



Dan Su
President

this issue

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A LETTER FROM THE PRESIDENT

Greetings TAIR Members,

Happy holidays!

We are just a little over three months before the TAIR 2022 in Denton, Texas. Mark your calendar, it is held at Embassy Suites Denton Convention Center from Feb 28th-March 2nd. We look forward to seeing everyone after nearly two years of departure since our San Antonio meeting in 2019. It's been too long. TAIR misses having everyone together again! For more information, please follow the conference link: <http://texas-air.org/index.php/conferences/2022-tair-conference/> TAIR Executive Committee and Program Committee have planned the 2022 conference to be an in-person, as well as in order to accommodate those who could not travel, we will have virtual set-up for limited conference sessions. There will be exciting lineup of both workshops and concurrent sessions this year. It is a great opportunity to learn, share information and knowledge. Be sure to bring yourself, your team, help spread words to interested colleagues across your campus. We would like to see a growing TAIR professions across the state, and let TAIR be the home of IR professionals!

TAIR membership fee remains at \$50 per person, which enables you to register for the conference, stay abreast with the Texas IR folks through TAIR list serve. Conference Early Bird Registration extends till January 6th, 2022 (\$200); regular registration starts on January 7th –January 20th (\$300); and late registration starts on January 21st till February 28th (\$350). Virtual registration is \$100 which gives access to opening meeting/keynote; THECB update and other large business meetings which takes place in the ball rooms. We understand that some institutions have decrease in enrollment during pandemic that it is negatively impact your budget. TAIR offers some assistance in terms of Travel Grants. Please go to our webpage and apply for it.

(continued)

We are still seeking proposals for the conference as well as any volunteer leader(s) of a workshop. TAIR consists of numerous volunteers' time and efforts to be a successful organization. TAIR won't be TAIR without people coming forward to take responsibilities. If you are interested in serve on committee, please do not hesitate to reach out to me or any other members. TAIR needs you!

Last but not the least, we know health is the root of every success. I would like to encourage every TAIR member to look after your physical and mental health first—stay active, eat balanced food/meal, stay positive, stay connected.

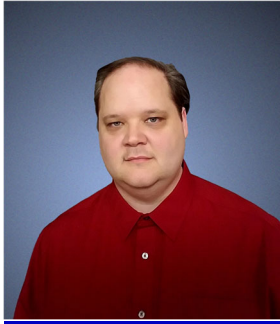
Have a great holiday season and I will see you all in February, 2022 in Denton!

Cordially,

Dan Su



A NOTE FROM YOUR VICE-PRESIDENT



David Malone
Vice-President

Another year, almost over!!!

It is hard to believe that it has been nearly 2 years since we gathered in San Antonio. Looking ahead, we see only great things for TAIR.

This February will be the 44th annual TAIR Conference and it is shaping up to be a great one!!! The 2022 TAIR Conference will be held February 28 – March 2 at the Embassy Suites by Hilton hotel in beautiful Denton, Texas. The TAIR 2022 Program Committee has been hard at work to ensure that you have a wonderful conference experience filled with excellent professional development experiences and opportunities to network with your colleagues.

The 2022 TAIR Conference theme is: “Big Data in Lil D”. We have a full slate of sessions covering everything from assessment, data-warehousing, state reporting, data visualization, outcomes, and much, much more. There is literally something for everyone. We have secured an outstanding speaker: Johnny Quinn. Johnny is an author, instructor, and former United States Olympian. He has been featured on ABC, NBC, CBS, Fox, CNN, ESPN, TIME Magazine and TEDx. We are excited to have him to join us in Denton next year.

I am excited to announce the winner of the Conference Brochure cover design. We received some amazing submissions. It came down to the wire, but we are excited to announce that the Conference Brochure cover design winner is **Carmen Allen, from Galveston College**.

Registration for the TAIR Conference is now open on the TAIR website at: <http://texas-air.org/index.php/conferences/2022-tair-conference/>. Early-Bird registration ends on January 6, 2022. And don't forget, this year we have a “buy-one, get one half-off” option for those institutions sending more than one person. At the conference website, you can find more information about the conference schedule and program, lodging, and travel information. TAIR Conferences are the best opportunity to meet with our colleagues from around the state to network and learn from each other. No matter if you are a first-timer or a seasoned professional, you will take something away from the conference that will impact the success of both you and your institution for the foreseeable future.

