



# TAIR 39th Annual Conference

February 26, 2017 - March 1, 2017

## **Turning IR Into Mission Control**

Hilton Houston NASA Clear Lake, Houston, TX

## THANK YOU 2017 TAIR Session Coordinators

### 2017 Session Coordinators

Jeremy Anderson - Texas A&M University-Commerce  
Natalia Assis - Texas A&M University-Commerce  
Tess Barlow - Texas Tech University  
Gabriela Borcoman - THECB  
Colleen Bullock - CCCSE  
Morgan Carter - Tarleton State University  
Raijanel Crockem - Texas Southern University  
Matt Dabrowski - South Texas College  
Chris Daley - Trinity Valley Community College  
Ryan Fitzgerald - South Plains College  
Janet Flores - Lone Star College  
Shonda Gibson - Texas A&M University-Commerce  
Jane Haas - Del Mar College  
Lisa Haynes - Texas Woman's University  
Teresa Isbell - El Centro College  
Adele James - Rice University  
Vyas Krishnamurthy - University of Houston  
Xiaohong Li - Sam Houston State University  
Marco Lozano - San Jacinto College  
Peng Lu - South Texas College  
Jorge Martinez - University of Houston  
Katharine Mason - Texas A&M University-Corpus Christi  
Lisa McCarty - Abilene Christian University  
Ashley McPherson - Texas Tech University  
Susan Moreno - University of Houston  
Rebecca Peterson - University of Mary Hardin-Baylor  
Jacob Price - Baylor University  
Rebecca Richter - Temple College  
Jimmy Roberts - Temple College  
Bishar Sethna - Lamar University  
Dan Su - Texas A&M University-Commerce  
Susan Thompson - Texas State University  
Carol Tucker - University of Houston – Downtown  
Paul Turcotte - Texas A&M University-Central Texas  
Chris Warner - Texas A&M University-Commerce  
Laura Wichman - McLennan Community College

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## **President's/Vice President's Message**

### **TURNING IR INTO MISSION CONTROL**

Welcome to Clear Lake, Texas, for the 39th Annual Conference of the Texas Association for Institutional Research (TAIR). Did you know that the last time we were in Clear Lake was in 2001? It's time again to blast off at NASA! Our theme this year is "Turning IR into Mission Control." We're about to explore the future, going where no IR professional has gone before. Let's count down to a successful conference!

We have a wide range of presentations that highlight our strengths, challenges, and shared opportunities for strengthening our role in the future of our profession. Special thanks go out to the Program Committee for their hard work in organizing a wide range of professional development opportunities, and to TAIR members for stepping up to share their expertise with colleagues. You will see when browsing through this program, the conference features 11 pre-conference workshops, 2 post-conference workshops, and over 50 concurrent sessions and user community group meetings on a variety of topics. In addition, TAIR has two prominent guest speakers for the general sessions and multiple networking opportunities. There is truly something offered for everyone.

Our special event promises to be an exciting evening of exploring good food and space at NASA! We have reserved a room at NASA for dinner in the Starship Gallery. "Your trip to the Starship Gallery gives you an up-close look at some of the most amazing artifacts that trace the progression of manned space flight – including the Apollo 17 Command Module, a full-size Skylab Training module and a moon rock that you can touch. This is the most museum-like part of the facility, so be prepared to do some reading and to be truly amazed."

The TAIR Annual Conference provides an informal, welcoming, and engaging environment to network with colleagues and share knowledge. It is one of the best, lowest-cost, and most rewarding professional development opportunities for IR professionals in the state. We're glad to have you here! So let's start the count down! 10..9..8..7..6..5..4..3..2..1..Blast Off!!!

Sincerely yours,  
Soon Merz, President, and Kara Larkan-Skinner, Vice President  
Texas Association for Institutional Research



**Soon Merz**  
President



**Kara Larkan-Skinner**  
Vice-President/Program Chair



## TAIR 2017 Conference Schedule

Date	Begin	End	Activity
Sunday, February 26, 2017	8:00 AM	9:00 AM	Workshop Breakfast
	8:00 AM	1:00 PM	Registration
	9:00 AM	4:00 PM	Newcomers Workshop
	9:00 AM	12:00 PM	Pre-Conference Workshops
	12:00 PM	1:00 PM	Workshop Luncheon
	1:00 PM	4:00 PM	Pre-Conference Workshops
	6:00 PM	8:00 PM	Program Committee Dinner
Date	Begin	End	Activity
Monday February 27, 2017	7:30 AM	4:00 PM	Registration
	7:30 AM	10:30 AM	Pre-Conference Workshops
	11:00 AM	12:15 PM	General Session I
	12:15 PM	1:15 PM	Luncheon
	1:30 PM	2:15 PM	Concurrent Sessions A
	2:30 PM	3:15 PM	Concurrent Sessions B
	3:30 PM	4:15 PM	Concurrent Sessions C
	4:30 PM	5:15 PM	Concurrent Sessions D
	5:30 PM	7:30 PM	Meet, Munch, Mingle
Date	Begin	End	Activity
Tuesday, February 28, 2017	7:30 AM	12:00 PM	Registration
	7:30 AM	9:15 AM	User Communities Roundtables & Breakfast <sup>(SIGS)</sup>
	8:00 AM	9:15 AM	Past Presidents Breakfast <sup>(invitation only)</sup>
	8:30 AM	5:00 PM	Vendor Exhibits
	9:30 AM	10:15 AM	Concurrent Sessions E
	10:30 AM	11:15 AM	Concurrent Sessions F
	11:30 AM	12:30 PM	Awards/ Networking Luncheon
	12:30 PM	1:15 PM	Concurrent Sessions G
	1:30 PM	2:15 PM	Concurrent Sessions H
	2:30 PM	3:15 PM	Sponsor Fair <sup>(drawings at 2:30 PM)</sup>
	3:30 PM	4:15 PM	TAIR Business Meeting
	4:30 PM	5:15 PM	Concurrent Sessions J
	6:30 PM	9:30 PM	Special Event - NASA <sup>(ticketed)</sup>
Date	Begin	End	Activity
Wednesday, March 1, 2017	7:30 AM	9:00 AM	Networking Breakfast
	8:30 AM	9:15 AM	THECB Legislative Update
	9:30 AM	10:15 AM	Concurrent Sessions L
	10:30 AM	11:45 AM	General Session II
	Post Conference		
	12:00 PM	1:00 PM	Post-Conference Luncheon <sup>(registered only)</sup>
	1:00 PM	4:00 PM	Post-Conference Workshops
	1:00 PM	4:00 PM	Executive Committee Meeting

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## General Session Speakers

### General Session I - Monday, February 27, 2017 (11:00 AM - 12:15 PM)

#### **“We Are What We Measure”**

##### **Brandon Busteed**

##### **Executive Director, Education and Workforce Development, Gallup**



Brandon Busteed is a Partner at Gallup and Executive Director of Education and Workforce Development. His career spans a wide range of important work in education as an educational entrepreneur, speaker, writer and university trustee. Brandon’s work integrates Gallup’s research and science on talent, strengths, engagement and well-being to improve student success, teacher effectiveness and educational outcomes. His mission is to create a national movement to measure the educational outcomes that matter most, connect education to jobs and job creation and promote a paradigm shift from knowledge mastery to emotional engagement in education.

With Brandon’s leadership, Gallup Education has released several ground-breaking Gallup studies. These include State of America’s Schools: The Path to Winning Again in Education, which explores student and teacher engagement in public schools, and Great Jobs, Great Lives: The 2014 Gallup-Purdue Index Report, a comprehensive, nationally representative study of U.S. college graduates that focuses on their long-term outcomes in work and life.

Brandon has founded two companies and one nonprofit organization as a social entrepreneur. He is the founder and former CEO of Outside The Classroom, a company that pioneered adaptive online education in alcohol abuse prevention. A three-year, 30-school, national study funded by the National Institutes of Health showed that AlcoholEdu — the organization’s flagship alcohol-abuse prevention program — was effective in reducing binge drinking, drunk driving and sexual assaults. More than 5 million students have participated in the program. The company was acquired by EverFi in 2011.

An internationally known speaker and author on education policy, Brandon has frequently written for The Chronicle of Higher Education, Trusteeship Magazine, The Huffington Post, Fast Company and other publications. His work has been featured in The New York Times, The Wall Street Journal, The Washington Post and USA Today and on NPR and the NBC News “TODAY” show, among others.

Brandon received his bachelor’s degree in public policy from Duke University and an honorary doctorate from Augustana College. He is a trustee emeritus of Duke and has served on the Board of Visitors of the Sanford School of Public Policy. A former two-sport NCAA Division 1 athlete at Duke, Brandon continues to hone his competitive drive as an avid CrossFitter. He lives in Vienna, Virginia, with his wife, Deanna, and two children, Anabelle and Harrison.

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## General Session Speakers (continued)

### General Session II - Wednesday, March 1, 2017 (10:30 AM - 11:45 AM)

#### “What’s Happening in the World of Higher Education”



**Belle S. Wheelan, Ph.D.**

**President, Southern Association of Colleges and Schools Commission on Colleges (SACSCOC)**

Dr. Wheelan currently serves as President of the Southern Association of Colleges and Schools Commission on Colleges and is the first African American and the first woman to serve in this capacity. Her career spans over 40 years and includes the roles of faculty member, chief student services officer, campus provost, college president and Secretary of Education. In several of those roles she was the first African American and/or woman to serve in those capacities.

Dr. Wheelan received her Bachelor’s degree from Trinity University in Texas (1972) with a double major in Psychology and Sociology; her Master’s from Louisiana State University (1974) in Developmental Educational Psychology; and her Doctorate from the University of Texas at Austin (1984) in Educational Administration with a special concentration in community college leadership.

