

## Greetings from President Susan Thompson

### this issue

Greetings from the President P.1

Letter from the VP P.2

Travel Grants P.2

TAIR Payment Address P.3

Meet the... P.3 – P.4

TAIR Membership Update P.4

OPPA: Best IR Website P.5

A Sneak Peek P.6

2014 Hotel Arrangements P.6

Special Event P.7

Get to Know Addison! P.8

TAIR Discount P.8

TAIR-DAC Update P.9

Proposed Changes P.9

Professional Development P.10

TAIR-L Listserv Update P.11

Hold the Dates! P.11

We are just a few months away from the next TAIR conference, and I can't wait to share some sneak peeks at what the Program Committee has planned! But first I would like to update you on the activities of your Executive Committee.

We completed a review of **TAIR's Constitution and Bylaws**. **Recommended changes will be voted upon by the membership at the annual business meeting to be held during the TAIR conference in Addison** (see Page 9 for details). There are three recommendations: (1) Restructure membership categories to more closely resemble the categories used by AIR and to clarify who owns the membership when someone leaves a position or transfers to another institution, (2) Remove the term limit restriction for service on the Data Advisory Committee, and (3) Clarify the limit on AIR registration reimbursement for TAIR Best Presentation Award winners when there is more than one presenter.

After careful review of TAIR finances and projected conference costs, **2014 conference registration fees will increase slightly**. Early and regular registration will increase \$10 each, while late registration will increase \$40. Remember the annual membership fee of \$25 is included in the conference registration fee. The 2014 fee structure will be \$185 for early registration (through December 31), \$210 for regular registration (January 1 through January 31), and \$250 for late registration (beginning February 1). Pre-conference workshop fees will range from \$50 to \$85. Even with this slight price increase, TAIR is still your best bargain for professional development!

The Awards Committee led by Immediate Past President Carol Tucker was approved to revise criteria for the Outstanding Professional Practice Award. **Instead of recognizing excellence in fact books, this year the Committee will consider nominees for the outstanding institutional research website**. See Page 5 for details about awards criteria and how to nominate your institution or another for consideration.

The Data Advisory Committee is tackling a few projects this year, including a review and update of the **TAIR Data Dictionary posted on our website**. Thanks go to the members of TAIR-DAC for their efforts to provide helpful resources and to advocate on our behalf. See Page 9 for more information about TAIR-DAC and a link to the data dictionary.

Sue Herring, TAIR Secretary, reports **we now have 273 TAIR members, which may be an all-time high!**

In the last newsletter I mentioned a listserv subscription list cleanup. As a result, several former members unable to attend the 2013 conference renewed their TAIR memberships to remain active subscribers to the listserv. While increasing members was not the goal of the listserv cleanup, it certainly was a positive unintended consequence! See Page 10 regarding the TAIR listserv.

Once again, Member-at-Large for Professional Development Tom Corll and his **Professional Development Committee delivered a great summer workshop in early August**. If you weren't there, you missed a great opportunity to learn a new skill or brush off some rust, plus network with TAIR friends (see Page 10 for details).

I hope you are ready for the **2014 conference in Addison at the Crowne Plaza Hotel!** Vice President/Program Chair Lincoln Holmes and his Program Committee have planned a terrific conference that offers something for everyone. Those of you who have attended TAIR conferences for a while may notice that there are some big differences this year – **we have implemented some changes based on feedback from previous conferences, we have made some changes to fit the hotel and its facilities, and we're trying some new things just to keep things fresh!** More details about the conference can be found in Lincoln's letter and elsewhere in this newsletter.

We understand that some of you may still be faced with tight budgets, and even though the conference fee increases are slight, they may still be a factor. Do remember that **TAIR does offer some assistance in the form of Travel Grants**. See Page 2 for more information and application instructions.

And finally – I'd like to make a shameless plug. It takes a village to keep TAIR running smoothly. Besides your elected officers and committees, there are many others appointed to accomplish a variety of tasks behind the scenes. **There are so many opportunities to get involved, and we would love to have some more help!** If you have ever wondered what you could do to get involved with TAIR, you can get answers at this year's conference. A panel of "seasoned" and experienced TAIR members will share their experiences and present information about opportunities for service to your organization; look for it in this year's schedule and attend if you can.