And as always, if you every have any questions or ideas regarding TAIR, please reach out to myself or any member of the TAIR Executive Committee. This is what we are here for, and we always welcome your input. You are TAIR and we could not do this without you.

I hope to see you in Denton!!!

David

A LETTER FROM THE PROFESSIONAL DEVELOPMENT OFFICER

Greetings everyone!

Have you:

- Found an interesting way to make data “tell a story”?
- Implemented new technologies?
- Conducted original research?
- Survived the accreditation process?

What lessons did you learn? Please consider sharing your valuable knowledge with your colleagues. By sharing your experience with the TAIR community, we can all become stronger. These workshops consist of a 3 (or 6) hour, hands on session by one or more workshop leaders designed to provide attendees with a new skill and/or application of knowledge. To submit your workshop proposal, visit <http://texas-air.org/index.php/online-workshop-proposals/> Since our 2022 conference will be held in-person, we can accommodate both face-to-face and online presentations!

And the best part... by attending or presenting a workshop, you can receive credit towards TAIR's Level I, II, and III Professional Development Certificates. More information about these certificates can be found here: <http://texasair.org/index.php/professional-development/certificate-of-completion-program/>

If you have questions or need assistance, please don't hesitate to contact me at professional-development@texasair.org!

Certificate of Completion Program

The TAIR Professional Development Certificate of Completion Program serves as a recognition of the efforts by members to continue their education related to institutional research by learning new skills and knowledge. The program begins with the Workshop Completion Certificate which is awarded to attendees of workshops organized or sponsored by TAIR. The program recognizes successful completion of multiple workshops covering a broad range of topics related to institutional research. For purposes of this program, members who lead a workshop are granted credit for completing the workshop.

Access to a list of workshops you have completed and your progress in the Professional Development Certificate of Completion Program is now available [online](#).

To date, we have awarded 103 Level I Certificates, 43 Level 2 Certificates and 14 Level 3 Certificates.

Congratulations to these completers! (listed on next pages)

~ *Bonnie*



Bonnie Hurford
Professional
Development Officer

LEVEL 1 CERTIFICATES AWARDED

Barlow, Teresita
Barron, Rachele
Borcoman, Gabriela
Braswell, Tammy
Brown, David
Bryan, Dave
Bussell, Douglas
Butron, Jose
Cano, Jose
Caraballo, Sherri
Carpenter, Sharon
Carroll, John
Carter, Morgan
Chapman, Bethany
Childress, Robert
Chivers, Elizabeth
Cho, Ahra
Chupe-OHanlon, Daniel
Clark, Amanda
Cortinas, Christina
Cruz, Gloria
Cummings, Leslie
Cunningham, Ariana
Dabrowski, Matthew
Daley, Christine
Dehlvi, Fahmida
DePue, Brooke
Eckhardt, Randy
Elkins, Mary
Eratne, Savithra
Fitzgerald, Ryan
Fletcher, Claire
Flores, Sarah
Frampton, Danica
Frey, Frances
Gaddis, Tonya
Gonzales, Alyssa
Gonzales, Marcos
Haas, Eugenia Jane
Hawkins, Brandy

Haynes, Lisa
Hearell, Angela
Hurford, Bonnie
Hurtado Diaz, Gloria
Jaeger, Paula
Ibarra, Julio
Isbell, Teresa
Jones, Jennifer
Jones, Nancy
Kajihara, Meghan
Konangi, Veerandand (Veeru)
Kuczynski, Margaret
Kumar, Abhishek
Lewis, Michelle
Lin, Ya Feng
Lopez, Kristina
Lu, Peng
Majek, Aaron
Mansilla, Laura Andrea
Marquez, Ismael
Marshall, Emily
Marshall, Lillian
Mason, Katharine
McDaniel, Kevin
McDonald, Rion
McElroy, Katie
McPherson, Ashley
Mims, Jane
Mitri, Souraya
Moshay, Beenah
Moske, Amanda Kay
Nyachuba, Daniel
Olvera, Carlos
Pagitt, James
Paredes, Marcelo
Patil, Rohan A
Peters-Clark, Monica
Pringle, Yvonne
Ramirez, Lucy
Ray, Ricky

