

VOLUME 2017-18
ISSUE
02
NOVEMBER
2017

BIANNUAL
NEWSLETTER of the
TEXAS ASSOCIATION for
INSTITUTIONAL RESEARCH



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Letter from President Kara Larkan-Skinner

Greetings TAIR members,

It's hard to believe that it's already November, which means the TAIR 2018 conference is only a few months away! The program committee has been hard at work planning another amazing conference and I am excited that I have the opportunity to share that with you today.

As for the Executive Committee, we have reviewed and proposed some changes to the TAIR bylaws and constitution and will be distributing this next month for your review. Proposed changes will be voted on at the annual business meeting during the TAIR conference in Corpus Christi. The Executive Committee regularly monitors membership, and to date, TAIR has 334 members. This is consistent with our membership from last year, but we had a decline in membership from 2-year public institutions from 154 to 128. This is an area that we will monitor closely and investigate further. Looking to the future of TAIR, the Executive Committee is currently exploring the idea of developing a strategic plan for the association. This discussion is still unfolding, but we will have more information for you in the coming months. Last, the Association for Institutional Research (AIR) will be at TAIR again this year and will be conducting a listening session in order to get feedback from TAIR members on ways that AIR can better meet members' needs. This will be a great opportunity for you to help shape the future of our profession.

We are happy to report that there will not be any increase in the registration fees for TAIR 2018. Fees will remain the same as they were last year (Early bird-\$225; Regular-\$275; Late-\$325). Early bird registration opens TODAY and ends on January 10, 2018; Standard registration is January 11, 2018 through January 31, 2018, and late registration begins on February 1, 2018. The cost to attend a pre-conference workshop is \$75 per workshop (except for the Newcomers Workshop). This year, the Newcomers Workshop has been shortened to a half-day workshop and the fee has been reduced to only \$50. This is an excellent value for any newcomers to IR. Based on attendance, member feedback, and meeting spaces, we will not offer any post-conference workshops in 2018. However, we will have excellent pre-conference workshops for you to choose from.

The awards committee, led by Past President Soon Merz Flynn, has determined that the Outstanding Professional Practice Award will go to the Best Visual Display of Information. See page 7 for details about the awards criteria and how to nominate your institution.

Won't you be my Valentine? February will be here before you know it, and how better to spend your Valentine's Day than looking at the beach from a conference room with a few hundred of your favorite colleagues?

(Continued on Page 2)

Continued from Page 1

In all seriousness, this conference is going to be a great conference with top notch professional development. If you have the time, come a day early or stay a day late and support the local economy in a wonderful Texas coastal city.

If your institution's budget is tight this year, don't forget that TAIR offers Travel Grants. This year TAIR is offering a few extra travel grants to members from institutions that were affected by Hurricane Harvey. TAIR will offer our regular travel grants and grants specifically related to Hurricane Harvey. We want all of our members to have the ability to attend this conference. Please take advantage of this opportunity.

Last, it takes a village to run an organization like TAIR and to pull off the professional development that TAIR offers. It takes a strong commitment from our members who are willing to give back to TAIR through volunteering. If you want to see TAIR continue to be a strong organization, please consider running for office, making presentations, or volunteering for a role with the program committee. There are so many ways to become involved with TAIR, please contact me if you are interested. I look forward to visiting with you all soon in Corpus Christi.

Kara



40th Annual TAIR Conference

TAIR 2018 will be held February 11-14, 2018 at the Omni Corpus Christi Hotel in Corpus Christi, TX, located right on the shores of the Gulf of Mexico. The hotel is within a comfortable walking distance of the many different businesses within the Bayfront/ Downtown.

Some fun facts about Corpus Christi: Corpus Christi is the 8th largest city in Texas with a population of about 316,381 and has the 5th largest port in the US, by tonnage shipped. Both President George Bush, Sr. and Senator John McCain were once stationed at the Naval Air Station in Corpus Christi. Parts of the movie, Pearl Harbor, starring Ben Affleck, were filmed on the USS Lexington. Several celebrities are from Corpus Christi, including Selena Quintanilla Perez, Farrah Fawcett, Lou Diamond Phillips, Freddy Fender, Dabney Coleman, Pepe Serna, and NASCAR's Terry and Bobby Labonte.

