



## Letter from President Soon Merz



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I hope that you are recovering from our very wet spring and any flooding you may have experienced. The bright side is that we're in June and the grass is green and we haven't hit triple digits yet.

Speaking of bright sides, the 2016 TAIR conference in San Antonio was a big success! We had 292 registrations, a record high. I hope that you went away from the conference reinvigorated with new ideas and new friends. The TAIR conference provides an excellent opportunity to learn, share, and network, all at a very reasonable price. I think TAIR is one of the best, if not the best, state/regional AIR affiliate.

Of course, the quality of the conference is due to the hard work and dedication of the volunteers who stepped up to make it a fun and valuable experience. My heartfelt thanks go out to the 2016 Program Committee for the fantastic job they did in planning the conference. [Thank you very much, Joe Baumann, Amanda Moske, Daniel O'Hanlon, Chantel Perry, Patricia Rehak, Jessica Shedd, Marc Turner, and Velda Villarreal!](#) You did an outstanding job! Thanks also to the Executive Committee, particularly Kate Proff for her tireless support on technical issues and David Brown for the great workshops.

Huge thanks go to the sponsors who participated in our conference. The Platinum Sponsor was Tableau which provided the DJ and Photobooth for the Meet, Munch, and Mingle. Gold Sponsors were Academic Management Systems (Courseval) which sponsored an afternoon snack and two travel grants, Civitas (also sponsored a travel grant), and Zogotech which sponsored a lunch and a travel grant. Silver Sponsors were Austin Community College which provided the program brochures and conference bags, Cloudera, Ellucian, SAS, and Scantron which

sponsored a morning coffee and election ballots and session evaluations. Bronze Sponsors were Campus Labs, Higher Ed Profiles, Nuventive, and Sam Houston State University College of Education. Non-exhibiting Sponsors were the Center for Community College Student Engagement (CCCSE) which provided the conference lanyards, Smartevals, Strategic Planning Online LLC, and The University of Texas System which provided conference bags. Sponsors are an integral part of our conference as their contributions reduce expenses and help TAIR keep costs lower for members.

[The next opportunity to meet with your colleagues for professional development will be the Summer Workshop in Round Rock on July 29th.](#) Marc Turner, our Professional Development Officer, has lined up a great set of workshops. (See more on page 7)

[Preparations are now underway for the 2017 conference to be held at the Hilton Houston NASA in Clear Lake, just across the street from NASA.](#) The executive and program committees met at the conference hotel in mid-May and were very impressed with the facility. Vice President/Program Chair Joe Baumann and his program committee came to the planning meeting with good ideas for making this another wonderful conference.

It is a great time to be involved in TAIR! If you have questions or would like to get involved by serving on a committee, please feel free to contact me or another member of the TAIR Executive Committee. [I look forward to seeing you in Houston! I know it will be a blast!](#)

*Soon*



## A Note from Joe Baumann Vice President/Program Chair

Didn't everyone want to be an astronaut at some point in their lives? The [39th Annual TAIR Conference](#) will give you the chance to indulge in your sci-fi fantasies, and maybe even learn some real science. The Conference will be held [February 26 to March 1, 2017 at the Hilton Houston NASA Clear Lake](#). That's on the southeast side of Houston, and just down the block from NASA! This is a great location, with a lot of things to see and do for anyone who cares to extend their trip. In addition to NASA, the hotel is right on Nassau Bay (that's right, you will probably have a view of the water) and just a few miles away from the Kemah Boardwalk. I hope you will plan to join us for what promises to be another great conference – even if you didn't ever want to be an astronaut!

The theme for the 2017 conference is [Turning IR into Mission Control](#). The winning theme was submitted by Faron Kincheloe of Baylor University, who received a \$50 Visa gift card. We received a lot of great suggestions, and I thank everyone who threw their hat into the ring.

Since last year's [Cover Design Contest](#) was such a success, we will be continuing the tradition this year. This is your chance to be creative and have some fun with graphic design. Send me your design submissions by [August 1, 2016](#).

We will once again host a series of [pre-conference and post-conference workshops](#) at the hotel. Marc Turner and the Professional Development Committee are hard at work making sure there will be something for everyone.