She has received numerous awards and recognition including six honorary degrees; the Distinguished Graduate Award from Trinity University (2002), and from the College of Education at the University of Texas at Austin (1992); Washingtonian Magazine’s 100 Most Powerful Women in Washington, DC (2001); the AAUW Woman of Distinction Award (2002); the Suanne Davis Roueche National Institute for Staff and Organizational Development’s Distinguished Lecturer Award (2007); the John E. Roueche National Institute for Staff and Organizational Development’s International Leadership Award (2010); and the AACC Leadership Award (2011); the John Hope Franklin Award from Diverse Issues in Higher Education for outstanding leadership in higher education; and the Educational Testing Service (ETS) Terry O’Banion Prize in Education from the League for Innovation in Community Colleges.

She holds and has held membership in numerous local, state and national organizations including Rotary International; Alpha Kappa Alpha Sorority, Inc.; the American College Testing, Inc., Board of Directors; American Association of Community Colleges, Board of Directors; the Lumina Foundation for Education, Board of Directors; the President’s Round Table of the National Council on Black American Affairs; the National Black College Alumni Hall of Fame, Board of Directors; Excelencia in Education, Board of Directors; National Society of Collegiate Scholars, Community College Honorary Board; Next Generation Learning Challenges, Advisory Panel; Project GOALS (Gaining Online Accessible Learning Through Self-Study); and the National Student Clearinghouse, Board of Directors.

Dr. Wheelan attributes her success to hard work, endurance, tenacity, and being in the right place at the right time. She recognizes that prayer and support from family and friends make anything possible.

Dr. Wheelan is the mother of an adult son named Reginald.

## Nominees for President

### Faron Kinchloe - Baylor University

Faron Kincheloe is the Assistant Director of Institutional Research & Testing at Baylor University. He has worked in Institutional Research at Baylor for over 18 years. Faron has been an active member of TAIR since 2008. He served TAIR as the Communications Officer (Member at Large for Technology) in 2014-2015. Faron was on the TAIR Nominating Committee for 2016. He also served two years on the TAIR Program Committee, first as chair of session coordinators and then as chair of concurrent sessions. Faron was moderator of the SAS SIG at six consecutive TAIR conferences. Faron has presented numerous concurrent sessions and 3 all-day Pre-Conference and Summer workshops. Faron is currently serving TAIR as the manager of TAIR-L. Faron holds a Bachelor of Applied Arts and Sciences from Tarleton State University and a Master of Information Systems degree from Baylor University.



### Kara Larkan-Skinner - Our Lady of the Lake University



Kara Larkan-Skinner is the Assistant Vice President of Institutional Effectiveness and Accreditation at Our Lady of the Lake University where she oversees institutional research, assessment, accreditation, the Institutional Review Board, and federal grant development and compliance. Kara's love of research began while serving as a research assistant at the University of Louisville. She entered the research profession as a Research Associate at the TTUHSC in Amarillo, TX. Later, she joined the wonderful world of institutional research and assessment at Amarillo College, where she served as the Director of Institutional Research and Effectiveness. Kara has been active in both the TAIR and AIR organizations for a number of years by presenting at the annual conferences, serving on various committees and workgroups, and serving in leadership roles. Kara is an AIR board member and is the Vice President/Program Chair of TAIR currently. She received her Ed.D. from Texas Tech University in Higher Education Administration with a concentration in community colleges, and received her M.A. and B.A. in Psychology from the University of Louisville. Kara recognizes the role that the TAIR organization played in her professional growth and is honored to be considered for a leadership role within TAIR.



## Nominees for Vice President/President Elect

### Gabriela Borcoman - Texas Higher Education Coordinating Board

Gabriela is Senior Program Director for Strategic Planning and Funding at Texas Higher Education Coordinating Board (THECB). Prior to working for THECB she was affiliated with Dallas County Community College District, working in several of its colleges. She is a member of TAIR since 2000, being active as a Nominating Committee member, a presenter and a moderator. For several years, she has been a member of the Program Committee, being in charge of creating and distributing the Annual TAIR Conference brochure and concurrent sessions. At THECB Gabriela is working with data from public and for-profit schools and colleges. Her work includes accountability system for public and for-profit institutions, Perkins grant for two-year institutions, TX CREWS, as well as other workforce reports used by all types of institutions. Gabriela holds a PhD in Higher Education Administration with a cognate in Community College Leadership, MS in Human Development and Childhood Disorders, and a Doctor of Medicine degrees.



### Teresa Isbell - El Centro College



Dr. Teresa Isbell has over 25 years of experience in leading strategic planning, institutional effectiveness and institutional research practices at two-year community and technical colleges in Texas and Arkansas. She is the current chair for the North Texas Community College Consortium Research and Institutional Effectiveness Committee. Her expertise and experience in strategic planning and institutional effectiveness has contributed to five successful regional accreditation visits. Dr. Isbell has been a member of TAIR since 1999 and has served on the TAIR program planning committee. She was TAIR's first Member-at-Large for Professional Development and secured a BIRC grant from AIR to help establish TAIR's professional development program. Dr. Isbell has published articles on institutional research and assessment. She has presented at AIR, SAIR, TAIR, ASHE, and CSCC conferences.

## Nominees for Treasurer

### Sherri Caraballo - Texas Wesleyan University

Sherri Caraballo is Director Institutional Research at Texas Wesleyan University. Before Texas Wesleyan University, she worked in the Wisconsin Technical College system for 10 years as the Director of Institutional Research. She moved from Appleton, WI to Burleson, TX in 2006. During her career she worked in various positions ensuring compliance, assessment and planning to improve program delivery, strategic enrollment and short and long term goals in support of the University Strategic Plan. Sherri is past Vice President (2013-2014) Southern Regional Datatel Users Group and past PTO Budget and Finance Committee Member (2006-2012). She received an MBA in 2014 from Texas Wesleyan University. Sherri prides herself on having a strong work ethic and commitment to her employer and colleagues. She is passionate about education and lifetime learning.



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## Nominees for Treasurer (continued)

### Paul Turcotte - Texas A&M University - Central Texas

Paul currently serves the Provost at A&M-Central Texas as the Director of Institutional Research and Assessment. Prior to joining the university in 2016, Paul served as a Program Director for the Texas Higher Education Coordinating Board where he staffed formula advisory committees for 8 years and assisted with an array of institutional research special projects in the division of Strategic Planning and Accountability. Paul served as a Financial Research Analysis with American Century Investments and as a Supply Officer in the United States Navy. He earned a Bachelor of Arts degree from The University of Texas at Austin and a Master of Business Administration from Baker University. Paul would be honored to serve as the association's treasurer.



## Nominees for Communications Officer

### Morgan Carter - Tarleton State University



Morgan has worked in Institutional Research & Effectiveness at Tarleton for the last 4.5 years and was a tech support in Enrollment Management 5 years prior to that. He was hired as a Senior Database Developer in IRE and was promoted a little over a year later to Coordinator of Institutional Effectiveness. He has presented at TAIR and has been an active member since 2012, serving on the Data Advisory Committee in 2014. Morgan graduated Magna Cum Laude with a Bachelor's degree in Computer Information Systems and a minor in Accounting. He has also earned an MS in Information Systems and an MBA, all from Tarleton. Currently, Morgan is a doctoral student at UNT studying Learning Technologies. He looks forward to helping TAIR continue their growth and reach across the state of Texas.

### Lillian Marshall - Blinn College

Lillian Marshall has been a part of the Institutional Research, Effectiveness and Strategic Initiatives team since 2013 when she was hired as a Data Analyst for that department. Prior to that, she worked in the Academic Technology department at Blinn College as a Server Tech where she further enhanced the skills she learned from being in a similar role with the City of Brenham for 15 years. Lillian has conducted specialized training for Blinn employees in Excel, Argos and Discoverer and developed a Project Management Database that the office uses to track data requests.



## Nominees for Nominating Committee

### Lea Campbell - University of Houston - Downtown



Lea Campbell has served as Director of Academic Assessment at University of Houston-Downtown for the last eight years. In this position she works with faculty and staff to use both traditional assessment tools as well as institutional data sets to document the university's successes and craft data-informed strategies for improvement. She works extensively with the institutional effectiveness standards of specialty and regional accreditation and regularly teaches in the undergraduate math program. 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 PhD in Higher Education Administration from University of Texas-Austin, an MS and BA in Mathematics from Eastern New Mexico University, and loves all things data.

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## Nominees for Nominating Committee (continued)

### Edward Hummingbird - Southwestern Indian Polytechnic Institute

Edward Hummingbird is the Director of Institutional Research, Effectiveness and Planning at the Southwestern Indian Polytechnic Institute, a national community college serving Native American and Alaska Native students, in Albuquerque, New Mexico. He has worked previously for the Collin County Community College District (Office of Institutional Research) and the Dallas County Community College District (District Office of Research). He has worked in the field of institutional research for more than eighteen years, with a focus on student success tracking, retention/attrition modeling, non-academic assessment and program review.



### Rick Leyva - Richland College



Rick Leyva has worked in Institutional Research and Effectiveness since 2005, previously at El Centro College and currently at Richland College as Director of Institutional Research. He has been an active member of TAIR since 2005, presenting concurrent and pre-conference workshops for TAIR's annual conference and at the Summer Workshops, chairing the Evaluation and the Vendor Fair committees and elected to office of Treasurer in 2010.

### Lisa McCarty - Abilene Christian University

Lisa McCarty is the Assistant Director for the Office of Institutional Effectiveness at Abilene Christian University. She has been the Institutional Researcher for the university for 20 years. Lisa has attended TAIR over those years and assisted with Registration Form Committee and most recently the Data Advisory Committee. She earned her BBA in Computer Science from Angelo State University.



### Rebecca Richter - Temple College



Rebecca Richter has been a member of TAIR since 1992. She has made many presentations and served several roles in TAIR, including secretary. She considers TAIR a cornerstone for professional development in institutional research and believes that the role of the nominating committee is to select individuals who will uphold the strength and purpose of the organization. Rebecca holds a bachelor's degree from Miami University (Ohio), a master's from the University of Houston—Clear Lake and a doctorate from Sam Houston State University.