The Corpus Christi area has 113 miles of Gulf Coast beaches. This includes the soft-sand beaches of Padre Island, Mustang Island, and the Padre Island National Seashore. In addition, Corpus Christi has many area attractions like the Texas State Aquarium, the USS Lexington, the Corpus Christi Museum of Science & History, the Art Center of Corpus Christi, the King Ranch Museum, and the Art Museum of South Texas.

Come join us for the 40th Annual TAIR Conference in Corpus Christi. There will be lots to learn, new friends to meet, and lots of fun where Data's a Beach!

Conference Registration: www.regonline.com/tair2018.



Omni Corpus Christi Hotel
Address: 900 N Shoreline Blvd, Corpus Christi, TX 78401
Phone: (361) 887-1600

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 2018. These grants are available to active members and those who become new members for 2018. The deadline to apply for a travel grant is December 1, 2017.

This year only, to help TAIR members who were directly affected by Hurricane Harvey, there is a special grant of \$500 each for members associated with institutions that were impacted by the hurricane. This grant is available as an option through the travel grant application.

The TAIR Travel Grant Application and directions are available at: <https://www.regonline.com/TAIRtravelgrants2018>



A Note from Teresa Isbell Vice President/Program Chair

Are you ready for the 40th annual TAIR conference in Corpus Christi? It is shaping up to be a great one and I can't wait to see everyone there. The program committee has been hard at work to make sure that you have a wonderful conference experience filled with excellent professional development and networking opportunities as well as a little fun.

The theme for this conference is "Data's a Beach!" Thank you to Nancy Jones of The University of Texas Health Science Center at San Antonio for submitting this year's theme. Also thank you to Amanda Moske at Hartwick College for submitting the winning cover art for the brochure.

The TAIR program committee is excited to offer you a wide range of professional development opportunities to help you gain knowledge and improve skills through concurrent sessions, user community roundtables, and pre-conference workshops. Workshops and concurrent sessions are organized around six tracks: 1) Assessment and Effectiveness, 2) Current Issues in Higher Education, 3) Planning and Organizing, 4) Reporting and Decision Support, 5) Research, and 6) Technology and Training.

The pre-conference workshops are offered on Sunday and Monday, February 11th and 12th. Please review the workshop schedule on the TAIR website before completing your registration and travel arrangements so you can take advantage of the great workshops offered by your TAIR colleagues.

This year's special event will be held at the Alamo Drafthouse. The local arrangements committee has designed a fun, interactive dining experience. Please reserve your spot to join us for an exceptional evening.

I am excited to announce our general session speakers for the conference. Our opening keynote speaker is David Katz, Executive Director of Organizational Development at Mohawk Valley

Community College. Our closing keynote speaker is Dr. Denise Young, SACSCOC Vice President and former TAIR member.

On the conference website, you can find information about the pre-conference workshop schedule, the conference program, and lodging and travel information. When making hotel reservations by phone, please ask for the TAIR conference rate, or use our group web page at <https://www.omnihotels.com/hotels/corpus-christi/meetings/tair-2018-annual-conference> to get the group conference rate and ensure that TAIR receives credit for the room count. The deadline for room reservations at the conference rate is January 20, 2018. Please make your reservations early to stay at the beach.

The TAIR conference greatly benefits from the support of its sponsors. If there is a vendor you think should be represented at the conference, please send them a note about sponsorship and also let us know so that we can reach out to them. We are extremely grateful for past support from our sponsors and look forward to continuing our partnerships and creating new ones.

We have a great conference lined up: a day and a half of workshops, motivating speakers, and concurrent sessions to help you expand your knowledge and prepare for future changes. TAIR is a member organization and needs your active support to provide services that improve and sustain the profession. So come on down to Corpus Christi and meet with your colleagues from around the state to network, learn and work together while having fun at the beach.

I look forward to seeing you in Corpus Christi.
Data's a Beach!

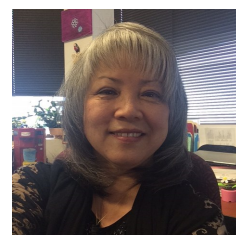
Teresa

Meet the Executive Committee:



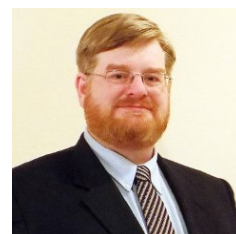
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Liaison to AIR:
Kara Larkan-Skinner, Our Lady of the Lake University

Newsletter Editor:
Frances Frey, Our Lady of the Lake University



TAIR 2018 Program Committee:

