



G. Marc Turner
President

this issue

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A LETTER FROM THE PRESIDENT

Hello TAIR Members,

WOW! It's been a crazy summer, and I know we're later than usual in getting this newsletter out, but the Executive and Program Committees have been hard at work over the past few months getting everything ready for the Summer Workshops coming up next week on August 2nd and planning for our next Annual Conference in San Antonio on March 1-4, 2020.

I want to extend a special "Thank You" to last year's Executive and Program Committees for making the 2019 Annual Conference a tremendous success. Although attendance was down compared to previous years, the majority of people felt conference was an excellent opportunity for networking and getting to know your fellow IR professionals. Be sure to check out the overview of the conference evaluation on page 6 of this newsletter.

As we've mentioned in emails over the past few weeks, we've had to switch to a new conference registration system. This has presented some unexpected challenges and some exciting opportunities as we've worked to make the transition. One of the challenges we've faced is the need to create a new system for collection of conference proposals. Carmen Allen, TAIR Communications Officer, has been hard at work with implementing the new system which we hope everyone will find easy to use when you submit your proposals for the upcoming conference.

The new system is also allowing us to establish a membership website which will allow Dan Su, TAIR Secretary, and other members of the Executive Committee to better track memberships over time and make the membership renewal process easier for those that don't attend the annual conference. The hope is to also integrate this system with the TAIR website to begin offering member-only resources as proposed in the TAIR Strategic Plan that was adopted at the last conference. Be sure to keep on eye on your email for more information on that as the project moves along.

As mentioned earlier, the TAIR 2019 Summer Workshops are fast approaching and will be held on August 2nd, 2019 at the ACC-Round Rock campus. Lea Campbell, TAIR Professional Development Officer, has created an excellent line up of workshops covering a wide array of topics including an IPEDS workshop! We look forward to seeing many of you there! We also want to thank the efforts of Amanda Moske for helping establish a sponsorship from Tableau to support this year's summer workshops!

Vice President/Program Chair David Brown and his Program Committee are planning a great conference for 2020 and will be meeting at the conference hotel in early August. Plan to come early or stay late to enjoy the resort amenities in downtown San Antonio, just steps away from the Riverwalk.

Please feel free to contact me or another member of the TAIR Executive Committee about any concerns or questions you may have, or if you want to get involved by serving on a committee or assisting with TAIR activities. We'd love to hear from you.

~ Marc

A WORD FROM YOUR VICE-PRESIDENT AND PROGRAM CHAIR



David Brown
VP/Program Chair

I am excited to tell you about plans for the 42nd annual TAIR conference, to be held at the beautiful Marriott Plaza in San Antonio by the River walk on March 1-4, 2020! The theme for the 2020 conference will be **“Spurring Innovation through Research.”** Jenna Tucker, from the University of Houston submitted this theme; she will receive a \$50.00 Visa gift card for sharing her creative talents. We received many wonderful submissions and I want to thank everyone for their participation. As a Mavericks fan it hurts a little to see anything with a spur in its name win though! Congratulations Jenna on a job well done.

TAIR 2020 will definitely take advantage of all the amenities & outdoor space available at Marriott Plaza San Antonio. Meeting rooms are spacious, so there will be plenty of room for our sessions and events. Pre-conference workshops will be at the conference hotel to keep everyone close to all the action. The Professional Development Committee is working to provide a variety of workshops so there should be something for everyone!

Travel grants will be available once again for those who need some financial assistance in attending the conference. Each year, the Program Committee works hard to plan a conference that delivers excellent professional development and networking opportunities as well as opportunities for members to relax and enjoy the company of colleagues and friends. We pay attention to evaluations from previous conferences, and try to incorporate changes and suggestions when possible. One of the things that went well last year was the extra time in the evenings to enjoy the location and mingle with peers across the state. This year we will continue that practice so make sure to enjoy the river walk, great food, and local attractions.