## Nominees for Nominating Committee (continued)

### Ruby Stevens-Morgan - Prairie View A&M University

Ruby Stevens-Morgan is the Director of Institutional Research and Effectiveness at Prairie View A&M University (PVAMU) where she is an adjunct instructor in the Psychology Department. Ruby has worked in education for more than 25 years in various capacities and levels. Ruby was a high school business teacher in Lexington, Kentucky and a statewide consultant in Frankfort for the Kentucky Department of Education (KDE). At the KDE, she managed the Technical Education Database System (TEDS) for Career and Technical Education where she was responsible for technical support, training, and reporting to local, state, and federal agencies. She earned a B.S. degree in Business Education from Auburn University, a M.S. in Curriculum & Instruction and a Ph.D. in Educational Psychology from the University of Kentucky. She is also the founder and executive director of Achievers by Choice, a 501c3 nonprofit community organization to enhance the social and academic skills of disadvantaged youth. Ruby is active in TAIR professional development activities as an attendee and a presenter. She would be honored to serve as a member of the TAIR Nominating Committee.



### Cindy Ullrich - Brazosport College



Cindy Ullrich, Brazosport College. Cindy has been a Research Analyst for the past 8 years at Brazosport College. During this time she has been a member of AIR, TAIR, and the Gulf Coast AIR Association (GCAIR). She is currently serving on the TAIR Program Committee as the Evaluation coordinator. In the past she has served as GCAIR President and President Elect/Secretary. Cindy has enjoyed attending TAIR conferences and workshops where she has gained practical and relevant higher education, institutional research knowledge and skills. By attending these TAIR professional development opportunities, Cindy was able to complete the TAIR Level One Certificate of Completion Program.

### Cassie West - University of North Texas

Cassie West is a Data Analyst for the University of North Texas. IR is a profession she long hoped to get into and she has enjoyed being part of the IR team for the last three years. At UNT Cassie is responsible for Academic Program Review, 18 Characteristics, US News, Retention Scorecards, SAM, various accreditations campus wide, numerous ad hoc requests, and the proverbial "other duties as assigned." Previously Cassie worked as a Data Analyst for UNT's Division of Equity and Diversity and on a research grant partnership between Cal State San Bernardino, West Point, and the US Army. She has found tackling data issues within different contexts to be challenging and rewarding. Cassie holds a Master's Degree in Psychology and is earning her Doctoral degree in Education Research emphasis on Research, Measurement, and Statistics. Cassie is a member of and has presented at both TAIR and AIR. She has thoroughly enjoyed becoming a member of the TAIR community and looks forward to advancing her participation through the nominating committee. Unfortunately Cassie could not join us for the conference this year, she and her husband are preparing to welcome their first child at the end of the month.





**Sunday, February 26, 2017**

**Registration (8:00 AM - 1:00 PM)**

**Location: Atlantis Foyer**

**8:00 AM to 9:00 AM**

**Workshop Breakfast** (workshop attendees)

**9:00 AM to 12:00 Noon**

### **Pre-Conference Workshops**

#### **W1: Newcomers to Institutional Research**

**Note time: 9:00 a.m. - 12:00 p.m. & 1:00 p.m. - 4:00 p.m.**

**Location: Atlantis 3**

The TAIR Newcomer's Workshop is a full-day session focusing on maintaining an effective institutional research office. Topics include the various roles and key responsibilities of institutional research, necessary skills needed for a researcher, primary dogmas of assessment (surveys and focus groups), research resources, academic accreditation, financial analysis and presentation of data. Included in the areas of institutional research (THECB, public four-year and two-year colleges, private four-year institutions) who will be presenting "hot topics" for their areas of expertise.

**Presenter:** Marilyn Greer  
TAIR Emerita

### **Pre-Conference Workshops (continued)**

#### **W2: Asking the Right Questions**

**Location: Atlantis 4**

Good research, good teaching, good parenting, good living -- all of these pursuits come down to asking the right questions. Whether finding the appropriate query from a data set or determining the best goal for an academic department, asking the right questions can lead to improvement, learning, and progress. If you ask the right questions, the answers come easily!

**Presenter:** Paul Henley  
Stephen F. Austin State University

#### **W3: Visualize Your Data to Create a Story**

**Location: Gemini**

This half-day workshop will bring in relative data from vetted sources (in this case the THECB, Labor Statistics, and Beige Book) to merge data with local economic conditions. Once these data are merged, we will build an industry specific infographic which will show the institutional contribution to highly skilled workforce needs, employment, industry growth in the region and other areas of institutional intelligence. There will be some template forms available the day of the workshop and a few pieces of clip art to help create a college specific infographic for effective Decision Support to the stakeholder community.

**Presenters:** Richard Plott, Benjamin Magill & Rogers Oliveira  
Dallas County Community College District



## Sunday, February 26, 2017

### 9:00 AM to 12:00 Noon

#### Pre-Conference Workshops (continued)

**W4: Advanced Excel: Using Excel to Increase Program Assessment Efficiency**  
**Location:** Apollo

This intermediate-to-advanced workshop will assist more experienced Excel users in developing a reusable workbook to make routine processes such as program assessment more efficient. Participants will learn how to create presentation-ready tables, charts, and graphs that refresh as the raw data behind them is updated. The end result will be more consistent reporting and faster response times on regularly scheduled projects. This hands-on session requires a working knowledge of formulas, pivot tables, and charts and graphs.

**Presenter:** Jane Mims  
Texas A&M University San Antonio

### Workshop Lunch 12:00 PM - 1:00 PM

**Location:** Atlantis

#### Pre-Conference Workshops (continued)

### 1:00 PM to 4:00 PM

**W5: How to Avoid "Death by Power Point"**  
**Location:** Atlantis 4

Just about everyone in higher education has had to endure "death by Power Point" whether it was in a meeting or a class. Come to this workshop to learn tips and tricks for how to utilize presentation software to supplement your speech, create readable visualizations, provide technical knowledge to a non-technical audience, and hopefully make your presentations a little more fun. Some of the time will be spent on practicing "off-the-cuff" speaking to help you think on your toes and be able to answer questions quickly and precisely. This workshop will be a mix between presentation and interactive participation.

**Presenter:** Amanda Clark  
Blinn College

### 1:00 PM to 4:00 PM

#### Pre-Conference Workshops (continued)

**W6: Everyday IR Tasks Made Easier with R**  
**Location:** Gemini

This workshop will demonstrate how to use a wide range of R's expansive functionality. We will cover all phases of the data analysis process: (a) reading in data efficiently from multiple files; (b) cleaning and organizing messy data; (c) performing analysis and creating data products; and (d) exporting results in formats that can be easily shared with others. The focus will be on R syntax and using functions from some of the most popular and powerful R libraries, but examples will be drawn from common IR tasks. Previous experience with R is useful but not necessary. Participants are encouraged to bring a laptop so that they can download and install R, if necessary, and participate in hands-on exercises.

**Presenter:** Michael Albert  
Our Lady of the Lake University

**W7: Teaching Administrative Support and Academic/Student Support Service Staff to Conduct Effective Outcomes Assessment**  
**Location:** Apollo

This workshop provides an in-depth look at how Texas State University guides its administrative and academic/student support areas through the outcomes assessment process and reporting requirements for compliance with SACSCOC Core Requirement 3.3.1 on Institutional Effectiveness. On the Texas State campus, assessment staff present a series of four inter-related workshops to guide departmental representatives and teams through the process of developing and implementing an outcomes assessment plan, including identifying meaningful intended outcomes, identifying appropriate assessment methods and data sources, developing realistic strategies and timelines, developing action plans based on results, and reporting year-to-year evidence of service improvement. During this pre-conference workshop, presenters will share content from the four assessment workshops, as well as tips and advice learned from assisting administrative and academic/student support areas with outcomes assessment during the past 10 years. Attendees will be provided with materials that can be adapted for presenting outcomes assessment planning workshops on their campuses.

**Presenters:** Lisa Garza & Susan Thompson  
Texas State University

**Monday, February 27, 2017**

**Registration (7:30 AM - 4:00 PM)**

**Location: Atlantis Foyer**

**7:30 AM - 10:30 AM**

## Pre-Conference Workshops

### **W8: SQL Programming**

**Location:** Atlantis 3

Institutional Research is often called upon to provide information immediately to deal with a crisis, which means we are often using extraction queries to acquire the needed data. This workshop focuses on what you can do to prepare before the alarm sounds. Many come to IR with more knowledge of statistical programs than of SQL and often begin pulling data by relying on existing code. This workshop provides information about SQL basics and how to prepare and build code that runs quickly and provides data that is reliable, relevant, consistent, and comparable. We will look at building code for the production environment and how to enhance operations with ODS.

**Presenter:** Dean Williamson  
Prairie View A&M University

### **W9: IPEDS Data Center to Create Peer/Competitor/Aspirational Institution Reports for Executive Staff**

**Location:** Atlantis 4

Using the IPEDS data center can be beneficial when comparing your institution to Peers, Competitors or Aspirational Groups. Learn more on how to design your report for Executive and Senior Staff, Board Members, and general public. Additionally, establishing key performance indicators and identifying variables for benchmarking. This will be an interactive session utilizing the data section of the NCES website.

**Presenter:** Sherri Caraballo  
Texas Wesleyan University

### **W10: Beginning SAS with Enterprise Guide**

**Location:** Gemini

This workshop is for SAS beginners or those who need a refresher in SAS Enterprise Guide. In this workshop, you will learn the basics of SAS with Enterprise Guide with hands-on training in importing data, query building, proc frequency reporting, formats, custom sorts, proc tabulate, proc reports, and outputting data to excel and pdf.

A laptop with SAS Enterprise Guide is required. Instructions on how to download and install SAS Enterprise Guide for free will be sent out to registered attendees prior to the workshop.

**Presenters:** Laura Wichman, McLennan Community College & Tracy Stegmair, Texas Woman's University

## Pre-Conference Workshops

### **W11: Google Charts for IR Websites**

**Location:** Apollo

Interested in creating online dashboards without paying big software prices? Google Charts API provides an open-source platform for constructing interactive graphics for IR websites at no cost. In this hands-on workshop, participants will construct bar, line, and pie charts, hierarchical tree maps and state maps using JavaScript, html, and R languages. No previous knowledge of JavaScript, html, or R is required. Participants will construct charts using data from their own institution. At the end of this workshop, participants will understand the data structure, anatomy, and implementation of Google Charts on an IR web page for internal and external constituent consumption. A laptop is required for this workshop.

