To register, visit: https://texas-air.org/index.php/professional-development/upcoming-and-past-workshops/

Cost: $50 for each 3-hour workshop/$100 for each 6-hour workshop

Thursday, July 29, 2021 1 p.m. – 4 p.m.
Registration ends Wednesday, July 28 at 5 p.m.

That's an Excellent Question! Designing Surveys to Get the Information You Need
Discover techniques for designing surveys that allow you to gather the data needed to answer the questions you and your constituents have about your institutions. Learn to develop research questions, align survey items with research questions, write well-developed survey items, utilize best practices for administering and increasing the response rate for your survey, and strategies for analyzing and conveying survey results. This is a hands-on workshop that is platform agnostic and appropriate for individuals at the beginning as well as intermediate stages in their careers.

Presenter: Lea Campbell – University of Houston- Downtown
Track: Technical Strategies and Skills

Friday, July 30, 2021 9 a.m. – 12 p.m.
Registration ends Thursday, July 29 at 5 p.m.

Facilitating VALUE Rubric Norming Sessions

Learn how to conduct a norming session to ensure a group of faculty develop a common application of the AAC&U Written Communication VALUE rubric before rating student work. Norming sessions improve inter-rater reliability to ensure the results of these assessment activities provide consistent data. Established rubrics provide a foundation for a universal measurement of student work. Normalizing the application of the rubric ensures faculty use similar interpretations. The workshop will offer attendees an opportunity to experience the faculty member's perspective of rating activities while observing how to facilitate a norming session.

Presenter: Paul Turcotte – Texas A&M Central Texas
Track: Institutional Effectiveness and Assessment

Friday, August 6, 2021 9 a.m. - 12 p.m.
Registration ends Thursday, August 5 at 5 p.m.

Using Measure Names and Measure Values in Tableau

Measure Names and Measure Values are a great tool for creating an enrollment funnel in Tableau. An enrollment funnel should count all students who apply, the subset that is admitted, and the subsubset that enrolls. To show the right numbers, every student who enrolls will also have to be counted in the admitted and the applied columns. That isn't easy to do in Tableau. In this workshop, we will work with a mock dataset based on the CBM00B Admissions Report to learn about the many ways to get measure names and measure values to work for you.

To get the most out of this workshop, you should have more-than-beginner, less-than-intermediate comfort-level with Tableau. You should already know how to connect to a data source in Tableau and create a simple calculated field. Please have Tableau loaded on your computer and two screens, so that you can create visualizations as we go along. The pace will be slow, and you will have your own visualizations done at the end of the workshop.

Presenter: Sharon Bailey – University of Houston - Victoria
Track: Data Analysis Tools and Methods

Wednesday, August 18, 2021 1 p.m. - 4 p.m.
Registration ends Tuesday, August 17 at 5 p.m.

Power BI for Analytics and System Reporting

System analytics and reporting are tools for making data-driven decisions that can contribute positively to student success and institutional effectiveness. The main purpose of the workshop is to share the practical experience and insight knowledge of system analytics and report for higher education institutions. Professionals will have the opportunity to develop their skills in designing data visualization using business intelligence tools for decision-making purposes. Professionals will learn the use of Power BI from beginner to advance level. They will learn how to use Power BI for real data analysis situations as well as complex business intelligence scenarios for institutional research. The outcome of the workshop will ensure the basic use of Power BI for professionals for institutional decision-making purposes.

Presenter: Ali Tanveer Khan – Dallas College, North Lake
Track: Data Analysis Tools and Methods