Reynolds, Jeanine
Richardson, Kate
Ruiz, Alicia
Salami, Mansour
Sanger, Patrick
Senia, Jennifer
Simms, Tracy
Stout, Mark
Strawn, Cindy
Su, Dan
Tiller, Amy
Tucker, Carol
Turcotte, Paul
Turner, G Marc
Ullrich, Cindy
Valluru, Sahiti
Van Hook, Thomas
Vance, Isaiah
Villalobos Melendez, Alejandra
Walser, Al
Wang, Fei
Willis, Kent
Wong, Newman

LEVEL 2 CERTIFICATES AWARDED

Barlow, Teresita	Turcotte, Paul
Braswell, Tammy	Van Hook, Thomas
Brown, David	Villalobos Melendez,
Butron, Jose	Alejandra
Carroll, John	Walser, Al
Chupe-OHanlon, Daniel	Wong, Newman
Cortinas, Christina	
Cummings, Leslie	
Dabrowski, Matthew	
Daley, Christine	
Dehlvi, Fahmida	
Eratne, Savithra	
Frey, Frances	
Hawkins, Brandy	
Hearell, Angela	
Hurford, Bonnie	
Ibarra, Julio	
Jones, Jennifer	
Jones, Nancy	
Konangi, Veerandand (Veeru)	
Lin, Ya Feng	
Lu, Peng	
Marquez, Ismael	
Marshall, Emily	
Mason, Katharine	
McDonald, Rion	
McPherson, Ashley	
Mims, Jane	
Moshay, Beenah	
Nyachuba, Daniel	
Pringle, Yvonne	
Richardson, Kate	
Salami, Mansour	
Simms, Tracy	
Stout, Mark	
Strawn, Cindy	
Su, Dan	
Tucker, Carol	

LEVEL 3 CERTIFICATES AWARDED

Carroll, John
Chupe-OHanlon, Daniel
Dabrowski, Matthew
Daley, Christine
Dehlvi, Fahmida
Eratne, Savithra
Hurford, Bonnie
Ibarra, Julio
McDonald, Rion
Salami, Mansour
Simms, Tracy
Strawn, Cindy
Tucker, Carol
Van Hook, Thomas



TAIR 2022: BIG DATA IN LIL' D

FEBRUARY 28-MARCH 2, 2022

LOCATION: DENTON, TX

There is still time to join other presenters at the **TAIR 2022 Annual Conference** which will be held at the Embassy Suites Denton Convention Center; the [Call for Participation](#) has been extended to **December 3, 2021!**

Be sure to check the [conference website](#) for more information on accommodations and to learn more about the conference as it becomes available.

Registration Type	Registration Fee (includes membership fee)	Registration Date
Early Bird	\$250	Until January 6, 2022
Regular	\$350	Until January 20, 2022
Late	\$400	Until February 28, 2022
Virtual	\$150	Ongoing

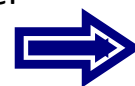
This year, register for a chance to win NFL tickets!

- ◇ WHO: Houston Texans vs. Tennessee Titans
- ◇ WHEN: January 9, 2022 at 12:00pm
- ◇ WHERE: Houston, Texas at NRG Stadium, Seats: Section 618, Row N, Seats 27-28
- ◇ Restrictions:
 - ◇ Limited only to those registering for the face to face conference
 - ◇ Did not register under the buy one, get one half off deal
 - ◇ Registration deadline: November 25, 2021 (Thanksgiving Day)

Other Important Information:

- ◇ The [Travel Grant application](#) is now open. Deadline for submission is **December 15, 2021**.
- ◇ This year TAIR is offering **Buy One-Get One Half off Registration**. Receive half off one registration with the purchase of another at full price.
 - ◇ Restrictions:
 - ◇ Must register at the same time
 - ◇ Limited to those registering for the face to face conference
 - ◇ Discount applies to conference fee only
- ◇ The \$50 membership portion of the registration fee is non-refundable. Read more about the cancellation policy [here](#).