TAIR is once again providing [travel grants](#) for those who need some financial assistance to attend the conference. Please see the sidebar for information on how to apply for a travel grant.

The Program Committee met in May to start planning for the conference. This is a Dream Team of a program committee! We are working to make sure this is a great conference. The conference is a critical piece of how TAIR serves its members. Please consider [submitting a proposal](#) for a concurrent session or group discussion – share your ideas and your good work with your colleagues! The success of the conference depends on your participation.

Get ready for a great conference that will help blast your professional development into the stratosphere! Let's get to work on [Turning IR into Mission Control!](#)

*Joe*

<http://www.texas-air.org/conference/2017>



## TAIR

### Travel Grants

TAIR is a wonderful opportunity for learning new skills and improving your existing skills. We want to make sure that funding doesn't get in the way of the opportunity to attend TAIR. A Travel Grant program is available to assist members who need some help funding conference travel.

Travel grants at [\\$350 each](#) are available to help cover travel expenses for TAIR 2017. These grants are available to active members and those who become new members for 2016. The deadline to apply for a travel grant is [December 15, 2016](#).

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:



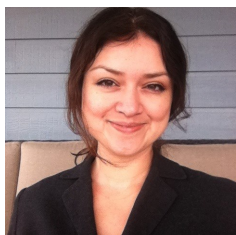
**President: Soon Merz**  
Austin Community College  
Austin, Texas  
(512) 223-7035  
[smerz@austincc.edu](mailto:smerz@austincc.edu)



**Vice President:**  
**Joe Baumann**  
Blinn College  
Brenham, TX  
(979) 830-4075  
[joe.baumann@blinn.edu](mailto:joe.baumann@blinn.edu)



**Secretary: Amanda Clark**  
Blinn College  
Brenham, TX  
Office: 979-830-4743  
[amanda.clark@blinn.edu](mailto:amanda.clark@blinn.edu)



**Treasurer:**  
**Cathy Delgado**  
The University of Texas System  
Austin, Texas  
(512) 579-5055  
[cdelgado@utsystem.edu](mailto:cdelgado@utsystem.edu)

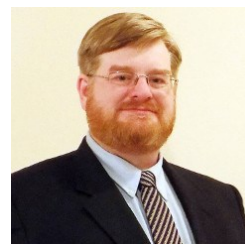
## Immediate Past President:

**Mary Barton**  
University of North Texas  
Denton, Texas  
(940) 565-2085  
[mary.barton@unt.edu](mailto:mary.barton@unt.edu)



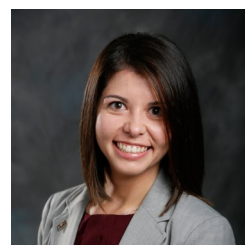
## Professional Development Officer:

**Marc Turner**  
Texas State University  
San Marcos, Texas  
(512) 245-2386  
[gmturmer@txstate.edu](mailto:gmturmer@txstate.edu)



## Communications Officer:

**Kate Proff**  
Texas State University  
San Marcos, Texas  
(512) 245-2386  
[kproff@txstate.edu](mailto:kproff@txstate.edu)



## Appointments:

### TAIR-L Manager:

**Faron Kincheloe**, Baylor University

### Web Administrator:

**Todd Moon**, Austin Community College

### Historian:

**Sushil Pallemoni**, Del Mar College

### Liaison to AIR:

**Soon Merz**, Austin Community College

### Newsletter Editor:

**Todd Moon**, Austin Community College

## TAIR 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.

Cathy Delgado is our Treasurer. This is a good time to ensure that the address you have on file for TAIR is up-to-date. Please take a moment to check or to ask your administrative assistant to verify the TAIR payment address on file with your institution. The current payment address is:

TAIR  
Attn: Cathy Delgado  
UT System Office of Strategic Initiatives  
210 W. 6th St Suite B140E  
Austin Texas 78701

If you have any questions about TAIR payments or other financial concerns, please contact Cathy Delgado at [cdelgado@utsystem.edu](mailto:cdelgado@utsystem.edu)