Program Chair:

Teresa Isbell, El Centro—DCCCD

Concurrent and Discussion Sessions:

Carmen Allen, University of Houston—Central

Evaluations:

Rick Leyva, Richland College—DCCCD

General Sessions:

Gabriela Borcoman, THECB

Local Arrangements & Special Event:

Soon Merz & Daniel O'Hanlon,
Austin Community College

Program Brochure:

Lillian Marshall, Blinn College

Session Coordinators:

Teri Walker, College of the Mainland

Sponsors:

Daniel O'Hanlon, Austin Community College

User Community Groups:

Jacob Price, Baylor University

Conference App:

Al Walser, UT Austin

Appointed Committees:

Financial Review Committee

Tracy Stegmair, Texas Woman's University (Chair)

Jessica Smith, West Texas A&M University

Kate Proff, Texas State University

Historian

Sushil Pallemmoni, Del Mar College

Professional Development Committee

G. Marc Turner, Texas State University (Chair)

Tess Barlow, Texas Tech University

Frances Frey, Our Lady of the Lake University

Jacqueline Goffney, Lone Star College

Laura Wichman, McLennan Community College

Awards Committee

Soon Merz Flynn, Austin Community College (Chair)

FC Caranikas, Austin Community College

George Gonzalez, San Jacinto College

Lisa Haynes, Texas Woman's University

Kara Larkan-Skinner, Our Lady of the Lake University

Phillip Rhodes, McLennan Community College

Carol Tucker, University of Houston – Downtown

Vicki West, Texas Tech University

Elected Committee:

Nominating Committee

Soon Merz Flynn, Austin Community College (Chair)

Lea Campbell, University of Houston—Downtown

Rick Leyva, Richland College—DCCCD

Rebecca Richter, Temple College

Cindy Ullrich, Brazosport College



TAIR Membership Update

Welcome TAIR members, new and old; we look forward to working with you and appreciate your participation in our organization. The benefits of a TAIR membership include a subscription to TAIR-L; access to summer professional development workshops; 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 2017, TAIR has 334 members representing a range of institutions and agencies from across the state and nationally. Membership has declined by just over 5% since 2014. With the addition of the TAIR professional development certificate and the upcoming conference in Corpus Christi, we hope to see more members in the coming year.

TAIR 2017 Membership by Institutional/Organizational Category

| Category | Count of Members | Percent of Members |
|----------------------------|------------------|--------------------|
| 4 Year Public | 133 | 40% |
| 2 Year Public | 128 | 38% |
| 4 Year Private | 46 | 14% |
| Technical | 3 | 1% |
| Health Related Institution | 8 | 2% |
| Other IR Associate | 16 | 5% |
| Total | 334 | 100% |

TAIR 2018 Outstanding Professional Practice Award

Best Visual Display of Information

Each year, TAIR awards the Outstanding Professional Practice Award(s) to recognize excellence in our work. Categories of work to be recognized are determined by the Awards Committee and may vary from year to year. For the 2018 conference, the Awards Committee has chosen to recognize the best visual display of information.

Submissions may include an infographic table, chart, illustration, PowerPoint slide, or some other means of visually representing data or information that helps connect data with decision-making in a visually appealing way. The submission must fit on a single printed page or a single web page in order to be considered; images that are linked in a series – such as a set of tables or charts in a dashboard – may be submitted but will be judged individually as single submissions.

In order to be eligible for consideration, the visual display's creator must be a member of TAIR at the time of submission. If more than one person is credited with creation of the visual display, at least one of the creators must be a TAIR member.

To be considered for the 2018 Outstanding Professional Practice Award, submissions must include the following:

- Name, title, and institution of person submitting item for consideration
- Context for the display:
 - * limit of 250 words
 - * briefly describe for what purpose the display was created
 - * who is the intended audience
 - * how the display was used in decision-making and any other pertinent information
- PDF of visual display or link to display's web page

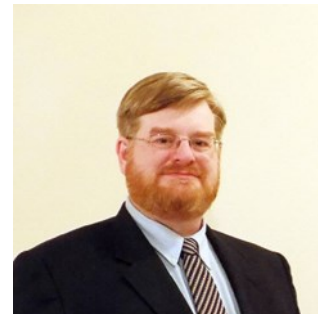
Submissions should be sent via e-mail to Soon Merz Flynn, TAIR Immediate Past President and Chair of the Awards Committee, at past-president@texas-air.org no later than December 15, 2017. Late submissions will not be accepted. The winner will be announced at the TAIR Annual Conference to be held at the Omni Corpus Christi Hotel in Corpus Christi, Texas, February 11 – 14, 2018.

