



G. Marc Turner  
President

## this issue

Letter from President —	1
A Note from the Vice-President —	2
TAIR 2020 —	3
Professional Development —	4,5
Pre-Conference Workshops —	5
TAIR Treasurer Update —	6
Listserv Update —	6
TAIR Membership Update —	6
Communications Officer Update —	7
TAIR Committees —	8,9

## A LETTER FROM THE PRESIDENT

Greetings TAIR Members!

Can you believe we're only a couple of months away from the next TAIR Annual Conference! That's right, TAIR 2020 will be on March 1-4, 2020 in San Antonio.

Registration for TAIR 2020 opened December 3<sup>rd</sup> and early bird registration will end on January 31<sup>st</sup>, so now is the time to register by following the "Conference Registration" link on the TAIR website at:

<http://texas-air.org/index.php/conferences/2020-tair-conference/>

We have an exciting lineup of both workshops and concurrent sessions this year, so you'll want to be sure and be there. You can learn more about the upcoming conference on the TAIR website.

As we approach the upcoming conference, I want to take a few minutes to talk about the organization we are all apart of. We know what TAIR stands for: Texas Association for Institutional Research. (Okay, some might have that it was "of" instead of "for", but that's a common and forgivable mistake.) We also probably know that it is made up of institutional research and effectiveness professionals from across the state (and some from outside the state). But, TAIR is more than that.

TAIR is you! TAIR is what our members make it. As a volunteer run organization, the professional development workshops, the annual conference, all of what TAIR does happens because of you. It was recognized long ago that all members of TAIR have something to contribute, and we are all "equal".

Without you, TAIR doesn't exist. TAIR depends on people like you to present something you've been working on at the conference. TAIR relies on people like you to teach others how to use some new tool that's made your job easier. TAIR needs people like you to take on leadership roles to move TAIR forward as the nature of our profession continues to change.

You are TAIR! Each time you post to the listserv, each time you present at the annual conference, each time you just sit in a session and provide support to the presenter, you make TAIR better. Remember that TAIR can't offer sessions without volunteers like you coming forward to do it. TAIR can't teach people to use a new piece of software without you stepping forward to lead a workshop and sharing your knowledge. TAIR can't do it without you, because you are TAIR.

So, as we approach the upcoming annual conference, remember that TAIR depends on people like you attending and stepping forward to make things happen.

I look forward to seeing many of you in San Antonio in March!

~ Marc

## A NOTE FROM YOUR VICE-PRESIDENT AND PROGRAM CHAIR



David Brown  
VP/Program Chair

In the not too distant future..... TAIR 2020!

Seriously 2020 is here and this conference is shaping up to be one of the most festive annual conferences in recent years. We were going to go with retinal scanning at check-in to show how futuristic 2020 is, but I was voted down on that, apparently to create that kind of database is pretty expensive.

The Program Committee has been hard at work organizing the details to make sure this conference is one that you'll be sure to remember! We are keeping the format of last year's conference to enhance your networking opportunities as this was considered the highlight of last year's event. The theme for this year's conference is "Spurring on Innovation Through Research", and we guarantee everyone will have plenty of time to spur one another on! A special thank you also goes out to Carmen Allen for the design of this year's cover brochure (2 times in a row)! The Pre-Conference workshops will begin on Sunday (3/1) and continue through Monday (3/2) morning. Be sure to look over the list and description of upcoming workshops so you don't miss out on these excellent opportunities to enhance your skills at a price lower than you will find at the regional or national level!

The conference itself will begin at 1 PM on Monday, March 2nd, with our opening keynote speaker Paul Smith. With several books and years of experience in storytelling, Paul is a highly sought-after speaker who focuses on transforming how we communicate spreadsheets into useful and understandable presentations. His keynote is going to be one that you don't want to miss, and will be given to us in two sessions with a break in between. And on Monday evening, as we wind down from an afternoon of engaging concurrent sessions, be sure to join us for the Welcome Dinner. This is an excellent opportunity to network with your peers and catch-up with all your TAIR friends.

Tuesday will be another day of exciting and engaging sessions along with time to meet with a variety of vendors who provide the tools that make our lives easier. The Annual Business Meeting will occur in conjunction with lunch so that everyone has an opportunity to attend. On Tuesday afternoon we will have a special "Thank You" fair to acknowledge our sponsors and a reception for you to meet up with your fellow TAIR members and discuss all that you have learned during the day.

The Legislative Update from the Coordinating Board will be held after breakfast on Wednesday morning, so you will want to be sure to stick around until the end so you don't miss out. Following our last round of concurrent sessions, we will end with the closing keynote Sydney Leo Managing Director of BDO's Industry Specialty Services and a final farewell message from the TAIR Executive Committee. Be sure to check out the TAIR 2020 Conference Page on the TAIR website at <http://texas-air.org/index.p>

Again, Thanks to all of you that make TAIR the exceptional organization that it is.