I hope to see you in Addison!

*Susan*



## A Letter from Lincoln Holmes Vice President/Program Chair

The 2013-14 year has been a year of change and development for TAIR. Work has been done to improve registration, the email listserv, the web pages, and even the conference.

You will see some amazing changes at the 2014 TAIR conference. Your program committee has been hard at work to ensure a wonderful conference filled with excellent professional development experiences and opportunities to network with colleagues.

So, EXPECT TO COME EARLY AND STAY ALL THE WAY THROUGH FRIDAY NOON!!!

The 2014 TAIR conference will be held February 19-21 at the Crowne Plaza Hotel-Galleria in Addison, Texas. The hotel is large and spacious and the entire conference will be held on the hotel grounds. There will be time in the evenings for those who wish to sample the wide range of restaurants within minutes of the hotel.

The conference theme this year is -"Big Data for Big Decisions in Big D" - and the TAIR program committee is working in a big way to offer you a wide range of professional development opportunities to assist you in developing knowledge through the concurrent sessions, working sessions, special interest groups, pre-conference workshops and power sessions. Workshops and concurrent sessions are organized around six tracks: Assessment and Effectiveness, Current Issues in Higher Education, Planning and Organizing, Reporting and Decision Support, Research, and Technology and Training.

The pre-conference workshops will be offered on Tuesday, February 18 and will be onsite. Be sure to review the pre-conference workshop listings and schedule on the TAIR website prior to completing your registration, lodging and travel arrangements so that you can sign up for one of the great workshops being offered. This year we are offering a total of 12 workshops including 2 free workshops on Wednesday.

On Wednesday, February 19<sup>th</sup>, we will start the day with 2 FREE Workshops at 8:30am. We will then Kick off the 2014 TAIR Conference with some official words and our first guest speaker. This will be prior to lunch. We will go strong through Friday with two concurrent sessions and a final speaker to close out the conference.

The Special Event will be an evening of magic and wonder. There will be time for relaxation, a drink or two (sorry, cash required), enjoyment of some table side magic, and visitation with friends and colleagues. After dinner we will see a stage performance and then enjoy some music and relax some more. See the

Special Event notice on page 7 for additional details.

The Program committee has searched long and hard. We have found two exceptional speakers who we know will put on a BIG show for us. Dr. Darcy W. Hardy is the Assistant Vice Provost for Technology Education Initiatives at the University of Texas at San Antonio. She will have just completed a one-year Intergovernmental Personnel Act appointment with the Office of Adult and Vocational Education at the US, Department of Education in Washington, DC. Our closing speaker will be Dr. Bill Muse, President of the National Issues Forum in Cincinnati, Ohio. He will be talking about "Shaping Our Future: How Should Higher Education Help Us Create the Society We Want?" He recently presented this topic to several provosts and deans in Texas.

Registration for the TAIR conference is now open on the TAIR website at [www.texas-air.org/conference/2014/](http://www.texas-air.org/conference/2014/). At the conference website, you can find information about the pre-conference workshop schedule and conference program, lodging and travel information. For hotel reservations, please use the group code "TA4" so that we get credit for the room count and you get the TAIR conference price. The cutoff for room reservations is February 1, 2014 but I want you to know that there will be another conference in the hotel at the same time, so get your reservations done early.

We would like to increase the number of sponsors that we have at the conference. I know there are many products out there that are used by various institutions in their IR offices. If there is a vendor you feel should be represented at the conference, please send them a note about sponsorships and let us know. This conference is a good opportunity for the companies who make the products to make an appearance and get some exposure. It is also a good opportunity for us to possibly raise some additional revenue for the organization.

Please take some time to look over the conference information and make your registration. TAIR conferences are the best opportunity we have to meet our colleagues from around the state and to network, learn, and work together in a relaxed and fun-setting. TAIR is BIG on education, BIG on opportunities, BIG on information, BIG on collaboration, BIG on fun and yet the right size to experience it all.

I look forward to seeing you in Addison.

