos, Texas
(512) 245-2348
St03@txstate.edu

Technology

Bao Huynh
Richland College
Dallas, Texas
(972) 238-6953
bhuyh@dcccd.edu

Immediate Past President

Allen Clark
University of North Texas
Denton, Texas
(940) 565-2085
aclark@unt.edu

TAIR Constitution and Bylaws 2011 Proposed Amendments

The TAIR Executive Committee would like to submit the following amendments to the membership for consideration. Voting on the proposed amendments will take place at the annual business meeting during the 2011 conference. A full version of the current constitution and bylaws can be found at http://www.texas-air.org/assets/pdf/TAIR_2009_Constitution_Bylaws.pdf.

Article III. Membership and Voting

Section 8. Voting ~~shall~~ may take place at ~~any time throughout the year by means of electronic ballot administered via the TAIR web site or listserv~~ or ~~before~~ during the annual conference by means of a ballot approved by the TAIR Executive Committee. An absentee ballot shall be available on the TAIR website for members unable to ~~attend~~ vote in person during the annual conference. It shall be the responsibility of the Executive Committee to ensure the integrity of whatever voting processes are used.

Article VIII. Constitutional Amendments

Section 1. This Constitution may be amended at the annual business meeting.

Section 2. Proposed amendments to this Constitution: (a) must be submitted to the Secretary by an individual or institutional member of this Association in writing at least sixty (60) days prior to ~~the annual business meeting a~~ vote, or (b) may originate through actions of the Executive Committee.

Section 3. Proposed amendments, initiated in accordance with Article VIII, Section 2, shall be circulated at least thirty (30) days prior to ~~the annual business meeting a~~ vote. Such amendments shall also be distributed at the annual business meeting ~~prior to the vote~~.

Section 4. Changes to this Constitution must be approved by two-thirds of voting members ~~present at the annual business meeting~~. Changes shall become effective immediately after approval or as stated in the changes.

Article IX. Bylaws

Section 1. The Association shall adopt Bylaws consistent with this Constitution as required for the conduct of its affairs.

Section 2. Proposed changes in the Bylaws: (a) must be submitted to the Secretary by a regular member of this Association in writing at least sixty (60) days prior to ~~the annual business meeting a~~ vote, or (b) may originate through actions in the Executive Committee.

Section 3. Proposed Bylaws initiated in accordance with Article IX, Section 2 shall be circulated at least thirty (30) days prior to ~~the annual business meeting a~~ vote and distributed at the annual business meeting by the Secretary ~~prior to the vote~~.

Section 4. Changes in the Bylaws must be approved by a majority of voting members ~~present at the annual business meeting~~. Changes shall become effective immediately after approval or as stated in the changes.

Section 9. Sponsorship of Graduate Assistant. The Executive Committee may elect to sponsor a graduate assistant by providing membership fees and travel expense reimbursement for the annual conference. Such sponsorship is at the discretion of the Executive Committee with due consideration of the financial status of the organization in any given year. A sponsored graduate assistant may be utilized to support conference planning activities, Data Advisory Committee projects, or any other initiatives deemed appropriate by the Executive Committee.

Meet the Candidates

Candidates for Vice President/President Elect



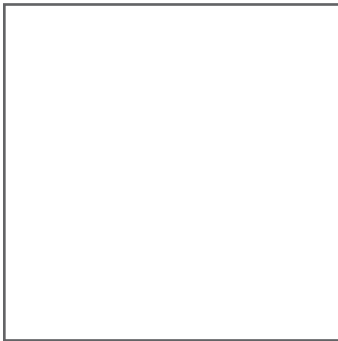
Paul Illich, McLennan Community College. Paul is Vice President of Research, Planning, and Technology at McLennan Community College. He oversees planning, institutional research/IE, technology, and the Library. He has been involved in institutional research for over 13 years and has been active in TAIR for the past 10 years. He has conducted numerous workshops and roundtables for TAIR on statistics, using research for decision making, publishing research data, and data warehousing. Paul has also served on the TAIR nominating committee and recently served a 2-year term as Member-at-Large, Professional Development. Paul has served as an institutional research/effectiveness reviewer on more than 10 SACS review teams. Paul received his Ph.D. from Texas A&M University in Experimental Psychology and has conducted research in a range of fields including psychology, physiology, and neuroscience. He has taught introductory and advanced statistics at both the undergraduate and graduate level. He has utilized his experience in research and statistics to develop research-based approaches to enrollment forecasting, facilities planning, course scheduling and other key institutional processes.



