Texas Association for Institutional Research
2018 Annual Conference
Professional Development Workshops

The TAIR Professional Development Committee is proud to announce this year's Professional Developments Workshops to be held at the 2017 Annual Conference. The cost of the Newcomers Workshop is $50. All other workshops are $75. Attendees of Sunday workshops will be provided lunch on Sunday from 12-1.

Register now at: https://www.regonline.com/tair2018

Sunday, February 11, 2018   9 AM – 12 PM

W01: Newcomers to Institutional Research
Faron Kincheloe, Baylor University

The TAIR Newcomer's Workshop is a half-day session focusing on resources that are available to institutional researchers and more specifically members of TAIR. The workshop will explore how IR offices and the roles within them are both similar and different across various types of institutions. This presentation will cover the benefits of TAIR membership including the Listserv, Summer Workshops, TAIR conference, and Certificate Program. Let this be the beginning of your networking experience with other IR professionals.

Room: Corpus A   *Track: 0 - Newcomers*

W02: Exploring the Benchmarking Institute Projects
Michelle Taylor, National Higher Education Benchmarking Institute at Johnson County Community College

This workshop will explore the Institute's projects in-depth:

>   *NCCBP: Credit & Non-credit
>   *Cost & Productivity Project

A demo of each will show the nuts & bolts, including the key metrics, data entry requirements and tips, and navigating the websites. Demonstrating the reporting tools will be emphasized, showing how to build peer and custom reports and charts. The workshop will show how to download and use the data and also share some of the ways our members use the data. This workshop is designed for current & past members to learn more about the new tools in the projects. Additionally, non-members can learn more about the projects and how they can be used at your college. Bring a laptop for exercises using your college's actual data & non-members will use data from "XYZ College".

Room: Copano   *Track: 5 - Reporting Knowledge*

W03: Developing a Project Management Database with Microsoft Access
Lillian Marshall, Blinn College

With the increasing costs of software and data management tools, institutions have to find more cost-effective ways to get the job done. This workshop is for users who want to learn how to use Microsoft Access to create a tracking database that will enable IR shops to become more productive and run more efficiently.

Participants will learn how to:
- • Create tables using Microsoft Excel for easy pull-down menus

• Design forms for end-user input
• Build reports to provide statistical analysis on the number of projects received, weekly tasks and project completion rates.

Requirements: Participants must bring a laptop with Microsoft Excel and Access as they will be creating their own database.

Room: Laguna Madre   *Track: 1 – Office Management*

W04: Value Added: The Benefits of Enhancing Program Assessment Using Indirect Methods
Rebecca Peterson, University of Mary Hardin-Baylor

Direct assessment methods usually have the spotlight, while indirect methods are often neglected. Faculty usually acknowledge the usefulness of direct assessment data, but some find the quantitative nature of it unsatisfying and argue that it does not get at the heart of the matter. Direct assessment is good at identifying what a student knows, but is not as adept at explaining why the student attains at a certain level or how the student perceives the learning outcome. This workshop will consider ways to include indirect assessment, enhancing the understanding of student knowledge and skills and providing another perspective on assessment for faculty. This session is designed to combine presentation with hands-on application. Participants are encouraged to assessment plans that use direct assessment in order to explore ways to add indirect assessment to enhance the data.

Room: Aransas   *Track: 6 - Assessment*

W14: Modern Analytics in Education & Developing a Strong Tableau Foundation
Cassidy Macias & Kevin McKinney, Tableau

This session will begin with a walk through of the Modern Analytics workflow and the role that Institutional Research plays, including a discussion of successful applications of Tableau in IR and the impact this has on the public, executives, and other departments.

We will then apply these ideas as we work with Tableau Desktop to build a foundation of best practices. You'll gain a thorough introduction to data analysis and visual design in Tableau, and learn how to build views and interactive dashboards. The session will conclude with a question and answer period to help you address your specific use case.

For this session, attendees will need to bring their own laptops and have Tableau Desktop or a Trial installed on their computers.

Room: Matagorda   *Track: 3 - Technology*

Sunday, February 11, 2018   1 PM – 4 PM

W05: Using Accountability Board Data
Gabriela Borcoman, Texas Higher Education Coordinating Board

Accountability continues to rise in importance and the data available from the Coordinating Board can be extremely useful for the Institutional Researcher who understands the report and the content that is presented. Gabriela Borcoman is a member of the Coordinating Board and will share some insight into Coordinating Board reports, answering questions and providing some an insider's view insight on how the information in many of the reports can be

used and shared on college and universities campuses. This workshop is appropriate for those IR professionals who are new to the career field and will open some insights for experienced IR professionals.

Room: Copano   *Track: 5 – Reporting Knowledge*

W06: Rock Your Data and Become a Data Rockstar
Melissa Reeves & Cathan Coghlan, Texas Christian University

Want to be an IR Data Rockstar? Learn the fundamentals of Tableau so you, too, can awe your Provost, administrators, and faculty. Turn those tables and spreadsheets into visualizations to make it easier to consume and explore. In this workshop, participants will learn the basics of Tableau through hands-on exercises using higher education data. Come learn how to connect to data, create different types of visualizations, apply calculations, and build interactive dashboards. Topics include: Tableau Concepts, Connecting to Data, Filtering/Sorting Data, Table Calculations, Maps, Interactive Dashboard, and more!