Lincoln

## TAIR Travel Grants

TAIR wants to be sure that funding is not the reason that you or your staff will miss TAIR 2014.

Travel grants at \$300 each will be awarded to help cover expenses. These grants are available to both active members and those becoming new members in 2014.

The deadline to make an application is December 15, 2013.

The TAIR Travel Grant Application and directions are available at

[http://www.texas-air.org/assets/pdf/Travel\\_Grants\\_Application.pdf](http://www.texas-air.org/assets/pdf/Travel_Grants_Application.pdf)

## Meet the Executive Committee:



**President:**  
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## Appointments:

**TAIR-L Manager and Webmaster:**  
**Faron Kincheloe**, Baylor University

**Liaison to AIR:**  
**Susan Thompson**, Texas State University

**Newsletter Editor:**  
**Pamela Johnson**, LeTourneau University

**Immediate Past President:**  
**Carol Tucker**  
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## TAIR Payment Address

TAIR elects a new Treasurer every other year and with each new Treasurer comes a new payment address. Those of us who work at institutions with accounting information systems may have an outdated TAIR address on file, and when payments are mailed to that outdated address it creates extra work for the Treasurer. In some cases, this may result in a payment that gets lost during the forwarding process.

With conference registration underway, now is a good time to ensure that the address you have on file for TAIR is up-to-date. The current payment address is:

TAIR  
Attn: Tracy Stegmair  
P.O. Box 425765  
Denton, TX 76204-5765

If you have any questions about TAIR payments or other financial concerns, please contact Tracy Stegmair at [tstegmair@twu.edu](mailto:tstegmair@twu.edu)

## TAIR 2014 Program Committee:

**Program Chair:** Lincoln Holmes,  
The University of Texas at Austin  
**Concurrent Sessions:** Kara Larkin-Skinner,  
Our Lady of the Lake University  
**Evaluations:** Rick Leyva,  
El Centro College  
**General Sessions:** Verna Dewees,  
Texas A&M University System (Retiree)  
**Local Arrangements:** Mary Barton,  
University of North Texas  
**Program Brochure:** Lisa Haynes,  
Texas Woman's University  
**Roundtables:** Jessica Smith,  
West Texas A&M University  
**Session Coordinators:** Rebecca Richter,  
Temple College  
**Special Interest Groups:** Vanessa Sansone,  
The University of Texas at San Antonio  
**Sponsors:** Phil Rhodes,  
Houston Baptist University

## Elected Committee:

### Nominating Committee

**Carol Tucker**, University of Houston-Downtown (Chair)  
**Cathy Delgado**, The University of Texas System  
**Dave Downing**, University of North Texas  
**Soon Merz**, Austin Community College System  
**Kate Proff**, Texas State University

## Appointed Committees:

### Data Advisory Committee

**Vicki West**, Texas Tech University (Chair)  
**Ben Cox**, Texas State Technical College, Waco  
**Dennis Ignatenko**, The University of Texas at Arlington  
**Tessa Mathews**, Wharton County Junior College  
**Roy Matthew**, The University of Texas at El Paso  
**Lisa McCarty**, Abilene Christian University  
**Martha Oburn**, Houston Community College  
**Phil Rhodes**, Houston Baptist University  
**Julie Thomas**, Southwest Texas Junior College  
**Dean Williamson**, Prairie View A&M University

### Financial Review Committee

**Jim O'Donnell**, Eastfield College (Chair)  
**Linda Newton**, Eastfield College

### Professional Development Committee

**Tom Corll**, Midland College (Chair)  
**Joe Meyer**, Texas State University  
**Phil Rhodes**, Houston Baptist University

### Awards Committee

**Carol Tucker**, University of Houston-Downtown (Chair)  
**Susan Thompson**, Texas State University  
**David Brown**, North Central Texas College  
**Sherri Caraballo**, Texas Wesleyan University  
**Lea Campbell**, University of Houston-Downtown  
**Jimmy Roberts**, Temple College  
**Jason Simon**, University of North Texas

## TAIR Membership Update



TAIR's annual membership fee is \$25 and with this comes several benefits:

- training opportunities at the annual conference
- a subscription to TAIR-L
- discounted fees for TAIR's summer professional development workshops
- access to other IR personnel through listserv and membership roster
- personal time with company sponsors at the conference

TAIR membership is maintained on an annual basis, with the annual TAIR conference marking the start of the membership year. Currently, TAIR has 273 members representing institutions and agencies statewide. Since the February conference in Galveston, the organization has grown by 41 additional members. Of these 26 registrations are from NEW members and 15 former members have paid their 2013 dues. That is great!