We are also excited to announce the winner of the Conference Brochure cover design: **Carmen Allen, from Galveston College!** Check it out on the next page





Texas Association for Institutional Research
44th Annual Conference
Denton, TX | Feb. 28 - Mar. 2, 2022

BIG DATA *in* lil' d



TAIR TREASURER UPDATE



Kate Richardson
Treasurer

Greetings TAIR Friends!

I hope this fall newsletter finds you all well. The fall semester is flying by and we are closer to a much-deserved holiday break.

The Association's finances are in good condition. As of the end of November 2021, we have \$72,407.92 in cash holdings along with \$21,029.20 in 2 Bank of America CDs which will mature in April of 2022. Registration The Program Committee is working hard to plan a great conference so register today! When you register, please make sure the address you have on file for TAIR is up to date.

All payments made via check need to be made payable to TAIR and sent to the following address:

Attn: Kate Richardson - TAIR Treasurer
North Central Texas College
1525 W. California St
Gainesville, TX 76240

If you have any questions regarding TAIR payments or other financial issues, please contact me at treasurer@texas-air.org.

- *Kate*

COMMUNICATIONS OFFICER UPDATE

Hi Everyone! I hope you are all doing well as we move back into a more normal Fall semester.

Our 2022 Conference is right around the corner, and registration is open! Don't forget that we have a buy one get one 50% off option for those signing up for the face to face conference. Early bird registration ends January 6th, so register today for special pricing! Please visit the conference site (<http://texas-air.org/index.php/conferences/2022-tair-conference/>) to find important information about TAIR 2022. We will be adding more details as workshops and sessions are finalized. Zoom links for those registering for the virtual conference will also be provided at a later date. Since we are moving back to a face to face conference, we will use the Guidebook app once again. Within the app, you can create your conference schedule, provide feedback to our presenters, locate points of interest, and view a digital version of the brochure. More information to come as we move closer to TAIR 2022.

Best wishes to everyone as we continue our journey through the Fall term!

Emily



Emily Marshall
Communications Officer

TAIR MEMBERSHIP UPDATE



Lillian Marshall
Secretary

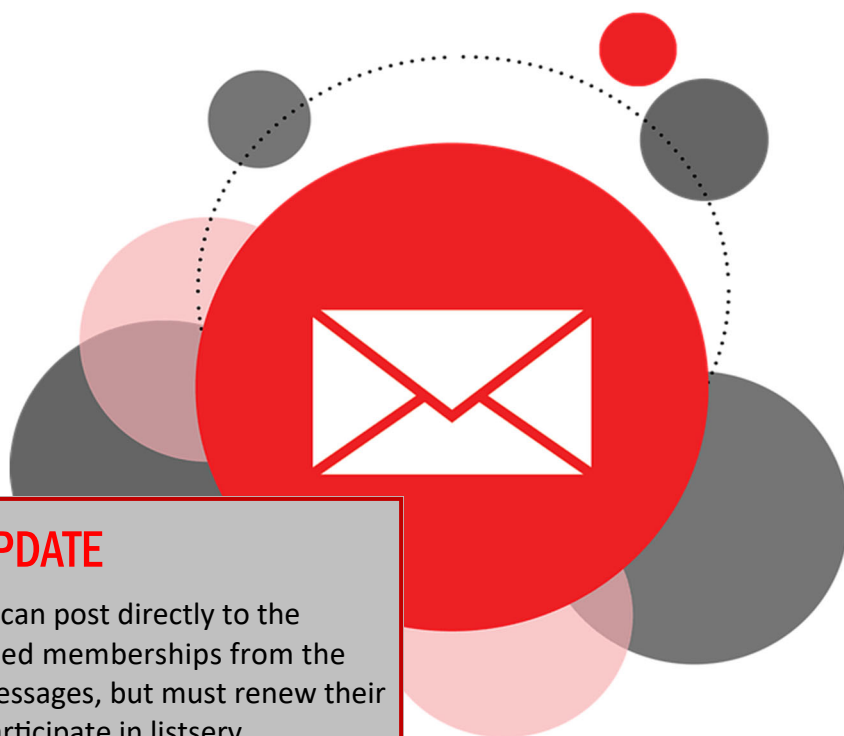
Happy Thanksgiving! I hope this finds you all with plenty of reasons to be thankful. We are most thankful for our TAIR community and the many institutions who support this organization.