**Presenter:** Jorge Martinez  
University of Houston



**Monday, February 27, 2017****11:00 AM to 12:15 PM****General Session I****“We Are What We Measure”****Speaker: Brandon Busteed****Executive Director, Education and Workforce Development, Gallup****Location: Atlantis****12:15 PM to 1:15 PM****Luncheon****Location: Discovery****Track Definitions and Discussion Sessions**

Most concurrent sessions offered at this conference present either case studies or best practice scenarios. To ensure conference participants enjoy the best experience practicable—and the best use of their time—concurrent sessions have been placed into one of six program tracks. These six tracks and examples of their intended content areas are listed below.

<b>Track</b>	<b>Subject areas</b>
Planning & Organizing	Strategic Planning, Organization, IR office and personal organization
Research	Statistical and Institutional Research applicable to a range of institutions
Technology & Training	Use of technology in IR, basic/intermediate/advanced software how-to's
Assessment & Effectiveness	Implementing assessment programs, goal setting/measuring, novel assessment ideas
Reporting & Decision Support	Internal/external reporting, dashboards, data warehouses/other decision support systems
Current Issues in Higher Ed	Contemporary topics within higher education
User Communities Roundtables	Open discussion venue for a specific topic of interest to IR professionals, or information sharing with a specific cohort of TAIR professionals, all the while sharing a sumptuous breakfast for which TAIR is known. Members are free to rotate from table to table over the course of an hour depending on their topic(s) of interest. The objective is to discuss and share among like-minded colleagues ideas, successes, issues, and solutions to specific IR topics.



## Monday, February 27, 2017

### 1:30 PM to 2:15 PM

#### Concurrent Sessions A

**A1: Value Added: The Benefits of Enhancing Program Assessment Using Indirect Methods****Location:** Atlantis 1**Audience:** 4-Year, Private**Track(s):** Assessment & Effectiveness

Direct assessment methods usually have the spotlight, while indirect methods are often neglected. Faculty usually acknowledge the usefulness of direct assessment data, but frequently find it unsatisfying. This is because direct assessment is good at identifying what a student knows, but is not as adept at explaining why the student attains at a certain level or how the student perceives the learning outcome. This session will consider ways to include indirect assessment, enhancing the understanding of student knowledge and skills and providing another perspective on assessment for faculty.

**Presenter:** Rebecca Peterson  
University of Mary Hardin-Baylor

**A3: Practical Application of AIR's Duties & Functions of Institutional Research****Location:** Atlantis 3**Audience:** 2-year, 4-year, public, private**Track(s):** Current Issues in Higher Education

Throughout its more than 50-year history, AIR has involved itself in the process of defining institutional research as a profession and a critical function in higher education. The recently developed Duties and Functions of Institutional Research clearly and concisely identifies the areas necessary for an effective institutional research function in an institution, system, or organization. Defining these core functions further professionalizes the field and allows practitioners of IR to highlight their value within their organizational structure. With the release of the Duties and Functions of Institutional Research, AIR hopes to create a dialogue among its membership, and others interested in expanding institutional research capacity, related to the value and effectiveness of institutional research offices and functions throughout higher education. This session will explore the Duties & Functions of Institutional Research and provide ways to practically apply the list to the work of institutional research in institutions, systems, and organizations.

**Presenter:** Gina Johnson  
Association for Institutional Research

#### Concurrent Sessions A (continued)

**A2: Mastering Self-Management****Location:** Atlantis 2**Audience:** 2-year, 4-year, public, private**Track(s):** Planning & Organizing

This session will focus on effective self-management tools which will aid IR professionals in getting and staying on course. Audience members will leave the session with ideas which they can take back to their offices to become more successful with managing their daily needs.

**Presenter:** Lillian Marshall  
Blinn College

**A4: Power BI: Excel on Steroids****Location:** Atlantis 4**Audience:** 2-year, 4-year, public, private**Track(s):** Research, Reporting & Design Support

Power BI can give your data a much needed visual punch. Because Lone Star College is a data driven institution, we have leveraged the new Microsoft product (Power BI) to help us visually understand our data, and assist our end users in displaying the impact of our student trends. We will be walking through how we have used Power BI to produce data representations for specific projects and initiatives which have made a tangible impact at Lone Star College.

**Presenters:** Trudi White, O'Brien Hughes & Jacqueline Goffney  
Lone Star College

**A5: The Use of Data Visualization to Establish a Culture of Data-Informed Decision-Making****Location:** Gemini 1 & 2**Audience:** 2-year, 4-year, public, private**Track(s):** Reporting & Decision Support, Planning & Organizing

Strategic planning requires extensive use of relevant data to identify strategies and targets. Data visualization assists users in data exploration, allowing users to explore patterns, ask new questions, and develop insights. Visualizations assist users in translating data into information and actionable knowledge. This session will illustrate the development of interactive dashboards to assist in the strategic planning process. Strategic enrollment planning will be used as an example. Users will learn how to select particular visualizations, and to consider attributes of the visualizations that allow users to interact with data to generate new insights. The integration of internal and external data sources to support strategic planning will be discussed.

**Presenters:** Andrea Burrige & William Carter  
Houston Community College System

## Monday, February 27, 2017

### 1:30 PM to 2:15 PM

#### Concurrent Sessions A (continued)

##### A6: Getting SASsy with EG

**Location:** Apollo 1 & 2

**Audience:** 2-year, 4-year, public, private

**Track(s):** Technology & Training, Reporting & Decision Support

Do you ever get a request for data and end up doing part of the work manually? Do you find yourself copying and pasting tables from the Enterprise Guide (EG) results window into excel or word? Stop the nonsense!! Come by to see how to create and export SASsy reports using EG. Not only will it make your office more efficient, but it makes you look like you worked your SAS off!

**Presenters:** Laura Wichman & Jerry Knutson  
McLennan Community College

### 2:30 PM to 3:15 PM

#### Concurrent Sessions B

##### B1: Brainy Ways to Student Success?

**Location:** Atlantis 1

**Audience:** 2-Year, 4-Year, Public, Private

**Track(s):** Current Issues in Higher Ed.

The effects of psychiatric illnesses on human behavior and performance are often disregarded in higher education and elsewhere with a resultant risk of tragedies or poor academic outcomes. At colleges and universities, there is probably no bigger obstacle to academic success than an ill brain. However, despite their historical role in advancing society by higher reasoning, many universities have not been very progressive in their approach to psychiatric disabilities. This presentation will review literature about mental illness in college, critique disability policies in higher education, attempt to estimate the potential effect of psychiatric illness on academic performance, and propose ideas for policy changes that may enhance student success.

**Presenter:** Joseph Meyer  
Texas State University

### 2:30 PM to 3:15 PM (continued)

#### Concurrent Sessions B (continued)

##### B2: To IRB or Not to IRB? That is the Question!

**Location:** Atlantis 2

**Audience:** 2-year, 4-year, public, private

**Track(s):** Current Issues in Higher Education

The ethical treatment of human beings is an issue that cuts across all organizations. Federal law requires institutions receiving research funding to establish institutional review boards (IRB) to ensure the well-being of human research subjects. IR professionals are often unaware of when their activities fall within the purview of an IRB. This session explores IRBs and the protection of human research subjects within an IR context. The session is based on material presented at AIR, SAIR, and TAIR conferences where it was well received and has been incorporated into AIR's Code of Ethics and ongoing ethics discussions.

**Presenter:** Tom Martin  
Collin College

##### B3: Speaking the Truth to Dreamers, Doubters and Demand-ers

**Location:** Atlantis 3

**Audience:** 2-year, 4-year, public, private

**Track(s):** Reporting & Decision Support, Planning & Organizing

As providers of data and information to executive officers for decision making, institutional researchers must be aware of what the "truth," means to the dreamers, doubters, and demanders. Knowing the mindset of the person you are supplying data to will aid the IR professional in determining whether or not data only is needed, whether analysis and information is required, or if a response is appropriate at all.

This paper discusses the challenges, difficulties, creativeness, and fun of using data and analytics to inform various decision-making stakeholders in higher education institutions and agencies. Input will be solicited from participants on how they would respond to various scenarios.

**Presenters:** Maryann Brown, FIRO Consultant & Leona M.  
Urbish Texas A&M University - Corpus Christi

## Monday February 27, 2017

**2:30 PM to 3:15 PM** (continued)

### Concurrent Sessions B (continued)

#### **B4: State Reporting Data Warehouse for Texas Public Universities Using Banner**

**Location:** Atlantis 4

**Audience:** 4-year, public

**Track(s):** Reporting & Decision Support, Planning & Organizing

Development of a basic data warehouse for Texas public universities using Banner Student Information Systems and SAS Desktop. Session will review the implementation of a data warehouse using the Texas Higher Education Coordinating Board's CBM reports as a basis, the augmentation of additional Banner data elements with SAS, and common uses for the data. This is ideal for smaller institutions with limited staff and resources to insure external and internal reporting align with state reporting.

**Presenter:** John Carroll

Texas A&M University – Central Texas

#### **B5: Text Mining and Word Clouds - Using R to Make Qualitative Text Analysis Easier**

**Location:** Gemini 1&2

**Audience:** 2-year, 4-year, public, private

**Track(s):** Technology & Training

Surveys yield a lot of great data, but what do you do with the responses to open-ended questions? This session focuses on learning about the tools used to analyze and create visual displays of the themes found in open response questions, including creating word clouds.

**Presenter:** Leah Figueroa

Austin Community College

#### **B6: A Predictive Model for Student Retention Using Logistic Regression**

**Location:** Apollo 1&2

**Audience:** 2-year, 4-year, public, private

**Track(s):** Research

With the purpose to know which variables influence the students' retention, we created a model using logistic regression to compare these impacts on the retention. In particular, we focused on how the selected variables influence the retention as well as the relationship between retention and these variables. And the weights on different levels of the same variables.

