

2023 Election Ballot

Candidates for President

The President will be elected for a two-year term, serving as President for the first year, and Immediate Past President for the second year. The President will preside over activities of the Executive Committee, appoint and charge members to committees, formulate and implement policy, serve as liaison to other associations and agencies, Serve as an advisor to the Program Committee, preside at the annual conference and business meeting, and perform any other duties necessary.



Tracy Stegmair – Texas Woman’s University. Tracy Stegmair earned Bachelor’s degrees in Computer Science (2002) and History (1995) from Texas Woman’s University. She began working in the Office of Institutional Research and Data Management (IRDM) at TWU in 2003 with a brief break where she worked at Dallas College-Richland from 2010 to 2013. Tracy is a Senior Business Systems Analyst in TWU’s IRDM office, providing information for reporting, planning, and decision making for the University. She is an experienced programmer in SAS and SQL and provides and analyzes data for a variety of University stakeholders including administrators, faculty, and staff and outside institutions including state and federal reporting agencies. Tracy has been a member of the Texas Association for Institutional Research (TAIR) since 2005 where she has served on the Executive Committee, the Program Committee, and the Financial Review Committee. At TAIR conferences she has presented workshops on beginning SAS and SQL programming and getting started with SAS Enterprise Guide and has presented numerous concurrent

sessions on using SAS and Excel in an IR office. She is currently the Vice President/Program Chair for the 2023 TAIR Conference being held here in Spring, TX. Tracy lives in Carrollton with her husband, two children, three dogs, and five cats. She even uses her research skills at home when spending time on her favorite hobby as an amateur genealogist.



Morgan Carter – Tarleton State University. Morgan is the Director of Institutional Analytics, Effectiveness, and Accreditation at Tarleton State University where he has served the past 15 years. Morgan started out as a Technology Support Specialist in Enrolment Management automating business processes and implementing the institutions first CRM. After gaining an understanding of how the student information systems functioned, he learned how to report data to various stakeholders and transitioned to the Institutional Research office. After a few years of being a Senior Database Developer, he got involved with SACSCOC initiatives and transitioned to the Director of Institutional Effectiveness. All that experience helped the university’s recent reaffirmation, strategic planning process, and continuous compliance initiatives. Morgan holds a BS, MS, and MBA all from Tarleton. He just completed his PhD at the University of North Texas in Learning Technologies. Morgan has been a member of TAIR for 11 years and has previously served the organization by being a session facilitator, session

presenter, Communications Officer on the Executive Committee, and most recently as the TAIR Historian. Morgan would be honored to serve you and would appreciate your vote!

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Candidates for Vice-President/President-Elect

The Vice-President/President-Elect is elected for a three-year term, serving as Vice-President/President-Elect for the first year, President for the second year, and Immediate Past President for the third year. The Vice-President also serves as the Program Chair responsible for planning the following year's Annual Conference and fulfills the duties of the President in his/her absence.



Lea Campbell – University of Houston-Downtown. Lea Campbell is the Executive Director of Institutional Assessment and Accreditation at the University of Houston-Downtown. In addition to serving as the SACSCOC liaison, she works closely with Institutional Research and UHD's research analyst to utilize data to measure effectiveness and guide student success and retention decisions. Roughly 25% of her time is devoted to developing professional development activities for staff and faculty related to assessment, use of data to guide decision-making, data representation, and data visualization. Prior to coming to Houston, she served as the Associate Vice Chancellor of Developmental Education at the City Colleges of Chicago and Director of Student Success Initiatives at Lone Star College System. She holds a Ph.D. in Higher Education Administration from the University of Texas-Austin

and an MS and BA in Mathematics from Eastern New Mexico University.



Faron Kincheloe – Baylor University. Faron is the Director of Business Intelligence in the office of Institutional Research. He started in the office of Institutional Research as a Programmer/Analyst in 1998. One of his primary duties was to be the system administrator for the university's new data warehouse. Faron was then promoted to Assistant Director and given responsibility of leading the team that develops and maintains the data warehouse. In this role and his current role, Faron has been instrumental in migrating the data warehouse to the SAS BI Platform and more recently into Power BI on Microsoft Teams. Faron has been active in TAIR since 2008. At the 2008 conference in Galveston, Faron filled in for

a co-worker who had to cancel at the last minute as the moderator of the SAS Users Special Interest Group (SIG). Faron continued to moderate the SAS Users SIG for the next five conferences. He has had some role in every TAIR conference since then. He has served on the TAIR conference program committee and conducted numerous conference sessions and workshops. He has led the Newcomers Workshop for the past five years. Faron served a 2-year term on the Executive Committee as the Member -at-Large for Technology (now called Communications Officer). He currently manages the TAIR-L mailing list. Faron received the TAIR Outstanding Service Award in 2021. Faron holds an Associate degree in electronics from Texas State Technical College, a Bachelor of Applied Arts and Sciences degree in Business from Tarleton State University, and a Master of Information Systems degree from Baylor University.