Category	Count of Members	Percentage of Members
2-Year Public	120	34%
4-Year Private	37	11%
4-Year Public	148	42%
Other	46	13%
Grand Total	351	100%

Registration for the TAIR 2022 Conference is currently **open**. Included with your conference registration is another year of membership to TAIR. Even if you are unable to attend the conference in Denton, we encourage you to renew your membership and encourage others to renew so that you can take advantage of all TAIR has to offer. We share valuable information via the TAIR-L list serve, have access to professional development workshops throughout the year and remain current on industry best-practices through access to leaders in higher education.

On a personal note, I have enjoyed being your TAIR Secretary for the past year and a half and look forward to passing the reins to whom I'm sure will be a very capable individual.

Lillian



TAIR LISTSERV UPDATE

As a reminder, current TAIR members (2021) can post directly to the listserv at tair-l@baylor.edu. Those with lapsed memberships from the two prior years (2019 or 2020) 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/>.

HOWDY FROM YOUR PAST PRESIDENT



David Brown
Past-President

TAIR 2021 Best Presentation

The winners of Best Presentation for TAIR 2021 is Morris Thompson and Vicky Dueer, University of Dallas, for his presentation “Closing the Gap: Using Data Analytics to Support Closing the Equity Gap on College and University Campuses”. Our thanks go to Marc Turner and the awards committee from last year.

TAIR 2021 Best Professional Practice Award

Best Visual Display of Information TAIR awards the Outstanding Professional Practice Award(s) to recognize excellence in our work. Submissions may include an infographic table, chart, illustration, PowerPoint slide, or some other means of visually representing data or information that helps connect data with decision-making in a visually appealing way. The submission must fit on a single printed page or a single web page in order to be considered; images that are linked in a series – such as a set of tables or charts in a dashboard – may be submitted but will be judged individually as single submissions. In order to be eligible for consideration, the visual display’s creator must be a member of TAIR at the time of submission. If more than one person is credited with creation of the visual display, at least one of the creators must be a TAIR member.

To be considered for the 2022 Outstanding Professional Practice Award, submissions must include the following:

Name, title, and institution of person submitting item for consideration
Context for the display: (limit of 300 words)
What is the purpose of the display? Who is the intended audience? How the display was used in decision-making?

PDF of visual display or link to display’s web page
Submissions should be sent via e-mail to David Brown, TAIR Immediate Past President and Chair of the Awards Committee, at past-president@texas-air.org no later than January 7, 2022. Late submissions will not be accepted. The winner will be announced during the TAIR Annual Conference.

Submissions will be judged on the following criteria:

- Topic (clarity, relevance)
- Content (level of detail appropriate for audience, timeliness)
- Format (clarity, composition/craftsmanship)
- Detail (accuracy, documentation)
- Attractiveness (visually appealing)
- Ability to tell a story

Nominations are in!

The TAIR Nominating Committee is excited about our nominations for the following elected positions:

- ⇒ TAIR Vice President/President-Elect (3 year term)
- ⇒ 2022-2023 Vice President/Program Chair for the 2023 TAIR Annual Conference
- ⇒ 2023-2024 TAIR President
- ⇒ 2024-2025 TAIR Immediate Past President
- ⇒ TAIR Secretary 2022-2024
- ⇒ TAIR Professional Development Officer 2022-2024
- ⇒ TAIR Nominating Committee Member 2022-2024 (2 members will be elected)

The VP/President Elect, Secretary, and Professional Development 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. All nominations are already in and ready for our online ballot to go out a few weeks before the conference. Please keep a lookout for this email as it is very important for the future of our organization.