## TAIR 2016 Program Committee:

### Program Chair:

**Joe Baumann**, Blinn College

### Concurrent Sessions:

**Michael Albert**, Our Lady of the Lake University

### Evaluations:

**Cindy Ullrich**, Brazosport College

### General Sessions:

**Jessica Shedd**, University of Texas System

### Local Arrangements:

**Teri Walker**, College of the Mainland

### Special Event:

**Marilyn Greer**, TAIR Emerita

### Program Brochure:

**Lillian Marshall**, Blinn College

### Session Facilitators:

**Carmen Allen**, University of Houston

### Special Interest Groups:

**Leona Urbish**, TAMU Corpus Christi

### Sponsors:

**Daniel O'Hanlon**, Austin Community College

### Conference App:

**Al Walser**, UT Austin

## Appointed Committees:

### Financial Review Committee

**Rick Leyva**, Richland College - DCCCD

**Jana Marak**, Baylor University

**Tracy Stegmair**, Texas Woman's University

### Historian

**Sushil Pallemmoni**, Del Mar College

### Professional Development Committee

**G. Marc Turner**, Texas State University (Chair)

**Frances Frey**, Our Lady of the Lake University

**Tommy Van Hook**, North Central Texas College

**Katharine Mason**, Texas A&M University – Corpus Christi

**Laura Wichman**, McLennan Community College

### Awards Committee

**Mary Barton**, University of North Texas (Chair)

**David Brown**, North Central Texas College

**Mike Haynes**, Tarleton State University

**Faron Kincheloe**, Baylor University

**Kara Larkan-Skinner**, Our Lady of the Lake University

**Soon Merz**, Austin Community College

**Tracy Stegmair**, Texas Woman's University

## Elected Committee:

### Nominating Committee

**Mary Barton**, University of North Texas (Chair)

**Gabriela Borcoman**, THECB

**Lisa Haynes**, Texas Woman's University

**Susan Thompson**, Texas State University

**Carol Tucker**, University of Houston - Downtown



## TAIR Membership Update

Welcome to TAIR members, new and old; we look forward to working with you and appreciate your contribution to our organization. Benefits of a TAIR membership include a subscription to TAIR-L, TAIR's discussion list, where members can share information and solicit advice on projects; access to summer professional development workshops, which contribute to the TAIR Professional Development Certification; and access to leaders in higher education and high quality vendors at the annual conference. Membership is maintained annually with the TAIR conference marking the start of the membership year. For 2016, TAIR has 333 members representing a range of institutions and agencies from across the state and nationally. Membership has remained steady from 2015.

**TAIR 2017 Membership by Institutional/Organizational Category**

Category	Count of Members	Percent of Members
4 Year Public	124	37%
2 Year Public	154	46%
4 Year Private	36	11%
Association	15	5%
Technical	2	1%
Other	2	1%
Total	333	100%



# Awards Update

Congratulations go to the following award winners from the 2016 TAIR conference in San Antonio:

## Best Presentation

After the conference, the Awards Committee selected “[Assessing the New State Core at Stephen F. Austin](#)” as best presentation for the 2016 conference. This presentation was made by [Rachel Jumper](#), [Larry King](#), and [Jennifer Stringfield](#) from Stephen F. Austin University. Congratulations go to Rachel, Larry and Jennifer. They will receive a reserved place as the TAIR Best Presentation in the program at the 2017 Association for Institutional Research (AIR) Forum to be held in Washington, DC.

## Outstanding Professional Practice Award

[Angelo State University](#) was recognized for having the [Best Visual Display of Information](#) during the closing General Session on Wednesday morning. Congratulations to [Crystal Braden](#) from the [Office of Accountability at Angelo State University](#) for developing an award winning visual display of their factbook!



## Awards Committee

The 2016 Awards Committee was chaired by Lincoln Holmes, Immediate Past President 2015-2016. Members of the committee were Mary Barton, Amanda Clark, Danica Frampton, Faron Kincheloe, Shari Koukl, Kara Larkan-Skinner, Tom Martin, Tracy Stegmair, Susan Thompson, and Carol Tucker. Thanks go to the committee for their work before, during and after the conference to identify our award winners.