**Presenters:** Fangyu Du, University of North Texas & Sam Shi, University of North Texas – Dallas

**3:30 PM to 4:15 PM**

### Concurrent Sessions C

#### **C1: The Continuous Evolution of the Student Data Warehouse at the University of Houston**

**Location:** Atlantis 1

**Audience:** 2-year, 4-year, public, private

**Track(s):** Reporting & Decision Support

The University of Houston (UH) implemented a student data warehouse for trending and analysis. Since its initial release to the UH community, the data warehouse has been updated with access to new data points. This presentation will give a brief background of the data warehouse and give a demonstration of standard and custom reports.

**Presenters:** Susan Moreno, Vyas Krishnamurthy, & Carmen Allen

University of Houston

#### **C2: A Study of Factors that Influence Retention to the Next Long Semester**

**Location:** Atlantis 2

**Audience:** 2-year, 4-year, public, private

**Track(s):** Research, Current Issues in Higher Education

This is a study conducted by the IR Office at McLennan Community College to determine the factors that influence student retention to the next long semester. We are modeling several variables of interest, from demographic information to end-of-term GPA, financial aid status, student satisfaction, degree, full-time/part-time student status, student classification (freshman, sophomore, FTIC, transfer, dual-credit, and college readiness). These variables are modeled using SAS statistical software to determine the model with the best fit and that has the highest explained variance. We will identify several variables at MCC that can then be used to inform future decisions to help our students be more successful and to address possible issues to increase overall student retention.

**Presenters:** Brandon Moore & Laura Wichman, McLennan Community College, Hongwei Yu, Baylor University

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**Corpus Christi, Texas**  
**February 11 - 14, 2018**



## Monday, February 27, 2017

3:30 PM to 4:15 PM

### Concurrent Sessions C (continued)

#### **C3: How Are Our Graduates Doing in the Labor Market? Challenges in Seeking Employer Feedback.**

**Location:** Atlantis 3

**Audience:** 2-year, public

**Track(s):** Current Issues in Higher Education  
Assessment & Effectiveness

One way of knowing whether institutions are preparing their graduates for the 21st century labor market is through employer feedback. However, a major challenge in obtaining employer feedback is the identification of employers' contact information, thus resulting in low response rates and obtaining data that is often not helpful for program improvement. Some software tools capture where graduates are going; but, at least for now, their capability to provide the contact information of the employers is either limited or non-existent. This presentation shares numerous initiatives undertaken by a two-year college to contact the employers for their feedback. This presentation draws attention to the role the faculty and the academic administrators can play in identifying and contacting the employers. The significance of contacting more employers/agencies that hire graduates becomes more crucial in the context of the Texas's new strategic plan, 60X30TX, where the major thrust is on marketable skills and workforce education. Hence feedback from employers becomes more important than ever not only for accountability but also for institutional effectiveness.

**Presenter:** Nasreen Ahmad  
Collin College

#### **C4: Tableau: Creating Meaningful and Immersive Visualizations: An Incremental Approach**

**Location:** Atlantis 4

**Audience:** 2-year, 4-year, public, private

**Track(s):** Technology & Training, Report & Decision Support

Creating more meaningful and immersive visualizations is a key skill for the new IR staffer. In this session we will discuss core desktop skills, data source joins, and help users advance their knowledge of Tableau via real-world data visualizations. From importing and analyzing Coordinating Board datasets prior to submission, to interactive enrollment by State Legislator visualizations, attendees will expand their knowledge and learn more about producing useful tools for the public and university leaders.

**Presenter:** Al Walser  
The University of Texas at Austin

### Concurrent Sessions C (continued)

#### **C5: IR to BI Analytics – Making the Transition Work**

**Location:** Gemini 1&2

**Audience:** 2-year, 4-year, public, private

**Track(s):** Planning and Organizing, Technology & Training

Many colleges around the country are either in the process of, or are seriously considering a move from traditional Institutional Research to Applied Research and traditional Business Intelligence to Advanced Analytics. Two transformation challenges holding back most institutions are the need for culture change and deployment of new technologies. Lone Star College has for the past year and a half been undergoing a major transformation. This includes merger of two distinct departments, Institutional Reporting and Business Intelligence, to a single Advanced Analytics department. In this presentation, we'll discuss our experience with this transformation including challenges associated with culture change, new process and procedures, as well as technology related changes.

**Presenters:** Kent McShan & Marian Chaney  
Lone Star College

#### **C6: Users of National Student Clearinghouse Student-Tracker**

**Location:** Apollo 1&2

**Audience:** 2-year, 4-year, public, private

**Track(s):** Reporting & Decision Support

This interactive session will allow participants to talk about how they use, or can use, National Student Clearinghouse Student-Tracker to support their institution.

**Presenter:** Carol Tucker  
University of Houston – Downtown

**Monday, February 27, 2017**

**4:30 PM to 5:15 PM**

## Concurrent Sessions D

### D1: Using SAS to Create Multi-Sheet Excel Workbooks

**Location:** Atlantis 1

**Audience:** 2-year, 4-year, public, private

**Track(s):** Technology & Training

The ExcelXP Tagset in SAS is an ODS (output delivery system) option that allows you to export XML output to multiple sheets within the same Excel workbook. At College of the Mainland, we have used this feature to provide departments with data on various topics including enrollments, course completion and success rates, awards, and faculty data, all within one workbook. We will share the basic code structure, as well as some of the formatting options, as they differ from standard SAS report formatting options.

**Presenter:** Amber Lummus  
College of the Mainland

### D2: Data Visualization for Reporting and Analytics

**Location:** Atlantis 2

**Audience:** 2-year, public

**Track(s):** Reporting & Decision Support, Current Issues in Higher Education

In this session, the relevance of systemic reporting and analytics will be demonstrated as a key component in decision processes for higher education. Preparing infographics for non-research stakeholder communities alongside Key Performance Indicators and dashboards are the center focus to establishing a sustainable and user friendly means of decision support through data visualization. Samples of infographic materials will be distributed to participants along with tips on how to produce quality dashboards using Microsoft products like Excel. Please join our friendly group conversation of show and tell about how to create highly engaging materials to help stakeholders visualize and apply institutional data into the decision process!

**Presenter:** Richard Plott  
Dallas County Community College District



## Concurrent Sessions D (continued)

### D3: Statewide Trends in Developmental Education

**Location:** Atlantis 3

**Audience:** 2-year, 4-year, public, private

**Track(s):** Reporting & Decision Support, Assessment & Effectiveness

The Texas Higher Education Coordinating Board (THECB) collects data on the academic progress of students who enter not-college-ready. Recently several statewide initiatives have encouraged acceleration of students through the DE pipeline and into college-level courses. Using data reported to THECB from public IHES, this presentation will highlight the statewide trends in DE course taking and the process to becoming college-ready. We will also discuss any DE reporting updates, and ways to use our data to inform discussions on effective practice.

**Presenter:** Melissa Humphries  
THECB

### D4: Using Baldrige Discipline to Tame an Unruly QEP

**Location:** Atlantis 4

**Audience:** 2-year

**Track(s):** Assessment & Effectiveness

Richland College determined that central to other foundational skills such as reading or critical thinking is a student's sense of himself or herself as someone who learns and changes over time. Richland College's Quality Enhancement Plan seeks to increase this dimension of students' learning power, Changing and Learning, thus empowering students to believe they can learn and to learn more about their own learning through the use of Thinking Routines to make their thinking visible. Participants will learn how Richland leverages its Baldrige framework to provide the discipline required to tame the many challenges posed by this unique initiative. Presenter will lead participants through a Thinking Routine exercise as demonstration of the student experience.

**Presenter:** Bao Huynh  
Richland College

## Monday, February 27, 2017

**4:30 PM to 5:15 PM**

### **Concurrent Sessions D** (continued)

**D5: Benchmarking: Texas Community Colleges Versus the World****Location:** Gemini 1&2**Audience:** 2 Year, public, private**Track(s):** Research

Everything is bigger and better in Texas! Does that include community colleges as well? In this session, we will explore various measures of student success and other performance benchmarks of the Texas community colleges compared to national results using the NCCBP (National Community College Benchmark Project). Over 25 Texas community colleges and districts have participated in the project since 2007 with 14 members providing data in 2016. The NCCBP is an annual data collection effort that was started in 2004 by the National Higher Education Benchmarking Institute. With a decade of data and annual participation of over 250 community colleges, this session will present some of the most interesting trend data from the study, as well as some recent results for Texas community colleges.

**Presenter:** Michelle Taylor

National Higher Education Benchmarking Institution at  
Johnson County Community College

**4:30 PM to 5:15 PM**

### **Concurrent Sessions D** (continued)

**D6: Gathering Stakeholder Feedback Prior to Designing a New Enterprise Data Warehouse****Location:** Apollo 1&2**Audience:** 2-year, 4-year, public, private**Track(s):** Planning & Organizing, Report & Decision Support

Designing in a vacuum is dangerous professionally. Positioning IR at the center of planning for a new Enterprise Data Warehouse is a key factor in eventual success. That being said, gathering stakeholder feedback, concerns, and business requirements is even more important. This session will provide a roadmap for TAIR institutions preparing to launch any data warehouse initiative regardless of size or scope.

**Presenters:** Jason Simon, Ah Ra Cho, Ryan Fellers, &  
Mary Barton - University of North Texas

**5:30 PM to 7:30 PM**

## **Meet, Munch, & Mingle**

**Location:** Discovery

## Tuesday, February 28, 2017

**Registration (7:30 AM - 12:00 Noon)****Location:** Atlantis Foyer**8:00 AM to 9:15 AM**

### **Past Presidents' Breakfast**

(by invitation only)

**Location:** Endeavor

### **Vendor Exhibits**

**8:00 AM - 5:00 PM****Location:** Conference Level Foyer



## Tuesday, February 28, 2017

### 7:30 AM to 9:15 AM

#### User Communities Roundtables and Breakfast

Location: Atlantis

**Dashboards** - Dashboards are a format for providing visually-oriented, on-demand data to end users and the public without the direct, individual involvement of research staff for each request. Let's share information about the implementation and use of our own data visualization endeavors. Attendees please join us to exchange information, address known issues, and share use cases.