Carol Tucker, University of Houston-Downtown. Carol Tucker is the Director of Institutional Research at the University of Houston-Downtown. She has worked in institutional research for over 9 years and been a member of TAIR since 2004. Carol has served on the program committee for the past two conferences and is a new member of the TAIR Data Advisory Committee (DAC). She co-presented at the 2010 TAIR conference and looks forward to more opportunities to help with the organization. She earned her bachelor and masters degrees from the University of St. Thomas.

Meet the Candidates

Candidates for Treasurer



Connie Howells, Eastfield College first joined TAIR in 1992 and has served on various committees and groups for both TAIR and The Texas Higher Education Coordinating Board including the TAIR Program Committee, TAIR Local Arrangements Committee, TAIR Round-Table Committee, and THECB Accountability Peer Group. She has been in higher education for 20 years and has spent more than 16 years at Eastfield College where she is currently Dean of Planning, Research, and Institutional Effectiveness. Connie has a BA in Political Science from Pan American University – Brownsville and her MA from the University of Texas at Dallas. She has finished her Ph.D. course work in Higher Education at the University of North Texas and expects to defend her dissertation in time to graduate Spring, 2011. She is a member Phi Kappa Phi and has presented papers at the Texas Association of Institutional Research and the Southern Association of Institutional Research and authored a book review which was published in the Community College Journal of Research and Practice. She is also a graduate of the North Texas Consortium Leadership Academy and the Dallas County Community College Leadership Training



Linda Perez, San Jacinto College District. Linda is the Information Management Liaison in the office of Research and Institutional Effectiveness at San Jacinto College in Pasadena, Texas. She has been a member of TAIR since 2000 and a presenter at TAIR and AIR sharing information on data warehousing, reporting and collaboration. In addition, she has previously served as TAIR newsletter editor and is currently on the Nominating Committee. She has been in the Information Technology and Institutional Research fields since 1999. She graduated from the University of the Incarnate Word with a Bachelor in Business Administration.

Meet the Candidates

Candidates for Member-at-Large, Technology



Dave Downing, University of North Texas. Dave is a research analyst in the Office of Institutional Research and Effectiveness. He has been with the University of North Texas for 12 years and in the IR office for the last three, primarily as a SAS programmer. Dave has been a member of TAIR since 2008 and has presented on topics of incorporating Web-based Content Management Systems into IR office technology infrastructures. Dave earned both his M.S. in Computer Education and Cognitive Systems (Instructional Systems Technology) and doctorate in Higher Education from the University of North Texas



Faron Kincheloe, Baylor University. Faron is Assistant Director of Institutional Research and Testing. He came to Baylor 12 years ago to provide systems administration support for the IR office and help set up the infrastructure for the University data warehouse. Faron now leads the team responsible for administering and maintaining the data warehouse. Before coming to Baylor, Faron worked almost 18 years in industry providing hardware and software support for a variety of manufacturing systems. Faron earned an associate's degree in electronic technology from Texas State Technical Institute, a bachelor's degree in business from Tarleton State University, and a master's degree in information systems from Baylor University.

Meet the Candidates

Candidates for Nominating Committee



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 on the Local Arrangements Committee for TAIR 2011. 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.



Jaime Garcia, M.D. Anderson Cancer Center. Jaime Garcia is a senior metrics analyst in the Office of Institutional Research at M.D. Anderson Cancer Center in Houston, Texas. Previously, he served as Research Analyst in the Office of Institutional Research at Rice University, a position he has held for the last eleven years. Jaime has been a member of TAIR since 1998. He has served on the TAIR 1999 Program Committee as Secretary; Local Arrangements Committee in 2001; Nominating Committee in 2002, and Treasurer 2004-2005. In addition, he has participated annually in the Newcomer's workshops over the past several years. Jaime received a B.A. in sociology from The University of Texas and an M.A. in sociology from the University of Houston.



Robin Huskey, Kilgore College. Robin has served 35 years in higher education, with 18 years experience in institutional research, with 28 years at KC; and currently serves as the Director of Research and Institutional Effectiveness. She has been a member of TAIR, LAIR, or SAIR for 18 years, presented a few roundtables, facilitated several concurrent sessions, and served on the program and evaluation committees. She has been actively involved with the NTCCC RIE Committee for 15 years, serving as chair and on various sub-committees. She was active in the Lonestar Users Group and the THECB Accountability System Medium College Peer Group Committee. At Kilgore College, Robin currently serves on the KC Achieving the Dream Core and Data Teams, QEP Oversight Committee, and the Academic Policies and Curriculum Committee. She received a B.A.A.S. in Business from UT Tyler and a M.S. in Management from LeTourneau University. Robin's many years of experience in IR makes her a good candidate for membership on the nominating committee.

