



2019

STRATEGIC PLAN 2020-2025

Discuss
Comment
Engage

2018 TAIR STRATEGIC PLANNING TASK FORCE



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UPDATED TAIR MISSION

The Texas Association for Institutional Research **provides** for

Fostering unity and cooperation among persons having interests and activities related to institutional research, planning, evaluation, policy analysis, and institutional effectiveness in Texas institutions of postsecondary education;

Disseminating information and exchanging ideas on issues and concerns of common interest; and

Continuing professional development of individuals engaged in institutional research, planning, evaluation, institutional effectiveness and policy analysis.



The Texas Association for Institutional Research **serves** as a statewide network and **supports** Texas higher education professionals **engaged** in institutional research and institutional effectiveness in providing professional development opportunities by

coordinating the exchange of ideas on common issues,

fostering collaboration and communication, and

advocating for data-informed decisions and policies in higher education.

UPDATED TAIR VALUES

Coordination Form relationships to bring together the different elements of the complex activity of institutional research	Advocacy Speak from a common voice for researchers	Collaboration Promote an environment of cooperation	Communication Engage members in a dialog about institutional research	Education Share knowledge and practice

TAIR STRATEGIC PLANNING GOALS

Advance institutional research proficiency <ul style="list-style-type: none"> All Texas institutions of higher education benefit from a broader understanding of data science and greater levels of data literacy. The Association aims to maximize its resources in engaging in activities that <u>increase the analytics, visualization, decision support, and reporting capabilities</u> at all Texas post-secondary institutions regardless of their size, location, and resources. 	Develop a vital, diverse, and engaged membership <ul style="list-style-type: none"> Strengthen the association by <u>actively recruiting and engaging members</u> throughout the region. 	Improve communication and visibility <ul style="list-style-type: none"> Continue to build the Association's brand by <u>actively voicing meaningful issues</u> and inventing ways to <u>expand the reach</u> of the Association's voice all while maintaining a <u>respectful presence</u>.

ADVANCE INSTITUTIONAL RESEARCH PROFICIENCY

Measures	Strategies
<p>Online Professional Development Opportunities – Percentage of membership attending a synchronous or asynchronous TAIR online professional development opportunity. <i>Target – 50 percent annually by 2022</i></p> <p>Online Library– Contributions to the TAIR library. The online library will allow members to submit and browse sample code, procedures, and studies. <i>Target – A minimum of 20 each year by 2022</i></p> <p>Outreach – Percentage of TAIR members presenting at designated regional and national institutional research conferences. <i>Target – 10 percent annually by 2020</i></p> <p>Agency Speakers – Representatives of state or federal agencies will address TAIR through TAIR's outreach mechanisms (conferences, workshops, articles or submissions to the TAIR library). <i>Target – 3 engagements annually by 2020</i></p>	<p>Provide online professional development opportunities</p> <p>Establish a library to collect member expertise</p> <p>Collaborate with other associations and Texas agencies</p>



DEVELOP A VITAL, DIVERSE, AND ENGAGED MEMBERSHIP

Measures

Member Retention – Percentage of membership retained one year later. *Target – 80 percent annually by 2020 (50 to 55 percent between 2015 and 2017)*

Member Longevity – The average years a membership persists. *Target – 5 years annually by 2020*

Presenting Members – Percentage of membership presenting at TAIR conferences and professional development opportunities. *Target – 30 percent annually by 2020*

Institution Representation – Percentage of Texas public and independent (as listed by the THECB) post-secondary institutions with Association membership. *Target – 100 percent annually by 2022*

Strategies

Connect new members to the Association

Coordinate year-round member interactions



IMPROVE COMMUNICATION AND VISIBILITY

Measures

Open Listserv – Percentage of ListServ subscribers by non-members and other interested individuals. *Target – 10 percent of Listserv subscribers are non-members by 2020*

Advocacy Committee – A group of TAIR members will monitor and communicate back to membership pending legislation, proposed rules, and other regulatory impactful issues affecting institutional research. *Target – 4 communications each year by 2020*

Strategies

Communicate more frequently with TAIR membership

Communicate with outside organizations

Build a bigger Association presence by improving visibility

Advance the Association's capacity to advocate