The 2017 Awards Committee will be chaired by Mary Barton, Immediate Past President 2016-2017. The award for next year will again be given for the Best Visual Display of Information. Additional information regarding the Outstanding Professional Practice Award criteria for TAIR 2017 and a call for submissions will be distributed later this year via the listserv and in the fall newsletter.

## Call for TAIR Outstanding Service Award Nominations

The award is given to a member who has made a significant contribution to TAIR over an extended period of time.

A nominee must have been a TAIR member for at least five years and not a member of, nor a candidate for, the Executive Committee during the year nominated.

In addition, the nominee must meet at least three of the following four general criteria:

1. Has been a member of the TAIR Executive Committee, served on Program Committees, or presidential appointed committees;
2. Presented contributed sessions at TAIR conferences;
3. Organized, offered, or acted as a primary presenter in workshops or panels at the TAIR conferences;
4. Contributed in some other specific and significant ways that have advanced the purposes of TAIR.

This award is not given every year, but is a great honor when it is given. If there is someone who meets these criteria and should be recognized, please nominate the individual by sending the person's name and any supporting information to: Mary Barton, Immediate Past President, [mary.barton@unt.edu](mailto:mary.barton@unt.edu)

All nominations will close September 30, 2016.

For a list of previous honorees, please see the TAIR website at <http://www.texas-air.org/recognition/honorees.php>.

# TAIR 2016 Conference Evaluation

Links to the 2016 conference evaluation were emailed to conference attendees shortly after the conference ended; 60 responses were received by the deadline for a 20.5% response rate. Thanks to all who took the time to provide their opinion.

Of the attendees responding to the evaluation, 5.5% of them were first-time attendees. The largest representation was from the 4-year university sector with 54%, followed by the technical/community college sector with 42%. About 12% of the respondents had been working in IR for less than 2 years and 37% of the respondents had been working in IR for ten years or more.

**Overall evaluation of the conference was positive, with a score of 4.3 on a 5-point scale** where 5=Excellent and 1= Very Poor. Individual components of the conference were rated using the same scale:

## Program Activity/Component Mean Rating

- Concurrent Sessions 4.0
- Events and Accommodations 4.3
- SIGS 3.4
- General Sessions 4.3
- Sponsor Fair 4.1
- Special Event 4.0

The evaluation instrument included several items pertaining to each of the general areas listed in the above table and all items were rated at or above a 3.95, except for the SIGS, which was a 3.4. The results for each of the specific items as well as the comments that were received in response to open-ended prompts are being reviewed carefully by the 2017 Program Committee in order to make improvements, where possible.

We would like to thank **Scantron Corporation** for sponsoring the evaluation process again this year. Scantron not only supplied the concurrent session and overall conference surveys, but scanned the surveys and provided the results report at the end of the conference.



TAIR 2016 Conference



## ***Letter from the TAIR Professional Development Officer***

I want to begin by extending a thank you to [David Brown](#) as the former Member-at-Large for Professional Development. Over the past two years he led the way in laying the ground work for the TAIR Professional Development Certificate Program and expanding the variety of workshops at the annual conference and during the summer workshops.

“Viva la Data!” in San Antonio was a huge success and saw nearly a third of the TAIR membership take part in a variety of professional development workshops. I want to extend a huge thank you to all of the workshop leaders who took the time to be a part of the experience. TAIR would not be what it is today without the effort of volunteers like you!

The business meeting saw two major changes for Professional Development. The first was a change in the title from Member-at-Large for Professional Development to Professional Development Officer. This change reflects how the duties of this position, and TAIR as an organization, have grown over the years. The second change was the expansion of the TAIR Professional Development Certificate Program from one level to three. This expansion of the program reflects the diversity of topics and issues faced by members of the TAIR membership. I look forward to working with the Professional Development Committee and other members of TAIR over the coming months to fine tune the program to help it evolve into a top-notch avenue for Professional Development in the state.