2023 Election Ballot

Candidates for Communications Officer

The Communications Officer is elected for a two-year term. The Communications Officer is responsible for oversight of the TAIR website, listserv, conference registration website, and providing technical support at the conference.



Alison Malmstrom (Ali)—Tyler Junior College. Ali Malmstrom serves as a Research Analyst at Tyler Junior College (TJC). She has worked in higher education for four years in various capacities to help support the College's goals and decision making. The two years prior to becoming a Research Analyst, Ali was an integral part of the institution's marketing team. In August of 2018 Ali graduated with a Bachelors of Business Administration in Marketing from Texas State University. Prior to her education at Texas State, she graduated with an A.A. from TJC with an emphasis in Visual Communications. Ali is excited for the opportunity to serve TAIR on the Executive Board. She hopes her combined knowledge of Institutional Research and Marketing will help support the organization as the Communications Officer.



Xiqian Liu—Texas A&M University-Corpus Christi. Xiqian Liu works as a Lead Research Data Analyst in the Office of Planning and Institutional Research at TAMU-Corpus Christi. She has been a member of TAIR for three years and presented on every TAIR conference she attended. She has served as the coordinator for session facilitators on the Planning Committee for TAIR 2023. She has worked in Indiana University Bloomington previously and had a combined IR relevant work experience for seven years. She also serves as the treasurer on the steering committee of OCAIR (Overseas Chines Association of Institutional Research). She wants to build and sustain collaborative relationships at all levels for TAIR and demonstrate emotional intelligence, a high level of cultural fluency, and a deep respect for the partners that works with TAIR. She has a Ph.D. degree in Higher education and Student Affairs from Indiana University Bloomington.

2023 Election Ballot

Candidates for Treasurer

The Treasurer is elected to a two-year term and is responsible for the collection of annual membership dues, conference and workshop fees, payment of authorized expenses, maintaining financial records of the organization, preparing the annual budget, reconciling financial records, ensuring tax exempt status is maintained, and supporting the Secretary's efforts in maintaining an accurate membership database.



John Gonzalez – North Central Texas College. John is the Interim Director of Research and Reporting at North Central Texas College. He has worked at NCTC for 4 years and the last 3 years in Institutional Research. He has assisted the TAIR Executive Committee for 3 of the last 4 TAIR conferences and currently a member of TAIR Professional Development Committee. John enjoys workshops, roundtables, and special interest groups provided by TAIR. His favorite part is the building of meaningful relationships and exchanging of knowledge with the other TAIR members. He is always looking for ways to contribute more. John is a graduate of North Central Texas College and currently pursuing another degree at Texas A&M Commerce.



Aaron Majek—Sul Ross State University. Aaron Majek is an institutional researcher at Sul Ross State University, where he has been part of the college community since Spring 2019. He holds a Master's and Bachelor's degree in Sociology from the University of North Texas which he attained in 2016 and 2013 respectively. Additionally, he recently acquired a certificate in Data Analytics from UT-Austin during the COVID19 pandemic period. As a member of TAIR, Aaron is actively involved and is currently serving on the TAIR Program Committee. He is also giving a presentation on the application of the Rstudio package Tidygeocode to institutional research offices during the current 2023 conference. Before joining Sul Ross, he worked as a private investigator, handling cases related to fraud, corporate due diligence, money laundering, and misrepresentations. His experience working with sensitive information proved an asset when transitioning to a career in institutional research. In his free time, Aaron enjoys hiking, history, and B- Horror films. He is also a recipient of a Sul Ross sponsored Vida Lobo award in 2022, which he received for his proposal to improve Sul Ross's reach with employers in the university's service region. This award signifies his dedication to making deliberate improvements to the university's standing within the broader community.

2023 Election Ballot

Candidates for Nominating Committee

The Nominating Committee consists of the Immediate Past President and four members elected by the membership to staggered two-year terms. The term of each member of the Nominating Committee shall be two years or until a successor takes office. The Nominating Committee, chaired by the Immediate Past-President, is responsible for preparing a slate of candidates for the next TAIR election. and four (4) members elected by the membership to staggered two-year terms. The term of each member of the Nominating Committee shall be two (2) years or until a successor takes office.