**TAIR 2013 Membership by Institutional/Organization Category**  
As of October 15, 2013

Category	Count of Members	Percent of Members
4 Year Public	132	48%
2 Year Public	86	32%
4 Year Private	34	12%
2 Year Private	3	1%
Technical	4	1%
Association	14	5%
Total	273	100%



# Outstanding Professional Practice Award: Best IR Website

Each year, TAIR awards one or more Outstanding Professional Practice Awards (OPPA) in conjunction with the annual conference. In recent years, that award has been given to Best Fact Books (including interactive, printed, and mini fact books).

This year, the award is being changed to recognize the **Best IR website** in order to better represent how information is being shared by IR offices around the state. The award will be presented during the TAIR 2014 conference in Addison.

Institutional research is a broad field and what an IR office does at different schools varies and is often-changing. Websites eligible for consideration may include assessment and/or institutional effectiveness functions, as well as institutional research.

In order to submit your school's website (or another institution's website), **please submit the link to the website** to be considered via email to Carol Tucker, TAIR Immediate Past President and Awards Committee Chair, at [TuckerCa@uhd.edu](mailto:TuckerCa@uhd.edu) using the subject line "OPPA submission" **by Tuesday, December 31**. Late submissions will not be accepted.

**Note: to be eligible to receive the OPPA, the school must be located in Texas and must have at least one employee as a member of TAIR.**

If you have questions or need further information, please contact Carol Tucker at [TuckerCa@uhd.edu](mailto:TuckerCa@uhd.edu).



## The submissions will be judged on the following criteria:

- Has attention to detail? (Absence of mistakes and spelling/grammar errors, no outdated pages, no broken links)
- Is the general layout/use of space clean and pleasing to the eye?
- Is the website easily navigated and well-organized?
- Does the website have a search feature?
- Is contact information provided clearly in case visitors need assistance or have questions?
- Is the office mission and purpose clearly presented?
- Are data that are typically of interest to campus users and/or the general public readily available?
- Are reports and other presentations of data clearly described and labeled?
- Is website content appropriate for multiple audiences?
- If appropriate, are clear navigational links provided to related sites or other sources of IR information for the institution/system?



## A Sneak Peek at the TAIR 2014 Conference Schedule

### Tuesday, February 18

9:00 a.m. – Noon	Preconference Workshops
1:00 p.m. – 4:00 p.m.	Preconference Workshops

### Wednesday, February 19

8:30 a.m. – 10:30 a.m.	Preconference Workshops (Free!)
10:45 a.m. – Noon	General Session I - Dr. Darcy Hardy
Noon – 1:00 p.m.	Luncheon
1:00 p.m. – 1:45 p.m.	THECB/Legislative Update & Concurrent Sessions A
2:00 p.m. – 3:45 p.m.	Concurrent Sessions B and C
4:00 p.m. – 4:45 p.m.	Special Interest Groups
5:00 p.m. – 6:30 p.m.	Meet, Munch & Mingle

### Thursday, February 20

7:30 a.m. – 9:00 a.m.	Networking Breakfast
8:30 a.m. – 4:30 p.m.	Sponsor Fair
9:00 a.m. – 9:45 a.m.	Special Interest Groups
10:00 a.m. – 11:45 a.m.	Concurrent Sessions D and E
Noon – 1:00 p.m.	Luncheon
1:00 p.m. – 1:45 p.m.	Concurrent Session F
1:45 p.m. – 3:00 p.m.	Dessert/Sponsor Fair
3:00 p.m. – 3:45 p.m.	Business Meeting
4:00 p.m. – 4:45 p.m.	Concurrent Session G
6:00 p.m. – 9:00 p.m.	Special Event

### Friday, February 21

7:30 a.m. – 9:00 a.m.	Breakfast
8:30 a.m. – 10:15 a.m.	Concurrent Sessions H and I
10:30 a.m. – 11:45 a.m.	General Session II - Dr. William Muse



### Hotel Arrangements for the 2014 Conference – Book Early!

TAIR 2014 will be held at the Crowne Plaza hotel in Addison, near the Galleria. Our conference rate for single or double occupancy is \$85 per night, plus applicable taxes. This rate includes internet access in the guestrooms.