Submissions will be judged on the following criteria:

- Topic (clarity, relevance)
- Content (level of detail appropriate for audience, timeliness)
- Format (clarity, composition/craftsmanship)
- Detail (accuracy, documentation)
- Attractiveness (visually appealing)
- Ability to tell a story

Updates from the Professional Development Officer

Let me begin by extending a huge thank you to workshop leaders who volunteered their time and energy at the TAIR 2017 Summer Workshops held this past July. I would also like to thank everyone who has volunteered their expertise over my past couple of years in office as the Professional Development Officer. TAIR's model of professional development and the Professional Development Certificate of Completion Program are gaining recognition from other organizations. None of this would be possible without the wonderful members who volunteer their time to mentor up and coming professionals in the field. Thank you again for your efforts.



Newcomers to Institutional Research

After lots of discussion and planning, I am happy to announce some updates the Newcomer's Workshop at TAIR. The workshop will now be only a half-day instead of full-day workshop to allow attendees the opportunity to attend a wider selection of additional workshops more relevant to their individual professional development needs. The focus will be on resources that are available to institutional researchers and the variety of duties and responsibilities of IR offices at different institutions. Additionally, this exciting workshop will cover the benefits of TAIR membership and becoming more involved in the organization.



TAIR 2018 Pre-Conference Workshops

I am pleased to announce the exciting list of upcoming workshops to be held prior the TAIR 2018 Annual Conference. A complete list of workshops and descriptions will be sent out to the TAIR listserv in the coming days. We look forward to seeing all of you there!

- Excel for Beginners
- Non-Parametric Statistics Techniques
- SAS Enterprise Guide for Beginners
- Value Added: The Benefits of Enhancing Program Assessment Using Indirect Methods
- Rock Your Data and Become a Data Rockstar!
- Google Charts for IR Websites
- Developing a Project Management Database Using Microsoft Access
- Qualitative Research Skills: Moderating a Focus Group Interview
- Using SPSS to Build Predictive Models
- Exploring the Benchmarking Institute Projects
- And More!!!

Access Workshop Completions On-Line!

In the coming weeks a system will be setup to allow TAIR members to view a list of workshops completed since the TAIR 2015 Annual Conference on-line. Access to the on-line system will be based on your email address and a "security code" which will be sent to you via email when the system is available.



TAIR 2018 Special Event!

A Night at the Alamo



The TAIR 2018 special event will be bringing the “fun and excitement” back to the special events as asked for. We have created a unique interactive event at the Alamo Drafthouse movie complex. The evening will have great food, fun, and excitement. Make sure you join us for this unique event.

Update from the Communications Officer

I would like to start by saying THANK YOU to Todd Moon for administering the TAIR website for the last 3.5 years. Todd has taken a position outside of higher education and will no longer be the TAIR web administrator. His service is greatly appreciated and he, along with many others, saw the successful migration of our website to a new platform. TAIR will now be looking for a new web administrator for anyone that might be interested in serving in this capacity.

As some of you might know, RegOnline (our event/conference registration software) was recently acquired by CVENT. This provides an opportunity to evaluate our current/future technology needs and the possibility of having the event, mobile app, and surveying tools all under one umbrella. I am researching possible solutions, however, it might be the case there is no singular solution. I welcome any suggestions you might have!

I will be reaching out to some of you as we get closer to the annual conference for projectors. If you can volunteer to bring a projector or two that would be great! Doing this helps cut costs, and in return, creates savings on conference registration. Please email me at communications@texas-air.org if you are able to assist.

Lastly, since going live with the new website in May, we have had close to 2,000 visitors to the site. Since we have this new platform with many capabilities, please let me know if there is any information that is not currently on the website that you would like to see.

See you all in February!

Morgan

TAIR-L Listserv Update

As a reminder, current TAIR members (2017) can post directly to the listserv at tair-l@baylor.edu. Those with lapsed memberships from the two prior years (2015 or 2016) 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://texas-air.org/index.php/member-resources/>



Mark your Calendars!

Future TAIR Annual Conferences

TAIR 2019:

Monday 2/25/2019 to Thursday
2/28/2019 at Horseshoe Bay Resort,
Horseshoe Bay