Please consider submitting a proposal for a concurrent session, or perhaps a pre-conference workshop if your topic fits that format. If you're more interested in discussing a topic with a small group where everyone has a chance to participate in the discussion, then consider proposing a topic at the community breakfast. TAIR has been so great for over 40 years because of the willingness of its members to share their knowledge and ideas with others in the profession. I encourage you to contact me, Marcello Parades (Concurrent Sessions Chair) or Tracy Stegmeir (Community Table Chair) if you have any questions about presenting at the conference, we would love to hear from you. The deadline to submit a proposal for presenting at the conference is September 28, 2020. Also, one last thing, if you can't make it to San Antonio please don't forget to re-new your membership! Membership has all kinds of benefits to help you in furthering your knowledge, skills, as well as your network.

I look forward to seeing you in San Antonio!

David

A LETTER FROM THE PROFESSIONAL DEVELOPMENT OFFICER



Lea Campbell
Professional Development
Officer

A great time was had by all at the 2019 TAIR Conference at Horseshoe Bay, Texas! I want to extend a huge "Thank You" to all of the members of the TAIR community for leading workshops and to our industry partners who presented. As a volunteer organization, the content and quality of our professional development workshops depends on people like you. Without the contribution of your time and energy our professional development activities would not be what they are today.

Speaking of workshops, registration for this summer's **TAIR Summer Workshops 2019** is now open at: <http://www.cvent.com/d/dyqnry>

Austin Community College's Round Rock Campus will host this year's summer workshops on Friday August 2nd. (Thank you to ACC, Soon Flynn, and Daniel Ohanlon for your continued support!)



We have a special treat this year for TAIR members. AIR will be providing a free workshop on IPEDs benchmarking. Register early though because I know this workshop will fill up quickly. Cost of the other half-day workshops is only \$75 and includes lunch for all attendees (and presenters). This year's workshop line-up includes:

Morning Session: 9:00am-Noon

W1	IPEDS Data & Benchmarking: Supporting Decision Making and Institutional Effectiveness
W2	Survey: A Noun, A Transitive Verb, and a Tool in Hands of a Professional
W3	SQL: Efficiency is More Science than Art
W4	Mapping Place-based Data: Open Source Tools and Interactive Web Maps
W10	Visualizing Data with Tableau

Afternoon Session: 12:45pm-3:45pm

W5	Introduction to Time Series Forecasting
W6	Making Maps in Tableau
W7	A Closer Look at Data Used in Support of Academic Success Programs
W8	THECB Data Tools
W9	Common Planning

For workshop descriptions, please go here: <http://texas-air.org/wp-content/uploads/2019/06/TAIR-2019-Summer-Workshops.pdf>

Hotels in near ACC's Round Rock campus can be found here: <https://www.google.com/maps/search/hotels+near+acc+round+rock+tx/@30.54187,-97.6901993,14z>

If you have any questions, you may contact me by email at professional-development@texas-air.org or by phone at (713) 226-5548.

I hope to see many of you in Austin this summer.

Lea

TAIR 2018/2019 Professional Development Update

TAIR Summer 2018 Workshops

Workshops Offered: 9

Number of Attendees: 85

Topics:

- Demystifying Predictive Analytics
- Analysis of Variance
- Creating a Coding Library
- EXCELLing at Dashboards
- SAS Programming for Beginners
- Visualizing Data to Tell a Story
- Set up for Success: Qualtrics Surveying
- Data Visualization using Power BI

2019 TAIR CONFERENCE

PRE-CONFERENCE WORKSHOP ACTIVITIES

Workshops Offered

11

Number of Workshop Attendees:

119

Institutions Represented

42

Workshop Topics

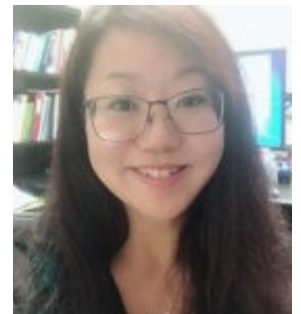
- Power BI
- TAIR Newcomers Workshop
- Assessment for IR
- The Memo They Will Read
- Managing Burnout
- Project Management
- Demystifying Predictive Analytics
- Tableau
- Excel
- SPSS & Predictive Modeling

TAIR MEMBERSHIP UPDATE

Welcome TAIR members, new and old; we look forward to working with you and appreciate your participation and contribution in our organization!