Sincerely,

*David*

# TAIR 2020: SPURRING INNOVATION THROUGH RESEARCH

MARCH 1-4, 2020

MARRIOTT PLAZA SAN ANTONIO

As announced previously, the TAIR 2020 Annual Conference will be held at the beautiful Marriott Plaza San Antonio located in downtown San Antonio just blocks from the famous San Antonio Riverwalk. Local arrangements and the rest of the Program Committee have been hard at work getting everything ready for you.



## Important Dates:

Early Bird (\$275) Registration: Until January 31

Regular (\$325) Registration: February 1 – February 14

Late (\$375) Registration: February 15 – March 1

Travel Grant Application Deadline: January 20



Learn more at the TAIR 2020 Conference website

<http://texas-air.org/index.php/conferences/2020-tair-conference/>

# A LETTER FROM THE PROFESSIONAL DEVELOPMENT OFFICER



**Lea Campbell**  
Professional Development  
Officer

## Report on TAIR 2019 Summer Workshops

Let me begin by extending a huge thank you to workshop leaders who volunteered their time and energy at the TAIR 2019 Summer Workshops held this past July. TAIR offered 12 summer workshops with 59 TAIR members participating, an increase of 20% over Summer 2018. Topics included visualizing data, predictive analytics, analysis of variance and assessment as well as Power BI, SAS, Excel, and Qualtrics.

AIR contributed a special IPED's workshop titled IPED's Data & Benchmarking: Supporting Decision Making and Institutional Effectiveness and TABLEAU served as the first corporate sponsor for the Summer Workshops series.

Our thanks to both those who attended and our colleagues at TABLEAU, as well as everyone who has volunteered their expertise to make these workshops available. 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.

## Report on the TAIR Certification Program



As I transition out of the role of Professional Development Officer, I have spent the last week finalizing the Professional Development Log. Some interesting facts – since 2007,

- 383: Number of TAIR members participating in at least 1 workshop
- 2.89: Average number of workshops completed per member
- 1078: Number of total enrollments in Summer and Pre-conference Workshops
- 64: Total number of TAIR Professional Development Certificates awarded

During the TAIR 2020 Conference, the Executive Committee would like to recognize all the Certificate Completers with a group picture. I'll be getting more information out to our current certificate holders with details in the next few weeks.

Speaking of certificates, we have roughly 20 TAIR members who are just one workshop away from earning a Level 2 Certificate. I will be reaching out to those members to let them know what they need to complete the Level 2.

## TAIR 2020 Pre-Conference Workshops

Wow, can you believe it is almost 2020? We have a great lineup of workshops for the 2020 TAIR conference. You can spend a morning with the TAIR 2020 Conference General Session speaker, Sydney Leo in her session titled *Presenting the Message: World Class Presentation Skills Needed for Effective Reporting and Data Visualization*. Our colleagues at the THECB will be reprising their Summer 2019 workshop on the THECB Data Tools which was very well received. SAS will be sponsoring a workshop on predicting student retention. A number of technical workshops will be offered including Beginning SAS, Tableau, Power BI and ZogoTech and you can learn about test item analysis as an assessment strategy. AIR will be presenting IPED's: Data as the Public Face of an Institution. And if you are new to TAIR, consider attending the TAIR Newcomers Workshop to learn how you can take advantage of all the opportunities that TAIR offers.

Registration is \$75/workshop with the exception of the IPED's Workshop which is free. Lunch and all the coffee you can drink is included in the registration fee for the \$75 workshops. There will be a \$25 lunch fee for those who want to attend only the IPED's workshop. For more information on the workshops, please go to <http://texas-air.org/wp-content/uploads/2019/12/2020-Conference-Workshop-Descriptions.pdf>.

See you in San Antonio!

*Lea*

Pre-conference Workshop Overview				
Sunday Morning: 9 am-noon, March 1, 2020				
W1: Beginning SAS	W2: Vault of THECB Data Tools	W3: Test-item Analysis in 2 Case Studies	W4: Structure, Manipulate, and Clean Your Data with Tableau Prep: No SQL Required	W5: Newcomers Workshop
Lunch: Noon – 1 pm				
Sunday Afternoon: 1-4 pm, March 1, 2020				
W6: Introduction to Time Series Forecasting	W7: The 52-Week Workflow	W8: Simplifying SQL	W9: Developing Power BI Dashboard with Predictive Models for Student Persistence and Success	W10: IPEDS-Data as the Public Face of an Institution *(1-4:30pm)
Monday Morning 8:30-11:30am, March 2, 2020				
W11 Presenting the Message: World Class Presentation Skills Needed for Effective Reporting and Data Visualization with Sydney Leo	W12: ZogoTech Analytics for Institutional Researchers	W13 SQL for Rookies	W14: SAS: Spurring Student Success: A Proactive Approach to Predicting Student Retention with Machine Learning and Open Source Integration	
TRACKS				
	Plan and Evaluate			
	Collect-Analyze-Interpret-&-Report			
	Operations & Leadership			
	Stewards of Data & Information			
	Education Information Producers, Users & Consumers			
	Institutional Effectiveness & Assessment			



## TAIR TREASURER UPDATE

The TAIR Executive Committee is happy to welcome David Malone from Collin College as TAIR Treasurer. As a reminder and for those who might have missed it, Bell Weeden took on an exciting career change over the summer and was no longer eligible to serve as TAIR Treasurer. After a careful search and discussion among the Executive Committee, Past President's, and general membership the committee voted in late August to appoint David to this position. He has been hard at work over the past several months becoming familiar with the books and state of the TAIR accounts. Be looking for him at the conference in March to welcome him aboard!