Nicolas A. Valcik currently works as Director - Effectiveness Analytics for Collin College. Previously Valcik worked as the Managing Director for Institutional Research at Texas Tech University, the Director for Institutional Research and Business Intelligence at the University of Texas of the Permian Basin, the Executive Director for Institutional Effectiveness at Central Washington University, the Director for Institutional Research for West Virginia University, and the Associate Director of Strategic Planning and Analysis for the University of Texas at Dallas. In addition, Nicolas held an academic appointment as a clinical Assistant Professor for Public Affairs x *About the Editors* at the University of Texas at Dallas. Prior to 1997, Valcik worked for a number of municipalities across different departments, as well as for Nortel. He received a doctorate degree in public affairs from the University of Texas at Dallas in 2005, a

master's degree in public affairs from the University of Texas at Dallas in 1996, a bachelor's degree in interdisciplinary studies from the University of Texas at Dallas in 1994, and an associate's degree in political science from Collin County Community College in 1994. Valcik has authored the following books for Taylor & Francis: *Institutional Research Initiatives in Higher Education* (2018) co-edited with Jeffery Johnson, *City Planning for the Public Manager* (2017) co-authored with Teodoro J. Benavides, Todd Jordan, and Andrea Stigdon, *Case Studies in Disaster Response and Emergency Management: Second Edition* (2017) co-authored with Paul Tracy, *Strategic Planning, Decision-Making and Practical Aspects for Public Sector and Non-Profit Organizations* (2016), co-authored with Teodoro J. Benavides and Kim Scruton, *Non-Profit Organization Case Study Book* (2015), *Hazardous Materials Compliance for Public Research Organizations: A Case Study* (2013), co-authored with Paul E. Tracy, *Case Studies in Disaster Response and Emergency Management*, co-authored with Teodoro J. Benavides, and *Practical Human Resources Management for Public Managers: A Case Study Approach* (2011). Prior to 2011 Valcik authored *Regulating the Use of Biological Hazardous Materials in Universities: Complying with the New Federal Guidelines*, which was published by Mellen Press in 2006. He has served as editor for three volumes of *New Directions for Institutional Research* (volumes 135, 140, 146, and co-edited with Gary Levy 156) in addition to writing numerous articles and book chapters on institutional research topics and homeland security issues. He specializes in several areas as both a researcher and a practitioner: higher education, information technology, human resources, homeland security, organizational behavior, and emergency management.



Sushil Pallemoani is the Executive Director of Institutional Research at Del Mar College, Corpus Christi. He started his career at Del Mar College in 2002 as a Programmer in the Grants Office and worked in Institutional Research for nearly 16 years. He has been an active member of TAIR since 2007 and has both presented and served on some TAIR committees. Sushil has a Bachelor's in Electrical Engineering, Master's in Computer Science and Master's in Business Administration. Sushil is also FAA licensed commercial drone pilot and loves taking aerial pictures/videos when he is not crunching numbers.

2023 Election Ballot



Dr. Guyla Blaylock currently serves as an Associate Dean of Assessment at Dallas College. She received a Bachelor of Science in Psychology from Oklahoma State University and a Master of Arts in Psychology and a Ph.D. in Developmental Psychology from Bowling Green State University. She spent the first part of her career in the classroom as an Assistant Professor of Psychology. After receiving tenure, life led her to Richland College where she embarked in a new career in institutional research and now at Dallas College where she supports faculty in their academic assessment work. As a self-labeled data nerd, she loves designing research, creating measurement tools, analyzing data, and learning new ways to present data in user-friendly formats. Her research interests include psychological factors that influence student success. She also continues to work as an adjunct instructor in the Master of Psychology program at Tiffin University, teaching courses such as statistics and research design. Guyla has been a member of TAIR since 2013 and has served as a TAIR program committee member, an awards committee member, a conference session facilitator, and has presented both workshops and concurrent sessions.



Kelsey Zemler is a Senior Business Systems Analyst at Texas Woman's University in the Office of Institutional Research and Data Management. Kelsey has worked in IR for the past 5 years, but has worked in analytics for nearly 10 years. Prior to the professional workforce, Kelsey was a graduate assistant in the Department of Mathematics and Computer Science at TWU, as well as the graduate assistant in the Department of Institutional Research and Data Management. In her current role at TWU, Kelsey's main duties are completing data surveys (ie U.S. News, Peterson's, etc...), administering IE surveys, filling data requests, and completing data for grant applications. She is also a volunteer on the SECC committee for the state charitable campaign. She earned a Bachelor of Science in Mathematics in 2011 from the University of North Texas, and a Master of Science in Mathematics from Texas Woman's University in 2013.