TAIR 2018 Membership by Institutional/Organizational Category

Category	Count of Members	Percent of Members
4-Year Public	114	39%
2-Year Public	93	32%
4-Year Private	29	10%
2-Year Private	1	0%
Technical	5	2%
Other	47	16%
Total	289	100%



Dan Su
Secretary

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 April 1st marking the start of the membership year. For 2019 to-date, TAIR has 289 members representing a range of institutions and agencies from across the state and nationally. With the addition of the TAIR professional development certificate and the upcoming conference in San Antonio, we hope to see more members in the coming year!

Dan

COMMUNICATIONS OFFICER UPDATE

Greetings! First, I'd like to thank you all for allowing me to serve as your Communications Officer for the next two years. It's both an honor and a privilege, and I've already been working diligently with the Executive Committee to make sure that our technology needs as an association are met.



Carmen Allen
Communications Officer

Because the registration system that we've been using (RegOnline®) will be retired at the end of this calendar year, we were faced with the challenge of purchasing a new registration system. After much consideration, we decided to move forward with Cvent, the company that acquired RegOnline®. Cvent's Event and Membership Management platform will serve us well in two ways. In addition to being a registration system, the platform also functions as a membership management system so that when you register for an event much of your personal information will be prepopulated. Moving forward, this system will also allow us to better track membership renewals and new memberships. Ultimately, we would like to integrate Cvent with the TAIR website so that we can provide member-only content online.

We will pilot the new system with registration for the 2019 Summer Workshops. As you register, please take note of any suggestions you have and feel free to share that feedback with me at communication@texas-air.org. Have a great summer!

Carmen

TAIR TREASURER UPDATE

The TAIR Executive Committee wants to extend a special congratulations to Bell Weeden on an exciting career change that she is undertaking. Unfortunately, since her new position is outside of higher education in Texas, she is no longer eligible to serve as Treasurer under the TAIR Constitution (Article IV, Section 1). Bell has been a valued member of TAIR for many years and continues to assist the Executive Committee with the duties of the Treasurer while a replacement is being determined. Her absence is going to be greatly felt.

Following the TAIR Constitution on vacancies (Article VI, Section 4), the Executive Committee is currently in the process of identifying and appointing a new TAIR Treasurer. Given that this is an important leadership position within TAIR, the Executive Committee has sought advice from some past-presidents and other members of TAIR in coming up with potential appointees. We want to ensure the at the appointment is made quickly, however we also want to ensure that the appointment serves the best interest and needs of TAIR moving forward.

If you have questions about this change and process, please feel free to contact the TAIR President, G. Marc Turner, at president@texas-air.org for additional information.

TAIR 2019 CONFERENCE EVALUATION

The TAIR 2019 conference evaluation was conducted through Qualtrics and distributed via an email link and the conference app. The majority of the attendees who responded to the evaluation (85%) were from public institutions, while 15% were from private institutions, which is up from previous years. Attendees were evenly split between four-year universities (44%) and community/technical colleges sector (44%), with the remaining attendees coming from Health Science Centers and Government agencies and organizations. Approximately 45% of the attendees indicated that they had been working in IR or a related area less than five years, with almost 10% of the remaining attendees having worked in IR for over 20 years.

Overall, an amazing 98% of the respondents were satisfied or very satisfied with the quality of the TAIR 2019 conference. Some of the main areas where attendees were satisfied or very satisfied included the conference registration (94%), quality of the meeting facilities (95%), quality of the guest rooms (97%), conference app (94%), and hotel services (95%).

Regarding the keynote speakers, overall 90% were satisfied (or very satisfied) with the opening keynote topic on data visualization with 85% satisfied or very satisfied with the overall presentation. For the closing keynote, 90% were satisfied (or very satisfied) with the topic on the future of IR, and 85% being satisfied or very satisfied overall.

In the comments, there were several positive reviews of some changes we made to the conference schedule. For example, many people commented on the increased sense of networking achieved by having the “Welcome Dinner” rather than having people scatter for dinner on the first evening. Likewise, many felt the smaller, “resort” type feel of the location led to a more intimate conference that was good for networking. Feedback on these, and other , changes will be taken into account in the planning of the 2020 Annual Conference.

The food and menu selections at this years conference created some strong feelings in terms of responses. Overall people agreed or strongly agreed that the food at the welcome dinner was good (86%) however another 10% disliked the food. This difference was also present in some other meals as well. In the end, we know there is no way to please the diverse tastes of over 200 people, however we will make efforts to ensure the options provided, especially for those with special diets, is taken more into account in the planning of future events.