### **TAIR Professional Development Summer Workshop**

**Friday, July 29, 2016**

By now, members should have received an announcement via the listserv that registration is open for the Summer Workshops. This year the workshops will be held at the ACC campus in Round Rock, which is the same location as last year. To take full advantage of the technology available at the site, many of the workshops will lean towards a technology focus. Here is a quick list of the workshops being offered:

- Excel for Beginners
- Beginning SAS
- IRsanity: Producing Insane Results without Losing Your Mind
- Using IPEDS data to create dashboards in Tableau Public
- Advanced Excel: Using Excel to Increase Program Assessment Efficiency
- Building a Student Achievement Warehouse with SAS and Tableau
- Effective Presentations
- R Evangelism: Bringing R Statistics into the Institutional Research Workplace

The cost of each workshop is only \$60. You can find full descriptions of the workshops and sign up for the summer workshops now at: <http://www.texas-air.org/development/>

*Marc*

# Call for Nominations

The TAIR Nominating Committee is calling for nominations for the following elected positions:

**TAIR Vice President/President-Elect** – this is a three year term:

- 2017-2018 Vice President/Program Chair for the 2018 TAIR Conference at the Omni Corpus Christi Hotel
- 2018-2019 TAIR President
- 2019-2020 TAIR Immediate Past President

**TAIR Treasurer** 2017 – 2019

**TAIR Communications Officer** 2017 – 2019

**TAIR Nominating Committee Member** 2017 – 2018 (4 members will be elected)

Please take a few minutes to submit your recommendations to the TAIR Nominating Committee by clicking on the following link: <http://www.regonline.com/TAIRcallfornominations>



“Turning IR into Mission Control”

The **Vice President/President Elect, Treasurer**, and **Communications Officer** serve on the TAIR Executive Committee. These elected positions are involved in decision-making for upcoming conferences and are responsible for the smooth operations of the organization. There is work involved with each position, but these opportunities for service are very rewarding! One benefit is getting to know IR professionals from around the state as you help guide the future of TAIR.

The **Nominating Committee members** serve a one-year term and help to ensure that we have a full and qualified slate of candidates for the following year’s election.

More information about the responsibilities of TAIR officers is available in the TAIR Officer’s Guide, posted on the TAIR website at <http://www.texas-air.org/officers/>

**Feel free to nominate yourself if you are interested in serving for one of these positions.**

There are other opportunities during the year to get involved with TAIR, so please consider volunteering to serve on a committee or as a session coordinator!

**All nominations will close September 30, 2016.**



# TAIR 2017 Call for Participation

## February 26<sup>th</sup> – March 1<sup>st</sup>, 2017

Dear Colleagues,

It's time again to reflect on the exciting things you have accomplished and to share your knowledge, growth, expertise, and tips and tricks with others in the field. On behalf of the TAIR Program Committee, you are invited to contribute to the advancement of Institutional Research and Effectiveness by submitting one or more proposals for the 2017 TAIR Conference which will be held February 26<sup>th</sup> – March 1<sup>st</sup> in Houston, TX. This year's conference theme is **Turning IR into Mission Control**.

Building on the success of prior years, we have options for Concurrent Sessions (a 45-minute presentation by a single presenter or a small team), Discussion Group/Panel/Working Sessions (a 45-minute, facilitated discussion intended to include an interactive exchange of information with attendees), and Special Interest Group (SIG) Sessions (a 60-minute roundtable discussion on a specific topic of interest to IR professionals, or with a specific cohort of TAIR professionals).

We are actively looking for presenters in the following tracks:

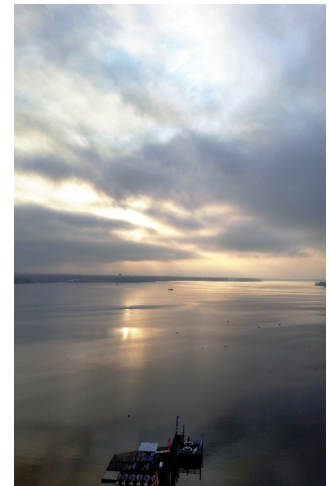
- Planning & Organizing
- Research
- Technology & Training
- Assessment & Effectiveness
- Reporting & Decision Support
- Current Issues in Higher Education

Proposals are welcome from IR professionals at all levels of their career. If you are on the fence about presenting or unsure what format works best for your topic, please visit the Call for Participation located at <http://www.texas-air.org/conference/2017/participate/> to help you decide or contact Michael Albert for more information.