**Hosts:** Jeremy Anderson

**Data Architecture and Governance** - Data architecture and data governance are a particular/unique role of the IR community. Join us to exchange experiences, learned efficiencies, and more.

**Host:** Richard Plott

**The W's of Data Warehousing** - Let's talk the W's of warehousing: Who (whose data do you warehouse, or are you thinking of warehousing); What (what data are you warehousing, or are thinking of warehousing); Where (where are you keeping the data, or plan to keep it); and When (when are you pulling the data).

**Host:** John Carroll

**An IR SQL-based Data Warehouse** - We have structured a small IR SQL database, and would like to share the process we use to maintain and update the tables in our IR database, and what challenges we are facing.

**Host:** Xiaohong Li

**NSSE** - NSSE, as a nationally normed survey, provides a lot of information. How usable are the data and to/for whom? We will include discussion on (a) Best practices in using NSSE results; (b) Developing "bite-size" reports of NSSE data for targeted groups; and (c) Strategies for sharing NSSE data across the institutions.

**Host:** Lea Campbell

**Project Management Tools** - Project management for institutional research? What? Are we there yet? Is it another Excel sheet or Access form that we need to take care of? No, the office of Planning and Institutional Research at A&M-Corpus Christi introduces Trello as an agile project management tool for our fast-paced IR life. All we need are a digital whiteboard and a pad of sticky digital notes. Well, and the knowledge of how to use them, of course.

**Host:** Burak Ersoy

**R** - More TAIR members are incorporating R into their institutional research practice than ever before. Both R learners and power users will meet here to discuss how to better use R in their day-to-day activities.

**Host:** Matt Dabrowski

**Quality Enhancement Plan (QEP)** - Discussion will center on the creation and implementation of Texas A&M University-Commerce's Quality Enhancement Plan (QEP), which focuses on preparing students for an interconnected world. Interested attendees are welcome to sit down and exchange any information regarding their own QEP, from formulating the focal idea to the final approval process and every step or mis-step in between.

**Hosts:** Ms. Natalia Assis, Dr. Shonda Gibson, Dan Su

**SAS Software** - Are you using SAS or are you considering SAS as a software platform at your institution? We can discuss the different uses of SAS, the costs and benefits, training, as well as experiences using SAS in an IR office. We will share our experiences of what works and issues we have faced in order to help each other and learn from each other.

**Host:** Brandon Moore

**SAS Visual Analytics / Visual Statistics** - SAS visual analytics usage is on the rise throughout Texas. We will discuss implementation tips, key learnings in the software and best practices to enhance user engagement with the deployed analytics. Whether you use SAS-VA/VS or are just curious about it for your campus, please come and join us to find out more.

**Host:** Jason Simon

**Talking Code for Open-ended Survey Questions and Online Survey Administration** - Let's talk about online, in-house developed surveys, including emailing survey invitations and the timing of them. Then, what do you do with open-ended questions.....let's talk code. Find out more.

**Host:** Jason Simon

**Sharing Survey Experiences from Administration to Use on Campus** - Administering and participating in surveys: the process of validating the surveys; using what survey tools; strategies in promoting response rate; the methods of distributing survey results and encouraging the usage of survey results. Share your experiences!

**Hosts:** Dan Su, Shonda Gibson

**Tableau** - How does your office use Tableau? Join other IR professionals to discuss how your office utilizes Tableau, but also prepare questions for your colleagues in order to facilitate discussion and information-sharing.

**Hosts:** Michael Albert

## Tuesday, February 28, 2017 (continued)

9:30 AM to 10:15 AM

### Concurrent Sessions E

#### E1: Moving State Reporting into the World of Interactive Dashboards and Visualization

**Location:** Gemini 1&2

**Audience:** 2-year

**Track(s):** Reporting & Decision Support

The LSC Office of Analytics and Institutional Reporting (LSC-AIR) is currently in the process of moving into the area of self-service reporting with the creation interactive dashboards and the implementation of Microsoft Power BI. While the primary data sources for traditional reporting on headcount, enrollment, and contact hours have been incorporated into these tools, gaining access to state reporting data is still mostly a very manual and internal process. This presentation will discuss how the state reporting team, along with Analytics and IR colleagues, used Power BI to explore and create interactive dashboards and open up access to state reporting data.

**Presenter:** Cortni Haralson  
Lone Star College

#### E2: Book Review: "Secret Thoughts of Successful Women: Why Capable People Suffer from the IMPOSTER SYNDROME" by Valerie Young

**Location:** Apollo 1

**Audience:** 2-year, 4-year, public, private

**Track(s):** Technology & Training, Reporting & Decision Support

How we as Institutional Researchers (both female and male) see ourselves and our capabilities affects not only our daily workplace lives, but our careers. Have you ever said to yourself, "I was at the right place at the right time", "I just work harder than others", "It's just a matter of time before they find out"? According to Dr. Young this common internal dialogue results in agonizing over tiny mistakes, seeing even constructive criticism as evidence of shortcomings, and chalking up your accomplishments to luck.

This paper presents chapter take-aways from each of the 15 topics discussed in the book with such topics as the Competence Rule Book and Potential Consequences of Success. Certain chapter take-aways will be expanded on by the presenters based on personal experience.

**Presenters:** Maryann Brown, FIRO Consultant & Leona M. Urbish, Texas A&M University – Corpus Christi

### Concurrent Sessions E (continued)

#### E3: Integrating Student Tracking and Feedback to Guide Student Success

**Location:** Apollo 2

**Audience:** 2-year, 4-year, public

**Track(s):** Research, Reporting & Decision Support

Improving student success rates involves detailed student tracking of students throughout their institution's student life cycle. Unfortunately, tracking data only tells when and how many students drop out of college. By augmenting this data with feedback on attrition and factors that force students out, institutions can develop more complete solutions.

**Presenter:** Edward Hummingbird, Southwestern Indian Polytechnic Institute

#### E4: Transfer Students: Who Are They and How They Perform

**Location:** Colombia

**Audience:** 2-year, 4-year, public, private

**Track(s):** Current Issues in Higher Education, Planning & Organizing

More than 30,000 Texas students move every year from community colleges to four-year institutions. Many of them transfer after a short stint at the two-year institutions, others stay long enough to finish the core or to get an award. This study will look at students who transfer as juniors and track them for four years to see if they graduated or they are still enrolled. Their performance is compared with native students who became juniors at the same time as the transfer students. The two groups will be analyzed based on gender, ethnicity, financial aid, and major. Only community college students who transfer at Texas universities are included.

**Presenters:** Gabriela Borcoman - THECB & Paul Turcotte - Texas A&M University - Central Texas

#### E5: Time Saver for All; A SAS Macro Toolbox

**Location:** Endeavor

**Audience:** 2-year, 4-year, public, private

**Track(s):** Technology & Training

SAS Macros are a useful tool to any SAS Programmer. A macro variable can be used to assign a value to a variable that can be called repeatedly. A SAS Macro Function serves a similar purpose but is used to repeat code. This handy toolbox contains SAS Macro Functions that will allow a user to check the existence of a variable or dataset, get the number of observations in a dataset, and truncate the values of a dataset to name a few. This toolbox is useful to any flavor of SAS Programmer in any profession.

**Presenter:** Philip Jou, Baylor University

**Tuesday, February 28, 2017**

**10:30 AM to 11:15 AM**

## Concurrent Sessions F

### **F1: Countdown to First Class Day: The Next Iteration**

**Location:** Gemini 1&2

**Audience:** 2-year, public

**Track(s):** Technology & Training, Reporting & Decision Support

SAS is a powerful software not only for data analysis but for creating insightful tools and reports that can help end-users make data-informed decisions that have a positive effect on student success. In this session, the presenters will demonstrate the SAS programming techniques they employed in order to create a new Enrollment Reporting System (ERS) for San Jacinto College. This new ERS is saving the college the equivalent of 3.5 FTEs in labor per year, but more importantly it is helping every instructional area understand enrollment patterns in their programs and guiding outreach to students to help increase enrollment at the college.

**Presenters:** Michelle Callaway, Maria Fargo, & George González, San Jacinto College

### **F2: Building a Successful Program Review and Assessment Process for Non-Instructional Support and Service Areas by Integrating the College's Performance Excellence Mode, derived from the Malcolm Baldrige Framework for Performance Excellence**

**Location:** Apollo 1

**Audience:** 2-year, public

**Track(s):** Assessment & Effectiveness, Planning & Organizing

Richland College will describe how the college's Performance Excellence Model for Continuous Improvement was integrated into the non-instructional program review cycle to include the four phases of Approach-Deploy-Learn-Integrate (ADLI). Attendees will learn (1) the Office of Planning, Research, Effectiveness and Development's (OPRED) role in the development of measurement dashboards and alignment to purpose and goals of non-instructional service areas; (2) identifying roles and responsibilities of staff and leadership; (3) first year experience utilizing measurement dashboards in the program review process and (4) how the program review summary reports provide support for the colleges annual assessment process.

**Presenter:** Rick Leyva  
Richland College

## Concurrent Sessions F (continued)

### **F3: Transcending Compliance: Implementing a Homegrown Faculty Data System**

**Location:** Apollo 2

**Audience:** 2-year, 4-year, public, private

**Track(s):** Reporting & Decision Support

In 2002, to prepare for specialized accreditation, the University of Houston-Victoria School of Business Administration (SBA) began developing its own faculty data system. The first iteration featured an interactive website for faculty submission of course syllabus details, together with a third-party solution for other faculty activities. Basic functionality was in place by 2003, with expansions and improvements over the next several years. When HB2504 passed in 2009 SBA was already in compliance, and the provost's office turned to them to roll the solution out to the entire campus. A new version of this system is slated for introduction at Texas A&M-San Antonio this year. The session will cover lessons learned about implementing faculty data systems on two different campuses.