TAIR conference sites are selected several years in advance, so the feedback from TAIR 2019 will be considered for future site planning, and the growth of the organization will be closely monitored to ensure that future sites are adequate for our growing association.

Thank you to all who completed the survey. Your responses are appreciated. Your input will be used to inform future conference decisions. For additional information on the results, please contact president@texas-air.org.



TAIR LISTSERV UPDATE

As a reminder, current TAIR members (2019) can post directly to the listserv at tair-l@baylor.edu. Those with lapsed memberships from the two prior years (2017 or 2018) 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/>.

AWARDS UPDATE

Congratulations go to the following award winners from the 2019 TAIR conference in Horseshoe Bay:

Best Presentation

After the conference, the Awards Committee selected “Using Bayes’ Theorem of Conditional Probability to Analyze Course Performance” as the best presentation award winner for the 2019 conference. This presentation was made by Rion McDonald from the University of North Texas. Congratulations, Rion! He will receive a reserved place as the TAIR Best Presentation in the program at the 2020 Association for Institutional Research (AIR) Forum to be held in New Orleans at the end of May 2020.

Outstanding Professional Practice Award

Congratulations to **Sushil Pallemmoni** and **Del Mar College** for winning the Outstanding Professional Practice Award for **Best Visual Display of Information**.

Awards Committee

The 2019 Awards Committee was chaired by Kara Larkan-Skinner, Immediate Past President. Members of the committee were Carmen Allen, Mary Barton, Susan Brown, Amanda Clark, Guyla Davis, Ryan Fitzgerald, Kimberly Sanders, Carol Tucker, and Laura Wichman. Thanks go to the committee for their work before, during and after the conference to identify our award winners.

The 2020 Awards Committee will be chaired by Teresa Isbell, Immediate Past President.

More information on the Outstanding Professional Practice Award will be sent out later this Fall. Additional information regarding the Outstanding Professional Practice Award criteria for TAIR 2020 and a call for submissions will be distributed later this year via the listserv and in the fall newsletter.

CALL FOR 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:

Teresa Isbell,
Immediate Past President

All nominations will close October 15, 2019.

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

TAIR 2020 CALL FOR PARTICIPATION

It is 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. The TAIR Program Committee invites you to contribute to the advancement of our field by submitting one or more proposals for the 2020 TAIR Annual Conference March 1-4, 2020 in San Antonio, TX. This year's conference theme is "**Spurring Innovation through Research!**"

We are actively looking for presenters for the following tracks:

Operations and Leadership: Focuses on the organization and management of IR offices and functions. Sample topics include tracking requests, organizing/archiving past studies, staffing, resources, and relationships with other operational areas.

Plan and Evaluate: Includes implementing assessment programs, goal setting/measuring, novel assessment ideas, accreditation topics, and program review.

Collect, Analyze, Interpret & Report: Emphasis is on tools, methods, and/or sources used for internal/external reporting, dashboards, and decision support systems.

Stewards of Data & Information: Deals with issues related to data accuracy, integrity, security, and institutional data strategy; data warehousing; decision support.

Educate Information Producers, Users, and Consumers: Demonstrates ways of training on the use of data and information to inform decision-making and includes discussion of way to collaborate with other stakeholder groups.

Current Issues and Research in Higher Education: Provides details on contemporary topics and research within higher education.

Potential session formats include:

- **Speaker Session** – A 45-minute presentation by one or more presenters allowing time for Q&A.
- **Discussion Session** – A 45-minute, moderated session that focuses on audience input and participation.
- **Panel Session** – A 45-minute, moderated discussion among 2-4 panel members, each offering a unique viewpoint or perspective on a topic or issue.
- **Poster Session** – A visual display of information on an issue or research study that will be available throughout the conference. Presenters will be available for questions during a 45-minute session in the conference schedule.
- **Pre-Conference Workshop** – Held prior to the start of the conference, a three (or six) hour, hands-on session by one or more workshop leaders designed to provide attendees with a new skill and/or application of knowledge.

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 contact David Brown for more information.

Submit your proposal on-line at: <http://texas-air.org/index.php/2020-cfp>

The deadline for submitting a proposal is September 28, 2019.