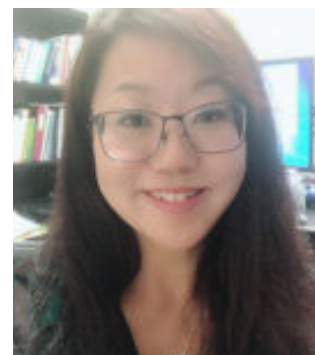


### TAIR LISTSERV UPDATE

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/>.

## TAIR MEMBERSHIP UPDATE

TAIR 2019 Membership by Institutional/Organizational Category		
Category	Count of Members	Percent of Members
4-Year Public	117	41%
2-Year Public	94	33%
4-Year Private	39	14%
2-Year Private	1	0%
Technical	6	2%
Other	27	10%
<b>Total</b>	<b>284</b>	<b>100%</b>



Dan Su  
Secretary

Welcome TAIR members, new and old; we look forward to working with you and appreciate your participation and contribution 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 April 1st marking the start of the membership year. For 2019 to-date, TAIR has 284 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

We had successful rollout of our new registration system, Cvent, for the 2019 Summer Workshops! In addition to being a registration system, the platform also functions as a membership management system so that, moving forward, we can better track membership renewals and new memberships. Our ultimate goal is to integrate Cvent with the TAIR website so that we can provide member-only content online.

Speaking of our website, please let me know if there is any information that is not currently on the website that you would like to see. It's our goal to improve the membership experience in any way that we can.

Also, don't forget to make use of our TAIR listserv - this is a valuable member benefit! Below are a few technical tips intended to improve the use and function of the listserv:



Carmen Allen  
Communications Officer

To post a message, send the message to **tair-l@texas-air.org**. Avoid listing other recipients in the to: or cc: fields of your message as this may prevent your message from being posted.

Compose your message in plain text format. Even if you include special formatting and/or images in your messages, the listserv will convert your message to plain text anyway, so the formatting and images will be lost.

When you register for the TAIR conference or renew your membership, try to use the email address that your email system reports as your "sender" address. For example, if you use an email alias like tm01@tairu.edu but your messages are sent as tair.member@mail.tairu.edu, then register for TAIR using the longer email address. This is important because the listserv is populated using your TAIR membership address. If the listserv sees your post as coming from the longer email address, it does not recognize you as a listserv member and your message will not be posted until it is manually released by the listserv administrator.

Sometimes, TAIR-L messages are blocked by SPAM filters. If you feel you are missing messages, ask your IT department if they can add tair-l-bounces@texas-air.org to their list of approved addresses. You might also try adding this to your email address book.

Finally, this is the call for conference projectors. If you can volunteer to bring a projector or two, that would help the organization tremendously! Doing this helps cut costs, and in return, creates savings on conference registration. Please email me at [communications@texasair.org](mailto:communications@texasair.org) if you are able to assist.

See you all in San Antonio!

*Carmen*

## TAIR EXECUTIVE COMMITTEE



### **PRESIDENT**

**G. Marc Turner**  
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### **IMMEDIATE PAST PRESIDENT**

**Teresa Isbell**  
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### **VICE-PRESIDENT/PROGRAM CHAIR**

**David Brown**  
Associate Vice Chancellor of  
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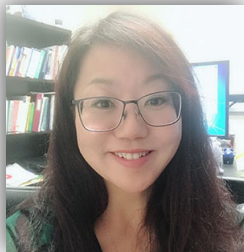
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### **COMMUNICATIONS OFFICER**

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### **SECRETARY**

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### **PROFESSIONAL DEVELOPMENT OFFICER**

**Lea Campbell**  
Director Academic Assessment  
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### **TREASURER**

**David Malone**  
Director of BIS Data Warehouse  
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## 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 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**



# 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

**Guyla Blaylock**, Richland College

**Edward Evans**, Texas A&M University-Central Texas

**Ashley Mcpherson**, Texas Tech University

**Vicky Morris-Dueer**, University of Dallas

**Amanda Moske**, University of North Dakota

**Lindsay Patterson**, Schreiner University

**Richard Plott**, Texas Southern University

**Paul Turcotte**, Texas A&M University-Central Texas

## 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