You are encouraged to make your hotel reservations as soon as possible, because another group is booked at the hotel concurrently with our conference. We have been assured by the hotel that there is plenty of space for both groups, but just to be safe it is a good idea to reserve early!

TAIR has reserved a block of rooms until February 1, 2014. After that date, reservation requests will be honored on a space and rate available basis.

You may reserve your room by phone at (800)972-2518 or online at [www.cpgalleria-nr.crowneplaza.com](http://www.cpgalleria-nr.crowneplaza.com).

**Be sure to use the Group Code of TA4 to get the TAIR room rate.**

## Special Event:

## A Magical Night of Food and Fun!



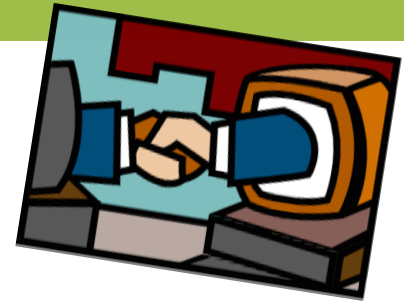
**Join us for a night of music, magic, and comedy,  
along with a full-spread North Texas barbeque buffet!  
A cash bar will be available throughout the event.**

This year's special event will be held at the Crowne Plaza's own conference-dedicated night club, so you won't have to leave the conference hotel to join in on the fun. We will start the evening with a "Big-D sized" feast of smoky beef, ribs, sausage, and all the sides you'd expect from a proper Texas barbeque. After dinner, professional magician Kendal Kane will amaze and entertain us with his unique program of magic, mind-reading, and comedy.

Tickets to the special event are \$40, which is a good deal for a great meal and a professional show. Be sure to add tickets to your conference registration, as this is sure to be a special event you won't want to miss!



# Get to Know Addison!



Here's some information about the location of our 2014 conference:

Addison is a bustling town alive with entrepreneurial spirit where small start-ups to major corporations are headquartered including Mary Kay and Palm Harbor Homes. Within a compact urban center, Addison has a unique combination of towering office buildings, upscale shopping, beautifully landscaped residential communities, award-winning parks, 22 hotels and over 170 restaurants, all within a 5 minute drive from anywhere in town. Addison is located 13 miles north of downtown Dallas, 16 miles northeast of DFW airport, 11 miles north of Love Field airport, and about a mile from The Dallas Galleria.

The Town of Addison is located in an area once called Peters Colony. It was settled as early as 1846 when Preston Witt built a house on White Rock Creek. The area was not known as Addison until 1902. Addison was named after Addison Robertson, who served as the community's second postmaster from 1908-1916. In 1902, the first industry was introduced to Addison when a cotton gin was built on Addison Road, near the railroad, by the Pistole brothers. It became the Plano Cotton Oil Mill in 1904 and the Farmers Gin of Addison in 1919.

Located on Belt Line Road is the Addison School Building which was built in 1914. In 1954, the school was annexed and became a part of the Dallas Independent School District. The school, which was closed in 1964, now serves as the Addison Magic Time Machine Restaurant.

The City of Addison was incorporated on June 15, 1953, under an alder-manic form of government and was changed to the "Town of Addison" in 1982. Addison's first Mayor was M.W. Morris and the aldermen were Guy Dennis, Robert W. Wood, J.E. Julian, Jr., Dr. H.T. Nesbit, and Seldon Knowles.

In 1975, an election to allow liquor by the drink served in town was a major attribute to the expansion of businesses and restaurants. All combined, Addison's restaurants and eating establishments can seat over 20,000 patrons at one time.

In 1978, the Town of Addison constructed its first town park, and by 1980 an aggressive beautification program was under way. Today, Addison's 118 acres of parks are some of the finest in Texas, each uniquely themed and beautifully landscaped.