**Presenters:** Jane Mims, Texas A&M University San Antonio,  
Kayla Sappington & Rhiannon Smith, University of Houston – Victoria

### **F4: Improving Report Turnaround Time Using SAS Enterprise Guide & Tableau**

**Location:** Columbia

**Audience:** 2-year, 4-year, public, private

**Track(s):** Research, Reporting & Decision Support

Presentation will include a brief overview on how to automate some custom/ad-hoc report requests using Query Builder, SAS / Access Interface to ODBC in SAS Enterprise guide and how to visualize the data using Tableau. Session will cover how to connect to your institutions database using SAS/Access Interface to ODBC 6 and automate the reporting process using SAS Query Builder. Session will also include demonstration of some student level dashboards on Tableau Server.

**Presenter:** Sushil Pallemmoni  
Del Mar College

## Tuesday, February 28, 2017

**10:30 AM to 11:15 AM** (continued)

### Concurrent Sessions F

#### **F5: National Survey of Institutional Research Offices**

**Location:** Endeavor

**Audience:** 2-year, 4-year, public, private

**Track(s):** Research, Planning & Organizing

This national survey establishes a baseline of IR office capacities. The inquiry seeks to document the characterizations of IR Offices as they exist in 2015, including scope of work, reporting lines, and staffing. Guiding questions include: How many people work in the IR Office? What tasks are assigned to the IR Office? What fiscal investments do institutions make in their IR Offices? Survey responses represent IR Offices at 1,575 unique institutions. This session provides an overview of the findings and opportunity for dialogue about the need for benchmarking in this arena.

**Presenter:** Darlena Jones

Association for Institutional Research

**11:30 AM to 12:30 PM**

**Networking Luncheon  
and  
TAIR Awards Presentation**  
**Location:** Atlantis

**12:30 PM AM to 1:15 PM**

### Concurrent Sessions G

#### **G1: Death By a Thousand Cuts: How Can IR Professionals Impact the Demands of the Ranking Survey Landscape**

**Location:** Gemini 1&2

**Audience:** 2-year, 4-year, public, private

**Track(s):** Reporting & Decision Support, Current Issues in Higher Education

The proliferation of ranking surveys (THE, WSJ, USNWR, etc.) have created real challenges for IR shops to keep up with the need for these external data sources while trading off the ability to conduct research on critical student, financial, and academic data needs. What role should TAIR or AIR play in this issue? What strategies should you utilize to evaluate a new request for external data? Join us in a conversation focused on big thinking and an exploration of the complexities of the issue. IR shops are currently handicapped by these surveys. Do we continue to operate in this manner or think through a new vision?

**Presenter:** Jason Simon

University of North Texas

**12:30 PM AM to 1:15 PM**

### Concurrent Sessions G (continued)

#### **G2: What Do Graduates Think They Learned? Findings from a Pilot Test of a New Community College Completer Survey**

**Location:** Apollo 1

**Audience:** 2-year

**Track(s):** Assessment and Effectiveness, Research

This presentation reports on the findings from a pilot test of a questionnaire designed to be administered following community college graduation to measure students' perceptions of their own learning gains and their perceptions of and satisfaction with the learning support environment. The pilot test was administered during fall and winter 2015-2016. The instrument's primary measurements were designed around the Lumina Foundation's Degree Qualifications Profile, the Texas Core Objectives, and workforce education SCANS skills. The presentation covers descriptive findings, reliability testing, and analysis of variance based on the demographic profile of the respondents.

**Presenters:** Salma Mirza & Thomas K. Martin  
Collin College

#### **G3: Deep Impact: A Mission to Analyze Pre-Post Survey Data**

**Location:** Apollo 2

**Audience:** 2-year, 4-year, public, private

**Track(s):** Research, Technology & Training

Often, Institutional Researchers are asked to delve into extensive datasets to uncover the effects of academic programming on student outcomes. The SHSU IR analysts were challenged with exploring the impact of a course on students' critical thinking skills. IE staff examined seemingly astronomical amounts of data collected from students in pre- and post-survey instruments, revealing interesting correlations, causations, and in some cases, black holes. It is a tale of psychometric comparisons, client consultations, and a leap into the deep abyss that is statistics. The analysts who led the mission will discuss tests and methodologies for dealing with variable Likert-scale survey data, the yielded results, and tips and tricks picked up as they boldly went where they had never gone before.

**Presenters:** Michelle Lewis & Jesse Herring  
Sam Houston State University



## Tuesday, February 28, 2017

### 12:30 PM AM to 1:15 PM

#### Concurrent Sessions G (continued)

**G4: Reporting Rock Stars or Robots: They'll Never Know****Location:** Columbia**Audience:** 2-year, 4-year, public, private**Track(s):** Technology & Training, Reporting & Decision Support

Do you ever feel like you email the same reports to the same people over, and over and over again? IR offices create reports, and lots of them. Our office is using macros and other programming techniques in SAS, in conjunction with our trusty contact list and student information system, to automate report distribution. Our customers receive the data they need, and only the data they need, on the schedule they have requested. In addition, not having to send these emails out manually saves our office valuable time and resources that can be used for other initiatives. In this session, we will walk through a few of the SAS techniques we are utilizing to provide better service to our institutional partners and, hopefully, make us look a little more like rock stars.

**Presenter:** Jacob Price  
Baylor University**G5: The Power is in Their Hands: Facilitating Data Usage throughout the Institution****Location:** Endeavor**Audience:** 2-year, 4-year, public, private**Track(s):** Reporting & Decision Support

The demand for access to data at institutions is constantly increasing. However, not everyone who needs or desires this access has the time or understanding to learn the ins and outs of querying transactional student data from a complex student information system. The University of Houston addressed this issue by creating reporting tables that consolidate data into less than a dozen, easily queried tables within the system. Participants in this session will understand how we structured the reporting tables and how we facilitate their campus-wide use.

**Presenters:** Susan Moreno, Carmen Allen & Vyas Krishnamurthy, University of Houston

### 1:30 PM to 2:15 PM

#### Concurrent Sessions H

**H1: An Investigation of Effective Educational Practices Among Community College Faculty****Location:** Gemini 1&2**Audience:** 2-year, public**Track(s):** Research

The extent to which faculty use effective educational practices, and how the use of these practices differs by faculty characteristics (academic rank, years teaching, college employment status, etc.) is an important topic for community colleges to consider. A prior study found that use of effective educational practices does differ by faculty characteristics at four-year institutions (Kuh, Laird, & Umbach, 2004). This study investigates this phenomenon at community colleges using data from recent administrations of the Community College Faculty Survey of Student Engagement. The presentation will include discussion with the audience on the extent of the use of these practices at community colleges, and how colleges are encouraging faculty to adopt effective educational practices.

**Presenters:** Colleen Bullock, Center for Community College Student Engagement & Dr. Richard Griffiths, Austin Community College**H2: Creating Branch Offices for the Small IR Office****Location:** Apollo 1**Audience:** 2-year, public**Track(s):** Planning & Organizing, Reporting & Decision Support

Small and single person IR offices need to be able to tap into the vast resources available from the Texas Higher Education Coordinating Board, Texas Workforce Commission, and other organizations to respond effectively and in a timely manner to all kinds of data request. Unfortunately, these reports often contain more information than needed and are in complex formats that can be a little daunting. This session is designed to illustrate how these reports can be mined for "nuggets" of information that can be used to create useful reports understood by the intended audiences. Examples of such reports will be shared and ideas will be solicited from the session attendees.

**Presenter:** Jimmy Roberts  
Temple College

**Tuesday, February 28, 2017**

**1:30 PM to 2:15 PM**

### Concurrent Sessions H (continued)

#### **H3: Introduction to the Redesigned Texas Higher Education Accountability System**

**Location:** Apollo 2

**Audience:** 2-year, 4-year, public, private

**Track(s):** Reporting & Decision Support

The Texas Higher Education Coordinating Board (THECB) has recently redesigned the Texas Higher Education Accountability System. New measures have been adopted to better reflect the goals and targets of the THECB's strategic plan for higher education in Texas, 60x30TX. This session will introduce the new Higher Education Accountability System website and demonstrate new features of the system. We will also highlight new and modified accountability measures to be reported to THECB. Staff will also showcase a new website designed to highlight the 60x30TX plan for a more general audience.

**Presenters:** Cris Hamilton and Bill Abasolo  
Texas Higher Education Coordinating Board

#### **H4: Assessment Professional: Expert Blind Spots Discussion**

**Location:** Columbia

**Audience:** 2-year, 4-year, public, private

**Track(s):** Assessment & Effectiveness

Research shows that experts are sometimes poor communicators and have blind spots (Feldon, 2007; Hattie & Yates, 2014; Wittwer, Nuckles, & Renal, 2008). As experts in our field, we at times fail to recognize a knowledge gap, which then hinders our progress toward collaborative and meaningful assessment. Hope you can join this discussion group for continuous improvement as assessment professionals as we first look at the literature about experts, then brainstorm core areas with potential knowledge gaps, and conclude with ways to overcome the potential gaps in knowledge to create meaningful assessment with our institutions' key stakeholders.

**Presenter:** Gloria Shenoy  
University of Texas at Dallas

### Concurrent Sessions H

#### **H5: Using R and QGIS for Geospatial Analysis**

**Location:** Endeavor

**Audience:** 2-year, 4-year, public, private

**Track(s):** Technology & Training

During this session, attendees will learn through demonstration how to use free, open source software to create maps of their student level data. Through the use of R, R Studio, and QGIS (Quantum Geographic Information System), attendees will learn how to geocode addresses, find the straight line and travel distance between a student and a school, as well as the travel time of a student's commute. Attendees will then learn how to take this data and represent it effectively on a map using QGIS. Attendees will learn how to perform geospatial analysis and create insightful maps for reports and presentations. No prior knowledge of R, R Studio, or GISs is required and detailed guides will be dispersed for repeating these projects at home institutions.