Meet the Candidates

Candidates for Nominating Committee



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 presenter, member of the factbook evaluation committee and program committee, and most recent Member-at-Large for Technology. In his capacity as TAIR Member-at-Large for Technology and working on the program committee, Bao interacted with members across the state and makes him an ideal candidate for Nominating Committee. He graduated from Texas A&M University with a Bachelor's of Environmental Design.



Carol LaRue, Southwest Texas Junior College - Uvalde. Carol is the Coordinator of Institutional Effectiveness at Southwest Texas Junior College in Uvalde. She has been a member of TAIR since 1998 when she first began her career in institutional research at Del Mar College in Corpus Christi. She has attended all but one TAIR conference during this time. Carol served as the TAIR newsletter editor from 2004 to 2007, has been a member of Program Committee and presented at roundtable discussions. She received B.A. in Sociology from Texas A & M - Corpus Christi. Carol greatly appreciates the opportunities provided by TAIR to expand IR/IE knowledge and skills and enjoys meeting and networking with other TAIR members.



Jana Marak, Baylor University. Jana is the Associate Director and Coordinator of Testing at Baylor University, has been involved in institutional research since 1986. She served as TAIR Treasurer from 2001-2003 and from 2006-2007. A member of the 2005-2006 TAIR Awards Committee, she has also served on several other TAIR committees including the 2004-2005 Publications Committee, the 2001-2002 Membership Database Committee, the 1999-2000 Nominating Committee, and the 1998 TAIR Constitution Committee. Jana has served on committees and as facilitator, workshop presenter, and roundtable presenter at various AIR, SAIR, and TAIR conferences. She has a B.B.A. in Computer Information Systems and an M.S.Ed. in Student Personnel Services from Baylor University.

Meet the Candidates

Candidates for Nominating Committee



Noel Saucedo, Tarleton State University. Noel received his bachelor of science in Computer Information Systems in 2003 and his Masters of Business Administration in 2006 from Tarleton State University. He previously worked for Saint-Gobain Abrasives Inc. as a customer service representative and for Planning Systems Incorporated as a database analyst. In August 2008 he joined the Office of Institutional Research at Tarleton State University as a senior database developer. Noel assists with Tarleton's Interactive Fact Book, NCAA, LBB, and CB reporting, as well as several other daily requests. He has been an active member of TAIR since 2009 and co-presented in a concurrent session in the 2010 conference.



Laura Wichman, McLennan Community College. Laura is a Database Administration Specialist at McLennan Community College in Waco, Texas. She has been a member of TAIR since 2009 and has worked with both Information Technology and Institutional Research in Higher Education since 2008. She has earned three Associate degrees in Computer Science from McLennan Community College, a Bachelor of Applied Science in Business Administration from Tarleton State University, and is currently pursuing her Masters of Management and Leadership from Tarleton State University.

A Letter from your Vice President

February 15th will soon be here and I hope that you have registered for our 33rd Annual Conference of the Texas Association for Institutional Research (TAIR). The theme for this year's TAIR conference is "Capital Ideas for Institutional Research During Challenging Times." Appropriate to this year's conference theme, the conference is being held at the Sheraton Austin Hotel looking at the Texas State Capitol as the Texas Legislature is in session.

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 over 40 quality concurrent sessions this year, as well as a variety of roundtables, special interest groups, and pre-conference workshops. You will have plenty of sessions to choose from on a wide range of topics that are important to institutional research offices around the state, from assessment, survey research, legislative mandates, "Achieving the Dream" --- and everything in between. We also have three dynamic General Session speakers lined up to motivate, educate, and inspire us.

Our special event, "Texas Styled Dinner & Texas Hold 'Em Casino Party will be a capitol evening in the Heart of Texas. The evening will start with a chance to relax and unwind after a day of meetings. Enjoy a delicious dinner and stimulating conversation with colleagues and friends as the University of Texas at Austin String Quartet plays in the back ground. Then, you'll be ready to Hold'EM and Fold'Em. We'll kick it up a notch and head downstairs for a Las Vegas style Casino night including Blackjack, Craps, Roulette, Slot Machines and Texas Hold 'Em Poker. Play to your hearts' content, enjoy some libations and you'll soon be a whoopin' and a-hollerin'. Wheel barrows will be available upon request!

The TAIR Annual Conference provides an informal, welcoming, and engaging environment to network with colleagues and share knowledge. It is one of the best, lowest-cost, and most rewarding professional development opportunities for IR professionals in the state. I hope all of you will consider making the trip and I look forward to seeing you in Austin on February 15th!