**The deadline for submitting a proposal is September 30, 2016.**

We're looking forward to seeing you in Houston!

Michael Albert  
Our Lady of the Lake University  
(210) 431-3996  
mjalbert@ollusa.edu *Michael*



Hilton Houston NASA  
Clearlake - bay view

## TAIR-L Listserv Update

**TAIR-L has moved!** Some of you may have noticed that our listserv is now being hosted by Baylor. All the same functionality exists, simply with a baylor.edu address. As a reminder, current TAIR members (2016) can post directly to the listserv at [tair-l@baylor.edu](mailto:tair-l@baylor.edu). Those with lapsed memberships from the two prior year (2014 or 2015) will receive messages, but must renew their membership in order to post a message or participate in listserv discussions. To renew your membership, please visit <http://www.texas-air.org/member/>

# TAIR Annual Financial Report

## April 1, 2015 - March 31, 2016

### TAIR Annual Financial Report April 1, 2015 - March 31, 2016

Starting Balance (4/1/2015)			\$ 34,507.22
	Debits	Credits	
<i>Expenditures</i>			
<b>2015 Expenditures</b>			
2015 Travel Grants	\$ 3,400.00		
2015 Summer Workshops (catering)	\$ 1,939.50		
2015 Conference (speaker expenses, tri-folds, plaques)*	\$ 1,367.50		
<b>2016 Expenditures</b>			
Guidebook Premium purchase (for TAIR app)	\$ 3,500.00		
TAIR 2016 Travel Grants <sup>1</sup>	\$ 350.00		
2016 Conference <sup>1</sup>	\$ 8,629.76		
<b>TOTAL EXPENDITURES</b>			<b>\$ 19,186.76</b>
<i>Revenues</i>			
<b>2015 Revenue</b>			
2015 Summer Workshops (late registrations, sponsorships, workshop revenue)		\$ 7,739.97	
2015 Conference (after deduction of RegOnline transaction fees; Includes late 2015 registrations)*		\$ 3,880.44	
Interest Earned on Deposits		\$ 4.49	
<b>2016 Revenue</b>			
Registration, workshops, membership fees, special event, vendor sponsorships <sup>1</sup> (after deduction of RegOnline transaction fees)		\$ 72,533.74	
2016 AIR Travel Grant		\$ 1,000.00	
<b>TOTAL REVENUE</b>			<b>\$ 85,158.64</b>
Ending Balance in Checking Account as of 3/31/2016 <sup>1</sup>			<b>\$ 100,479.10</b>
Submitted by: Cathy Delgado, Treasurer			

**Notes:**

<sup>1</sup> The TAIR 2016 conference revenue and expenditures reflected above are incomplete (not all payments/bills/sponsorships had been received/paid as of 3/31/16). In particular, the conference hotel bill (~\$60K) had not been paid as well as reimbursements for travel grants, supplies, and outstanding conference registration balances.

\*Majority of 2015 TAIR conference expenditures & revenue reconciled in previous financial report (2014-15)

## TAIR Website Improvements



CONFERENCES ▾ MEMBER RESOURCES ▾ OFFICERS ▾ PROFESSIONAL DEVELOPMENT ▾ PUBLICATIONS ▾ RECOGNITION ▾

# Texas Association for Institutional Research

CONTACT TAIR

## General Information



### Join TAIR

Click here for membership information



### TAIR News

Fall 2015 Newsletter



### Important Dates

2016 TAIR Conference

At the Annual Business Meeting, I gave a sneak peek of the new and improved TAIR website. Our brilliant and patient web developer, Todd Moon, has been hard at work configuring and moving content to a WordPress content management system (CMS). This will allow for easier edits and make our site mobile friendly. In the process of moving to a CMS, I began researching webhosts which will better facilitate the new system. At our May meeting, the Executive Committee approved the purchase of managed hosting plan with DreamHost. We will spend the next few weeks setting up our new account and migrating content. Stay tuned for the official launch of the new [tex-as-air.org](http://tex-as-air.org)!

I would like to thank Tom Martin, Bao Huynh, Brian Cordeau, and Todd Moon for helping me track down information on the TAIR domain name so we can officially move to DreamHost!

*Kate*