During the late 1970's and early 1980's, Addison experienced explosive growth. Today, the business and daytime population typically reaches up to 100,000 a day.

Source: <http://www.addisontx.gov/>.



## **TAIR Member Discount on Jossey-Bass and Wiley Books!**



TAIR members are eligible to receive a 20% discount on Jossey-Bass and Wiley books. (Offer excludes electronic and subscription products.) Jossey-Bass, an imprint of Wiley, is the leading publisher of higher and adult education resources.

To purchase discounted books, visit [www.josseybass.com/highereducation](http://www.josseybass.com/highereducation) or [www.wiley.com](http://www.wiley.com) and enter discount code SD142 at checkout.

Please note that TAIR is sharing this discount as a service to our members. TAIR does not endorse any publisher.



# TAIR-Data Advisory Committee Update

We are all required to report data to state and federal agencies on a regular basis. Often that data is then used by publishers or other organizations in a way that is very different from the original purpose. It may be reported out of context or re-published without the original definitions or footnotes. It is important for IR staff to understand where our official data gets used and how it can be misinterpreted. TAIR-DAC will work this year to develop an annotated list of secondary users and publishers of official data reported by our institutions.



The TAIR data dictionary is located in the TAIR-DAC section of the TAIR website at

<http://www.texas-air.org/member/dac.php>

This document was developed last year in an effort to give members a common, consistent reference for the many terms, data items, and acronyms that we need to be familiar with. The committee is working to keep the dictionary current. Please let one of us know if there are definitions you would like to see included in the dictionary.

We have also agreed to work with the THECB to give them feedback on their website, dashboards, and other internet tools.



## Proposed Changes: TAIR Constitution and Bylaws

The TAIR Executive Committee has completed an annual review of our Constitution and Bylaws and has recommended several changes. Proposed amendments can be viewed on the TAIR website at

<http://www.texas-air.org/conference/2014/ProposedAmendments2014.pdf>

They will be **voted on at the annual business meeting to be held on February 20, 2014 during the TAIR annual conference**. A two-thirds majority of voting members is required for approval.

If you have any questions or concerns regarding the proposed amendments, please contact any member of the Executive Committee.

# Member-at-Large Professional Development

This past summer, August 2<sup>nd</sup>, TAIR held its annual summer workshop at the Texas State Round Rock campus north of Austin. We had very good attendance and great opportunities for professional development. **The workshop topics included:**

- Programming and Data Manipulation Using R
- Graphics Techniques Using R
- Student Follow-up Results via Tools from the Texas Workforce Committee
- SAS Programming
- Time Saving Tips and Tricks Using Excel
- Developing Content and Reporting Survey Results

There were 64 paid registrations, one last-minute cancellation, and one no show (97% participation rate). Of those 62 attendees, 43% of the participants were non-TAIR members and one third of the workshop sessions were attended by non-members.

**SAVE THE DATE:** On behalf of the incoming Professional Development team, I reserved rooms for next summer's workshop. **Please put a tentative hold on Friday, August 1, 2014 as the date for the TAIR Summer Workshop.** We again will hope to see many of you there.

**TAIR 2014 will be my last conference as the Professional Development officer.** The professional development committee, working with the Executive Committee and Program Committee, has assembled a full offering of workshops intended to meet the needs of our membership who are seeking professional development and professional enrichment.

From this past summer's workshops we had a waiting list of members that wanted to take the Introduction of R workshop and the Graphic Techniques Using R workshop but were unable to secure a reserved seat. Realizing that, those workshop facilitators have agreed to repeat their sessions as pre-conference workshops in Addison. One change has been made. Based on survey feedback from the summer workshop, Faron Kincheloe has expanded his workshop from a half-day session to a full-day session. This will allow for a slower pace when presenting the material and extended hands-on opportunities.

Also, a recent change to this year's pre-conference workshops, **the executive committee has chosen to extend the newcomers orientation from a half-day to a full-day session.** Marilyn Greer has graciously agreed to facilitate the newcomers' workshop again and is looking forward to having the extra time to expand on some key areas. The expansion of the workshop into a full day session follows similar actions by the Southern Association for Institutional Research (SAIR).