Room: Laguna Madre   *Track: 3 - Technology*

W07: Non-Parametric Statistical Techniques
Rion McDonald, University of North Texas

In many cases, the job of institutional research involves working with datasets that are relatively small or with data—grades, survey results, rankings,etc.— that does not come from a bell-curve/normal distribution. In these instances the application of the standard techniques focused on in most stats courses can yield misleading results.

This workshop is intended to be an introduction to a few statistical tests that can be useful in analyzing non-normal data. It may also be beneficial to those seeking to review certain analytical methods. Topics covered will include Spearman's rank correlation, chi-square tests, and the Wilcoxon rank sum test.

During the workshop, attendees will use their laptops to practice applying the various techniques in Excel. Anyone with a basic Excel background (entering/creating formulas, copying and pasting cell contents, etc.) should be able to participate. Knowledge of a specific statistical software package such as SAS or SPSS is not required.

Room: Aransas   Track: 2 – Data Analysis

W08: Google Charts for IR Websites
Jorge Martinez, University of Houston

Interested in creating online dashboards without paying big software prices? Google Charts API provides an open-source platform for constructing interactive graphics for IR websites at no cost. In this hands-on workshop, participants will construct bar, line, and pie charts, hierarchical tree maps and state maps using JavaScript, html, and R languages. No previous knowledge of JavaScript, html, or R is required. Participants will construct charts using data from their own institution. At the end of this workshop, participants will understand the data structure, anatomy, and implementation of Google Charts on an IR web page for internal and external consumption. A laptop with internet access is required.

Room: Matagorda   *Track: 3 - Technology*

W15: Bring your IR Data to Life with SAS® Visual Analytics
John Berry, SAS

This hands-on workshop will show how to use the latest version of SAS® Visual Analytics to report, explore, and analyze complex data quickly and easily. Participants will experience how this software solution can help them examine large amounts of data, uncover hidden opportunities, identify key relationships, and make decisions through dashboards and self-service ad hoc visual discovery with data exploration. During the workshop, attendees will create dynamic, interactive reports and dashboards and will also use sophisticated analytics, including decision trees, forecasting, and correlations, to gain additional insight from the data.

SAS will provide laptops for the attendees for use with in this workshop.

Room: Corpus A   *Track: 3 - Technology*

Monday, February 12, 2018   7:30 AM – 10:30 AM

W09: SAS Enterprise Guide for Beginners
Laura Wichman, McLennan Community College
Tracy Stegmair, Texas Woman's University

This workshop is for SAS beginners or those who need a refresher in SAS Enterprise Guide. In this workshop, you will learn the basics of SAS with Enterprise Guide with hands-on training in importing data, query building, proc frequency reporting, proc tabulate, report formatting, and exporting data.

A laptop with SAS Enterprise Guide is required. Registered attendees will receive instructions on how to download and install SAS Enterprise Guide prior to the workshop.

Room: Corpus A   *Track: 2 – Data Analysis*

W10: Excel for Beginners
Guyla Blaylock, Richland College

This beginner's level workshop will introduce new(er) Excel users to tips and tricks that will improve your efficiency in an IR/IE environment. Participants will learn how to analyze basic descriptive statistics, utilize common formulas such as concatenate and V-lookup, and create pivot tables and charts. The end result will be higher productivity, less frustration, and improved communication of data.

Room: Copano   *Track: 2 – Data Analysis*

W11: Qualitative Research Skills: Moderating a Focus Group Interview
FC Caranikas, Austin Community College

Doing good qualitative research is dependent upon collecting qualitative data. Whether you are using a grounded theory approach to develop new theories, or testing theories in applied settings, you may be relying upon focus groups to provide the data needed for analysis. This workshop is designed to help you learn or improve your skills in moderating a focus group interview. You will gain an understanding of the focus group interview as a process and the key characteristics of the focus group as a research method. After reviewing the requisite knowledge, skills, and abilities for the moderator role, you will practice moderator techniques. With your new or enhanced moderator skills, you will be able to ensure the qualitative data you gather in your focus group interviews will be useful as you pursue your qualitative research analyses!

W12: Introductory R for Statistics
Matthew Dabrowski, South Texas College

This workshop will cover some short basics for the R for Statistics software package. One of the strengths of R is the strong online support community, which makes developing new skills a breeze. This session will discuss basic R functionality, critical packages, best practices for an institutional research workflow, and how to solve problems. Participants will be required to have copies of R and RStudio pre-installed in order to participate.

Room: Aransas *Track: 2 – Data Analysis*

W13: Using SPSS to Build Predictive Models
Fangyu Du & Sam Shi, University of North Texas at Dallas

Using statistics analysis to identify the hidden meanings and patterns becomes the tendency nowadays. So, in the workshop I would like to share my experience of how and when to use data analysis in institutional research. Selected modeling methodologies will be illustrated through real data.

To better understand the whole analytic process, I will spend time from the very beginning to the end of the step. So the topic will cover from data manipulating, data cleaning, experiment designing, algorithm selecting, scoring, to result visualizing. The purpose of the workshop is to train audiences to think like analysts.

Room: Matagorda *Track: 2 – Data Analysis*