Darline Morris
Vice President/Program Chair



Register Now!

It's not too late!

The TAIR 2011 Conference Deadline
is Friday, January 28th.

We'll see you in Austin!

TAIR Workshops

TAIR hosted a summer workshop on July 16, 2010 at Texas State University-San Marcos. Participants were able to choose from among four different sessions:

- Creating a Dashboard with Excel
- SPSS: Beyond the Basics
- Effective Presentations
- A Review of Best Practices for Using On-Line Databases and Glossaries in Higher Education Research

Twenty individuals took advantage of this opportunity for professional development and attended the workshop. Evaluation of the individual sessions and overall workshop was very positive, and plans are under way for professional development offerings in the summer of 2011. In the meantime, please consider attending a pre-conference workshop at the 2011 TAIR Conference in Austin, Texas. The following workshops will be offered:

TAIR 2011 Pre-Conference Workshops February 15, 2011

W1 Title: Building Surveys to Assess Student Learning Outcomes

Time: 9:00 a.m. -- 12:00 p.m.

Description: The topics in this workshop start from generating an initial research objective to study student learning outcomes through the instrument design, data analysis, reporting and use of the assessment results in student outcome matrices. Methodology for conducting focus groups for use in evaluating student outcomes will be included in the workshop. All survey and focus group topics will be taught using examples and active learning group projects. A comprehensive workbook will be available for all participants that will include appendices of sample surveys, focus groups and reference material.

Presenter: Marilyn Greer, M.D. Anderson Cancer Center

W2 Title: Newcomers to Institutional Research

Time: 9:00 a.m. -- 12:00 p.m.

Description: This workshop is targeted toward those individuals who have been in the Institutional Research and Planning field for two years or less. During this workshop we will focus on and discuss the three main areas of institutional effectiveness: strategic planning, institutional research, and assessment. Understanding each of these areas and their interacting relationships is important for those working in an institutional research, planning, or assessment office. The session will close with an overview of the TAIR organization and the benefits available through membership.

Presenter: Tom Corll, Midland College

W3 Title: Writing and Presenting IR Results

Time: 1:00 p.m. -- 4:00 p.m.

Description: A primary function of institutional research is the gathering and disseminating of data to various audiences for information and/or decision making. The packaging of this information, whether in a written document or presentation, can sometimes mean the difference between clarity and confusion for the audience. This workshop will cover writing and presentation techniques based on the work of Cliff Adelman, Edward Tufte and AIR best presentation awards. The presenter will also share tips and tricks gleaned from her own experiences and research on best practices.

Presenter: Karen Laljiani, El Centro College

Continued on page 13

TAIR Workshops...continued

W4 Title: Are There Enough Skilled Workers in Texas?

Time: 1:00 p.m. -- 4:00 p.m.

Description: This workshop will feature an in-depth look at the relationship between Texas economy using labor market data from the Texas Workforce Commission (TWC) and education/training using data available at the Coordinating Board (THECB). Against this backdrop, data such as graduates, employment, job openings and industries, Texas Higher Education Coordinating Board staff will partner with TWC staff in presenting the critical concepts and limitations of determining the supply/demand equation and their relationship to program offerings. Finally, a demonstration of the Strategic Workforce Assessment Project will be provided to demonstrate the concept of Detailed Workforce Activities as the basis for determining supply and demand as they relate to occupational clusters and instructional programs.

Presenters: *Gabriela Borcoman, Texas Higher Education Coordinating Board*
Ruben Garcia, Texas Workforce Commission

W5 Title: IPEDS Workshop –

Registration for IPEDS Workshop Closed

Time: 9:00 a.m. -- 5:30 p.m.

Description: This workshop will consist of two modules.

The Association for Institutional Research (AIR) and the Texas Association for Institutional Research (TAIR) are co-hosting a one-day IPEDS Workshop for data providers and users in conjunction with TAIR's Annual Conference. Funding is provided by the National Center for Education Statistics (NCES).

IPEDS Workshop Highlights

- Sheraton Austin Hotel at the Capitol, Austin, TX– February 15, 2011
- Scheduled in conjunction with TAIR's Annual Conference
- Six hours of instruction taught by experienced practitioners from across the country
- Leading (Managing) an IPEDS Cycle: Module 2
- IPEDS Finance Training for IR Professionals
- Provided at no charge to participants
- Includes workshop materials, breaks, and lunch
- Participants may apply for travel assistance awards

Module 1: Leading (Managing) an IPEDS Cycle provides IPEDS Keyholders a framework for managing the IPEDS collection process, regardless of the particular data system used by an institution. It includes an overview of continuous improvement and project management principles, applying these principles to an IPEDS collection cycle, developing a continuous internal data process, and establishing standardized databases and queries.