This year the Executive Committee has made changes to the conference schedule that allows for **two free workshops** on the first day of the conference. These workshops will be **presented on Wednesday morning, February 19<sup>th</sup>, starting at 8:30 a.m., and will be open to all conference attendees (each room has a seating capacity of 90 so you are encouraged to bring a friend or co-worker).** These sessions will be two hours versus the normal three-hour sessions with a high emphasis on information sharing. For this reason the Executive Committee has chosen to call these sessions **Power Workshops**. These two open session workshops will address one of two areas: SACS accreditation visits and lessons learned, and IPEDS (updates on changes that are occurring within the federal reporting system). Karen Laljani will facilitate a panel discussion for the SACS accreditation workshop and Soon Merz will facilitate a panel discussion concerning changes in the IPEDS system. We hope that you will plan on attending one of these informative sessions.

**Other workshops on Tuesday, February 18<sup>th</sup> will include:**

- Using Accountability Board Data
- Excel Pivot Tables and Lookup Functions
- Introduction to Basic Regression Models
- Processes to Identify and Track Student Withdrawals
- Designing and Implementing Qualitative Research
- Getting Stuff Done in Your IR Office
- How to Use Wage Records to Inform Multiple Audiences

In the near future you will receive an email message with a full listing of all pre-conference workshops, descriptions of each session with presenters, and introductory bios of those who have volunteered their time and expertise. **With ten pre-conference workshops offered on Tuesday, February 18<sup>th</sup> and two power workshops offered on the morning of February 19<sup>th</sup>, great training and networking opportunities await you at the TAIR 2014 conference in Addison, Texas.** I hope to see you there.

Tom Corll



# TAIR-L Listserv Update

Paul J. Meyer said “Communication - the human connection - is the key to personal and career success.” To that end, the Texas Association for Institutional Research maintains the TAIR-L listserv as a benefit to its members. **We believe the communication facilitated by the listserv is key to the success of TAIR as an organization and contributes to the success of its individual members and their respective institutions.**

As reported in the summer newsletter, several significant changes have been made to the way the listserv is administered in an attempt to improve communications and increase the value of the listserv as a benefit to TAIR members. There are also some **steps you can take to improve communications** using the TAIR-L listserv:

- Keep your TAIR membership current.
- Send messages to [TAIR-L@texas-air.org](mailto:TAIR-L@texas-air.org) to have them posted on the listserv.
- Avoid addressing posted messages to other recipients. Other email addresses on the To: or CC: lines can cause a posted message to be blocked. Instead, forward a copy of your posted message to specific recipients after you send it or after it is delivered by the listserv.
- Send posted messages from the same email account you used to join TAIR. The listserv is organized based on email addresses from the TAIR membership database. If you joined TAIR with an institutional address and you post from your personal email address, the listserv will not recognize you as a member. If your email address has changed, please notify the Member at Large for Technology and/or the TAIR Secretary so the database can be updated.
- Ask your institution’s IT department to add texas-air.org as an approved domain on the SPAM filter. If a specific sender is needed for approval, use [tair-l-bounces@texas-air.org](mailto:tair-l-bounces@texas-air.org). Several institutions are currently blocking messages from the listserv.

Another annual cleanup of the listserv will occur after the conference next February. Addresses of members who were last active in 2011 will be removed. Members from 2012 and 2013 will be set to receive messages only. Active 2014 members will be added to the list with full privileges. **If you are unable to attend the conference, be sure to renew your membership so you can continue to participate in TAIR communications. It only costs \$25 for an annual membership.**

According to George Bernard Shaw, “The single biggest problem in communication is the illusion that it has taken place.” **With your help, we can make sure that communication actually happens through the TAIR-L listserv.**



## Hold the Dates! Future TAIR Annual Conferences

**TAIR 2014 – February 18-21**

Crowne Plaza Hotel, Addison

**TAIR 2015 – March 2-5**

Ambassador Hotel, Amarillo

**TAIR 2016 – February 28-March 2**

Omni Hotel at the Colonnade, San Antonio