Personal Note:

Lastly, I would just like to thank everyone from the organization for their support the last 3 years. When I ran for VP/President elect I had no idea that I would need to be a part of a live, a virtual, and a Hybrid Conference. With that said I have been very proud of the Executive, and Program Committees from these past 3 years. I've been blessed by your talents and your time. You have all been very instrumental in getting TAIR through a very interesting period in TAIR history. Thank you all for your hard work and dedication! Please enjoy your time with your families and friends during the Thanksgiving and Christmas breaks. When we come back from the break we will be just a few months away from seeing old friends from around the state again in person. I can't wait.

David Brown

TAIR EXECUTIVE COMMITTEE



PRESIDENT

Dan Su

Executive Director of Institutional Effectiveness and Research
Texas A&M University – Commerce

Office: 903-468-3048

president@texas-air.org



PAST-PRESIDENT

David Brown

Associate Vice Chancellor of Research & Reporting
North Central Texas College

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past-president@texas-air.org



VICE PRESIDENT/PROGRAM CHAIR

David Malone

Director of BIS Data Warehouse
Collin Higher Ed Center

Office: 972-599-3138

vice-president@texas-air.org



COMMUNICATIONS OFFICER

Emily Marshall

Senior Data Analyst
Trinity University

Office: 210-999-7449

communications@texas-air.org



SECRETARY

Lillian Marshall

Data Analyst
Blinn College

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secretary@texas-air.org



PROFESSIONAL DEVELOPMENT OFFICER

Bonnie Hurford

Lead Programmer Analyst
Tarrant County College District

Office: 817-515-5907

professional-development@texas-air.org



TREASURER

Kate Richardson

Research and Reporting – Registrar
North Central Texas College

Office: 940-668-7731

treasurer@texas-air.org

ELECTED COMMITTEES

Nominating Committee

Chair

David Brown, North Central Texas College

Members

Erin Mulligan-Nguyen, Texas A&M University-Corpus Christi

Julie Penley, El Paso Community College

Kristin Beltran, Sam Houston State University

Meghan Kajihara, North Central Texas College



APPOINTED COMMITTEES

Program Committee

Program Chair:

David Malone, Collin College

Local Arrangements Subcommittee:

Tracy Stegmair, Texas Woman's University (Chair)

Meghan Kajihara, North Central Texas College (Co-Chair)

Concurrent Session Subcommittee:

Daniel J. Chupe-O'Hanlon, Austin Community College (Co-Chair)

Carmen Allen, Galveston College – Commerce (Co-Chair)

Sponsor Liaison:

Amanda Moske, University of North Dakota

Conference Brochure Editor:

Daniel J. Chupe-O'Hanlon, Austin Community College

Pre-Conference Workshops:

Bonnie Hurford, Tarrant County College

Ex-Officio

Dan Su, Texas A&M University – Commerce

Lillian Marshall, Blinn College

Emily Marshall, Trinity University

Kate Richardson, North Central Texas College

Professional Development Committee

Chair

Bonnie Hurford, Tarrant County College District

Members

To be Determined

Financial Review Committee

Chair

Tracy Stegmair, Texas Woman's University

Member

Kate Proff, Texas State University

Awards Committee

Chair

David Brown, North Central Texas College

Members

G. Marc Turner, Texas State University

Kara Larkan-Skinner, Trinity University

Jinny Case, University of Texas – San Antonio

Matthew Dabrowski, South Texas College

Cadi Lusk, Texas A&M University – Kingsville

Julie Penley, El Paso Community College

Erin Mulligan-Nguyen, Texas A&M University-Corpus Christi

Mansour Salami, Dallas College

Petra Uzuoro, Lamar State College – Port Arthur

Elizabeth Vogt, University of North Texas

Laura Wichman, McLennan Community College

Cassie West, University of North Texas

Strategic Planning Committee

Chair

Paul Turcotte, University of Houston

Co-Chair

David Allen, Texas Christian University

Members

To be Determined

Individual Appointed Positions

Electronic List Manager

Faron Kincheloe, Baylor University

Liaison to AIR & SAIR

G. Marc Turner, Texas State University

Newsletter Editor

Alison Soeder, Texas A&M University-Commerce

Historian

Morgan Carter, Tarleton State University