

2023 TAIR Pre-Conference Workshops



Sunday, February 26, 2023 – 1:00pm – 4:00pm – Cedar I

Unleash the Power of Data through Visualizations: An Introduction to Tableau

This workshop will provide a hands-on introduction to creating visualizations in Tableau. It will cover many of the popular topics such as data sources, the interface, chart types, calculated fields, parameters, functions, and more. By the end of the workshop, participants will be able to articulate the advantages of Tableau, navigate the interface, and build basic visualizations and dashboards. Intermediate topics will also be introduced to allow participants to explore the more advanced features of Tableau. Resources for further study will be provided at the end.

This session will provide a hands-on introduction to Tableau. It will cover many aspects of building visualizations in Tableau, including:

1. Why do we use Tableau?
2. How to connect to data sources
 - a. Overview of different data types
3. Overview of Tableau interface
4. How to build basic visualizations
 - a. Common types of charts
5. How to build a basic dashboard
6. Intermediate techniques
 - a. Calculated fields
 - b. Parameters
 - c. Common Functions and Conditionals
 - d. Basic Level of Detail Calculations
7. How to apply intermediate techniques
8. Q & A and Resources

By the end of the workshop attendees will:

- understand the advantages of building visual analytics through Tableau
- be able to create effective visualizations and dashboards in Tableau
- learn and apply some of the intermediate to advanced Tableau features to enhance their visualizations

Requirements: To attend this workshop, all participants will need to bring their laptops with them and have Tableau Desktop pre-installed on their laptops. Tableau Desktop 2021.4 or newer is recommended. A trial copy, which can be downloaded from the Tableau website, would suffice for the workshop.

Cost: \$75

2023 TAIR Pre-Conference Workshops

Presenter: Hanlong Fu– University of Houston & Moumita Mukherjee – University of Houston
Level: Beginner
Track: Data Analysis Tools and Methods

Sunday, February 26, 2023 – 1:00pm – 4:00pm – Cedar II

Building Dashboards for Institutional Effectiveness Using SAS Visual Analytics

In this workshop, we will review techniques and strategies to build dashboards for reporting and analytical purposes to improve institutional effectiveness process. First, we present methods of preparing data sources for dashboards. We will talk about tidy and messy data structures and how to use them in dashboard development. Then we review most useful graphical and tabular objects in SAS VA, and how to use them. We will cover global and local filters, object-level filters, actions, and data roles. The entire workshop materials are presented through hands-on training. We will provide synthesized data for the participant to build their own dashboards during the workshop.

Requirement: For the participant who do not have access to SAS VA platform through their institutes, SAS will provide temporary access during the workshop. This is a hands-on workshop and each participant is required to bring their own laptop.

Cost: \$75
Presenter: Mahdi Ahmadi – University of North Texas
Track: Data Analysis Tools and Methods

Monday, February 27, 2023 – 9am – 11am – Springswoods I

The Changing Higher Education Model and Program Review

Challenges to our higher education model have a major impact in how Institutional Researchers provide decision support for Academic Program Review. Life-long learning and the increased expectations of the "student-consumer" are having a profound influence in how we measure success in our programs. Together we will look at four major challenges to the higher education model today and how we can effectively respond to these challenges through a "culture of evidence."

In this workshop, we will review and address four major challenges to our higher education model and how we as Institutional Researchers can respond to them in academic program review. These challenges are: 1) need for life-long learning; 2) expectations of the student-consumer; 3) emerging technologies and business models; 4) moving towards skills over degrees.

By the end of the workshop participants will be able to identify and address challenges to our higher education model and program review with effective tools to measure: 1) Industry trends; 2) learning environments; 3) stackable certifications; 4) business intelligence models. Resources and materials will be provided for participants to access as they return to their home campus.

Level: Intermediate
Cost: \$50
Presenter: Richard Plott – Jarvis Christian University
Track: Current Issues & Research in Higher Education

Monday, February 27, 2023 – 9am – 11am – Springswoods II

2023 TAIR Pre-Conference Workshops

Surveys in Qualtrics

This workshop is for new users of the Qualtrics survey tool or users who know the basics. This workshop will go over how to set up a survey from start to finish, including adding various question types, customizing questions, distributing surveys, setting up distribution lists, and results. Additionally, we will discuss email triggers, display logic, and workflows.

Requirements: Laptop & access to Qualtrics

Level: Beginner

Cost: \$50

Presenter: Laura Wichman – McLennan Community College

Track: Data Analysis Tools and Methods

Monday, February 27, 2023 – 9am – 11am – Springswoods III

Introduction to SAS Enterprise Guide

This workshop is for beginners to using SAS Enterprise guide. The attendee of this workshop should have basic knowledge of SQL and programming logic. We will cover how to setup SAS Enterprise guide, use of datasets, building SAS programs, and how to export data into pdf reports and .csv file format. After that, we will run through an example data request from start to finish: build the program, export the data into a report, check the results, and finalize the report. If there is time after this, we will run through useful SAS functions and techniques for handling data in SAS.

Please note, this workshop is for beginners to using SAS Enterprise guide. The attendee of this workshop should have basic knowledge of SQL and programming logic.

In the first part of the workshop, we will go over setting up SAS. Next, we will look at some example datasets and use some tools to better examine them (Query Builder, One Way Frequency, etc.). After that, we will run some code in a SAS program to import data, query data using PROC SQL, and modify data using a SAS Data Step. Lastly, we will run code to export data as a pdf report using PROC TABULATE and PROC PRINT, generate a graph using SGPLOT, and export raw data into a .csv.

In the second part of the workshop, we will go over an example data request to simulate a project's creation from start to finish. First, we will write a program to pull in data needed, then write a program to process the data pulled in, and finally write a program to create a pdf report. Once the code is written, we will examine the results of the report to see if any changes need to be made. The final step is finalizing the report by adding a coversheet, table of contents, executive summary, and page numbers to the pdf report.

If there is time after we create the report, we will go over some useful SAS functions and techniques for handling data in SAS.

Level: Beginner

Cost: \$50

Presenters: Mike Pavoggi – McLennan Community College

Track: Data Analysis Tools and Methods

Monday, February 27, 2023 – 9am – 11am – Cedar I

Newcomers to Institutional Research

2023 TAIR Pre-Conference Workshops

The TAIR Newcomer's Workshop is a half-day session focusing on resources that are available to institutional researchers and more specifically members of TAIR. The workshop will explore how IR offices and the roles within them are both similar and different across various types of institutions. This presentation will cover the benefits of TAIR membership including the Listserv, Summer Workshops, TAIR conference, and Certificate Program. Let this be the beginning of your networking experience with other IR professionals.

Level: Beginner

Cost: \$50

Presenters: Faron Kincheloe – Baylor University

Track: Newcomers

Monday, February 27, 2023 – 8:30am – 11:30am – Cedar II

Labor Market Solutions to Help Launch Economically Mobile Programs

Colleges and universities are uniquely positioned to provide relevant programs leading to economically mobile careers. Join Lightcast for a session outlining how our labor market tools and solutions position higher educational institutions in creating and delivering in-demand programs. In today's labor market, employers are increasingly seeking workers with current and relevant credentials and skills. Use of Lightcast's tools in designing programs and other in-demand certifications can boost enrollment while meeting workforce development partners' needs. This workshop is intended to empower participants to gain an understanding of successful strategies to create change on their campus and engage diverse stakeholders.

Level: Beginner

Presenters: Michelle Rodriguez, Account Manager at Lightcast and Lucas Rae, Account Executive at Lightcast

Track: Institutional Effectiveness and Assessment