Module 2: IPEDS Finance Survey Training for IR Professionals presents eight objectives including an introduction to higher education finance, GASB vs. FASB, key accounting concepts, a review of the general purpose financial statements and how they relate to the finance survey, common errors, reporting comparison challenges, and finally where and how the data is used. An exercise is included that gives participants a hands-on experience in filling out the IPEDS Finance Survey using data from a fictional university. This module is designed specifically for those persons who are not financial experts and have no training in the field of finance or accounting. Since the Institutional Researcher is typically not the person filling out the IPEDS survey, this section focuses more on a general understanding of higher education finance and how and why the IPEDS Finance data are used.

Presenters: *Dr. Kristina M. Cragg, Valdosta State University*
Ms. Sandra L. Kinney, Technical College Systems of Georgia

Austin History Lesson

Our story as Texas capital began in the mid 1800s. The time brought tremendous growth to the tiny settlement formerly known as Waterloo that had been carved out of the wilderness. The 1850s saw the first building boom with the construction of the first permanent, limestone Capitol building (1853), as well as the Governor's Mansion (1856). A second building boom occurred in the 1870s with the arrival of the railroad in 1871. After a fire destroyed the limestone Capitol, the current granite



ACVB Photo/Jean-Michel Dufaux

Capitol was built and, after seven years, opened in 1888. At 302 feet high, it stands 14 ½ feet taller than the Capitol building in Washington, D.C. and is the largest of the nation's statehouses.

The late 1880s also served as another boom period in Austin. The area's settler population, originally comprised of immigrants from Germany, Sweden and Mexico, quickly grew. An impressive skyline began to take shape. The spectacular Driskill Hotel opened, which remains one of the city's most distinctive landmarks. And Austin became a college town, with the founding of the University of Texas at Austin.

Austin's population historically doubles every 20 years. And much of the city's most recent growth is a result of a technology boom. For the past two decades, Austin has made history as a leader in both technology and creativity. From the launch of Dell, a Fortune 500 company, to the growth of Austin as a music and film center, Austin is on the move. And gaining attention worldwide as a hub for education, business, health, green living and as a welcoming community.

-Austin Convention & Visitors Bureau

For more Austin tidbits, visit www.austintexas.org



ACVB Photo

TAIR 2011 Special Event

Texas Styled Dinner and Texas Hold 'Em Casino Party

The evening will start with a chance to relax and unwind after a day of meetings. Enjoy a delicious dinner and stimulating conversation with colleagues and friends as the University of Texas at Austin String Quartet plays in the back ground. Then, you'll be ready to Hold 'Em and Fold 'Em. We'll kick it up a notch and head to the terrace for a Las Vegas style Casino night including Blackjack, Craps, Roulette, Slot Machines and Texas Hold 'Em Poker. Play to your hearts' content, enjoy some libations and you'll soon be a-whoopin' and a-hollerin'. Wheel barrows available upon request.



TAIR 2011 Absentee Election Ballot

Your Name: _____

Your Institution: _____

Candidates for Vice President/President Elect (VOTE FOR ONE)	
Paul Illich, McLennan Community College	Carol Tucker, University of Houston-Downtown

Candidates for Treasurer (VOTE FOR ONE)	
Connie Howells, Eastfield College	Linda Perez, San Jacinto College District

Candidates for Member-at-Large, Technology (VOTE FOR ONE)	
Dave Downing, University of North Texas	Faron Kincheloe, Baylor University

Candidates for Nominating Committee (VOTE FOR FOUR)	
<input type="checkbox"/> Jaime Garcia, Rice University	<input type="checkbox"/> Robin Huskey, Kilgore College
<input type="checkbox"/> Bao Hyunh, Richland College	<input type="checkbox"/> Danica Frampton, St. Edwards University
<input type="checkbox"/> Carol Larue, Southwest Texas Junior College	<input type="checkbox"/> Jana Marak, Baylor University
<input type="checkbox"/> Noel Saucedo, Tarleton State University	<input type="checkbox"/> Laura Wichman, McLennan Community College

Note: Please complete this ballot ONLY if you will NOT be attending the 2011 conference in Austin, Texas. You must be a registered TAIR member in order to cast a vote. Please email this ballot to Kate Amorella, TAIR Secretary at kamorella@txstate.edu or mail it to her attention at

Kate Amorella
Institutional Research
Texas State University
601 University Dr.
San Marcos, TX 78666

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