David Brown, Program Committee Chair
dbrown@nctc.edu | (940) 668-3331

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:

- 2020-2021 Vice President/Program Chair for the 2021 TAIR Conference in Denton
- 2021-2022 TAIR President
- 2022-2023 TAIR Immediate Past President

TAIR Professional Development Officer 2020 – 2022

TAIR Secretary 2020 – 2022

TAIR Nominating Committee Member 2020 – 2022 (multiple openings)

A link to the form for submission of nominees will be sent to the TAIR Listserv in mid-August.



Marriott Plaza San Antonio

The **Vice President/President Elect, Secretary**, 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 two-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://texas-air.org/index.php/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 November 1, 2019.

TAIR EXECUTIVE COMMITTEE



PRESIDENT

G. Marc Turner
Sr Research Analyst
Office of Institutional Research
Texas State University

Office: 512-245-2386
president@texas-air.org



IMMEDIATE PAST PRESIDENT

Teresa Isbell
Assistant Dean
Educational Quality Improvement
Texas A&M Health Science Center

Office: 979-436-0278
past-president@texas-air.org



VICE-PRESIDENT/PROGRAM CHAIR

David Brown
Associate Vice Chancellor of
Research & Reporting
North Texas Central College
Office: 940-668-3331

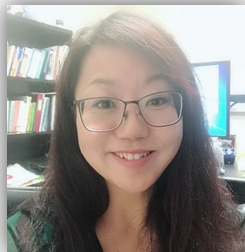
vice-president@texas-air.org



COMMUNICATIONS OFFICER

Carmen Allen
Director of Institutional Effectiveness
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communications@texas-air.org



SECRETARY

Dan Su
Director of Institutional Research
Texas A&M University – Commerce

Office: 903-468-3048
secretary@texas-air.org



PROFESSIONAL DEVELOPMENT OFFICER

Lea Campbell
Director Academic Assessment
University of Houston – Downtown

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professional-development@texas-air.org



TREASURER

Isabel "Bell" Weeden
Associate Vice Chancellor
Finance, Analytics & Budget
Texas State Technical College
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treasurer@texas-air.org

APPOINTED POSITIONS

Electronic List Manager

Faron Kincheloe
Baylor University

Newsletter Editor

G. Marc Turner
Texas State University

Liaison to AIR & SAIR

G. Marc Turner
Texas State University

Historian

To Be Appointed

ELECTED COMMITTEES

Nominating Committee

Chair

Teresa Isbell, Texas A&M Health Science Center

Members

Jinny Case, University of Texas-San Antonio
Cadi Lusk, Texas A&M University-Kingsville
Michael Tumeo, Southern Methodist University
Renee Zimmerman, Southwest Texas Junior College

APPOINTED COMMITTEES

Program Committee

Program Chair

David Brown, North Texas Central College

Concurrent Sessions Committee

Marcelo Paredes, University of Texas-Rio Grande Valley

Bonnie Hurford, Tarrant County College

Sam Shi, University of North Texas-Dallas

Sponsor Liaison

Amanda Moske, University of North Dakota

Conference Brochure Editors

Kate Richardson, North Central Texas College

Angela Hearell, North Central Texas College

Community Table Coordinator

Tracy Stegmair, Texas Woman's University

Local Arrangements Committee

Kara Larkan-Skinner, Trinity University

Jinny Case, University of Texas-San Antonio

Jane Mims, Texas A&M University-San Antonio

Conference App

To Be Determined

Pre-Conference Workshops

Lea Campbell, University of Houston-Downtown

Ex-Officio

Teresa Isbell, El Centro College-DCCCD

G. Marc Turner, Texas State University

Dan Su, Texas A&M University-Commerce

Bell Weeden, Texas State Technical College

Carmen Allen, Galveston College

Awards Committee

Chair

Teresa Isbell, Texas A&M Health Science Center

Members

To be named

Financial Review Committee

Chair

Tracy Stegmair, Texas Woman's University

Members

Kate Proff, Texas State University

Jessica Smith, West Texas A&M University

Professional Development Committee

Chair

Lea Campbell, University of Houston-Downtown

Members

Sharon Bailey, University of Houston - Victoria

Serkan Celtek, South Texas College

Marian Chaney, Lone Star College

Ryan Fitzgerald, South Plains College