**Presenter:** Daniel Vollrath  
Trinity University



**Sponsor Fair**  
**Refreshments/Drawings**  
**2:30 PM to 3:30 PM**  
Atlantis

## Tuesday, February 28, 2017

### Business Meeting

3:30 PM - 4:15 PM

Location: Atlantis

### 4:30 PM to 5:15 PM

#### Concurrent Sessions J

##### J1: Institutional Researchers as Trainers, Coaches, and Educators

**Location:** Gemini 1&2

**Audience:** 2-year, 4-year, public, private

**Track(s):** Current Issues in Higher Education

Institutional researchers wear many hats in their work at institutions, systems, and organizations. Traditionally viewed as stewards of data; collectors, analysts, and reporters of data and information; and evaluators of programs and functions, some institutional research practitioners have “left the office” and ventured into the realm of training, coaching, and educating producers, users, and consumers of data in their organization. What might this education role look like for institutional research professionals? This session will explore the role of institutional researcher as trainer, coach, and educator, providing specific examples from a variety of institutions and organizations where the Institutional Research Office has embraced the role of educator of information producers, users, and consumers.

**Presenters:** Gina Johnson - AIR, Kara Larkan-Skinner  
Our Lady of the Lake University, Jessica Shedd -  
University of Texas System



#### Concurrent Sessions J (continued)

##### J2: Opening Pandora's Box! The Weird, The Whacky, and The Wonders of SAS Enterprise Guide

**Location:** Apollo 1

**Audience:** 2-year, 4-year, public, private

**Track(s):** Technology & Training, Reporting & Decision Support

Are you sure the entire cohort was included in your input data? Do you need an individual report for each College or Major? You have to use How Many Different Data Sources? These questions and more are a part of the day to day challenges faced in every IR office. One of the greatest and versatile solutions to organizing all the data and getting the needed output is by using SAS Enterprise Guide (SAS EG).

This presentation will focus on the most commonly used SAS EG tools and features used at the District IR Office at Alamo Colleges that can be used by any level SAS user. Not a SAS user? No Problem! The programming tips and procedures discussed can be applied to any number of software programs and platforms.

**Presenter:** Katie Bateman  
Alamo Community Colleges

##### J3: Poverty: It's Not Just Ramen For Dinner. Helping Students Coming from a Culture of Poverty Succeed in Higher Education

**Location:** Apollo 2

**Audience:** 2-year, 4-year, public, private

**Track(s):** Assessment and Effectiveness, Current Issues in Higher Education

Poverty negatively impacts students. This session provides a very brief overview of the impact of poverty and then looks to how higher education institutions can mitigate the impact of poverty upon educational attainment. Support mechanisms enacted by higher education institutions can provide the much needed scaffolding to improve educational outcomes of students. These support mechanisms are also measurable and provide another area for institutions to assess and lead to more attainment of success with regards to higher education goals.

**Presenter:** Leah Figueroa  
Austin Community College

**Tuesday, February 28, 2017**

**4:30 PM to 5:15 PM** (continued)

## Concurrent Sessions J (continued)

### J4: Promoting Innovation & Continuous Improvement

**Location:** Columbia

**Audience:** 2-year, 4-year, public, private

**Track(s):** Current Issues in Higher Education, Planning & Organizing

Innovation is one of Collin College's core values and promoting innovation is a priority in the college's new Vision 2020 Strategic Plan. Accordingly, college leadership created an Innovation Challenge Grant program and set aside operational funds to foster continuous improvement efforts across the college. Any college employee is welcome to submit a brief proposal describing an idea or initiative that aims to promote student success or otherwise improve college operations. Pilot projects can be funded for up to three years.

During this session, Institutional Research Office/Policy & Planning (IRO/P2) staff will highlight projects submitted by division staff: Expanding Doctoral Scholarship Opportunities; Strengthening Labor Market Information; Student Success Text Nudging; and Finish Strong Collin – reaching out to leavers with 50+ earned credits who left in good academic standing to promote reengagement and program completion. A description of how the college-wide Innovation Challenge process operates also will be shared. Sufficient detail will be furnished about the projects submitted by IRO/P2 and the process itself to allow for replication or modification to support innovation and continuous improvement at other higher education institutions.

**Presenters:** Nasreen Ahmad, Salma Mirza & Scott J. Parke, Collin College

### J5: Is High School GPA a Predictor of College Student Success?

**Location:** Endeavor

**Audience:** 2-year

**Track(s):** Research

High School GPA is an indicator of a student's high school academic success. It is often used to evaluate the college readiness of incoming high school students. For many colleges, high school GPA is used as admission criteria.

However, is high school GPA truly a predictor of college success? Is there any linear relationship between high school GPA and a student's academic success in college. Will a higher high school GPA give students a better chance to succeed? The answer will impact the institution's policy-making and strategic planning.

In this study, we will use different grouping methods using Lone Star College admission and transcript data to reveal how high school GPA correlates to college student success.

A detailed methodology and findings will be presented in the session.

**Presenters:** Mei Wang & Deseree Probasco  
Lone Star College





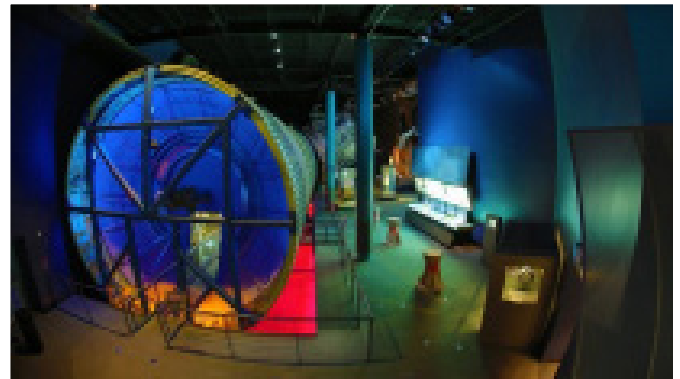
**Tuesday, February 28, 2017**

**6:30 PM to 9:30 PM**

## Special Event



**Bus Shuttle Service Begins at 5:45 PM**  
**Meet in Hotel Lobby by 5:30 PM**



The TAIR Special Event will be out of this world! We are having our event in NASA's Starship Gallery, which is home to space-flown artifacts, Apollo 17, Skylab trainer, and the Moon Rock Vault. This will be a perfect setting for our TAIR dinner. There will also be a special continual showing of a NASA movie before or after our meal. You will have ample time to wander the exhibits, and dine on our three course "Sunday Dinner". NASA has recently renovated their exhibits to include additional material within their exhibits. Reserve your time and tickets! Make plans now to attend this very special event!

Established as the Manned Spacecraft Center (MSC) in 1961, the Lyndon B. Johnson Space Center (JSC) named in honor of the late President, is responsible for the design, development, and operation of human space flight. For more than four decades, JSC has been the world leader in human space flight operations for NASA.

The MSC opened in 1963 with Gemini IV as the first flight controlled here and became a hub of activity as the Gemini program ended and the Apollo program gained momentum. The Apollo program obtained the national goal, set by President Kennedy in 1961 of landing men on the Moon and returning them safely within the decade of the 1960's.

The eyes of the world were on Houston and the MSC on July 20, 1969 as Neil Armstrong reported from the lunar surface, "Houston, the Eagle has landed." Hours later, Armstrong descended the ladder of the Lunar Module (LM) "Eagle" proclaiming, "That's one small step for a man, one giant leap for mankind" as he took his historic first steps on the Moon's surface. Later, in 1973, the MSC was renamed the Lyndon B. Johnson Space Center (JSC) and has been the heart of the manned space flight program ever since. Controlling flights from Gemini, Apollo, Skylab and the Apollo-Soyuz through the current Shuttle program is the responsibility of JSC scientists, engineers, astronauts and other staff members.

## Wednesday, March 1, 2017

**7:30 AM to 9:00 AM**

### Breakfast

Location: Atlantis

**8:30 AM to 9:15 AM**

#### **K1: THECB Update – Texas Higher Education Coordinating Board**

Location: Atlantis 4

The Coordinating Board's Division of Strategic Planning and Funding will provide a broad overview of what's new in state-level reporting, data reports, accountability system redesign, 60x30TX, workforce-related data, legislative issues, TSI and developmental education, and other issues of current interest.

**Presenter:** Doug Parker

Texas Higher Education Coordinating Board

**9:30 AM to 10:15 AM**

### Concurrent Sessions L

#### **L1: Beyond the Gateway: Examining Community College Students' Post-Developmental Reading Success**

Location: Gemini 1&amp;2

Audience: 2-year

Track(s): Research, Assessment and Effectiveness

Assessment of college readiness skills in reading is typically based how a student performs in a single course taken after completing developmental reading. This study analyzed the total number of reading-intensive core curriculum courses taken by former developmental reading students. A non-experimental, longitudinal study was conducted to examine the differences between the persistence and performance in coursework between a group of community college students who had completed a required developmental reading program and a group of students who were not required to take developmental reading courses. Results of the study showed the difference between the two groups of students.

**Presenter:** Rebecca Richter

Temple College

**9:30 AM to 10:15 AM** (continued)

### Concurrent Sessions L (continued)

#### **L2: Using Dashboards to Meet the Challenge of Identifying and Intervening with STEM Students in Community College**

Location: Apollo 1

Audience: 2-year, 4-year, public, private

Track(s): Reporting &amp; Decision Support, Research

At Lone Star College, we have created STEM dashboards to assist in identifying and assisting STEM students. These dashboards also assist grant writers in attaining data for grants. The various dashboards provide demographics by major, courses that have been identified as STEM, completion and success in the courses taken and degrees awarded in STEM programs. Through this research we hope to find a way to more easily identify who are our STEM students, which courses may be a stumbling block to completing a STEM degree, and what instructional best practices lead to student success. We will also have a comparison matrix of program declared to degree earned or the current program at the point of transfer to a university.

**Presenter:** Cathy Hooper

Lone Star College

#### **L3: Are You Considering All Possible Factors? A User Friendly Discussion of Canonical Correlation and Commonality Analysis**

Location: Apollo 2

Audience: 2-year, 4-year, public, private

Track(s): Research, Reporting &amp; Decision Support

Increasing calls for accountability have prompted institutions to search for the pre-college variables that best predict student success. However, too often institutions adopt a myopic approach in trying to identify the one pre-college student attribute that will result in a successful college experience. For example, high school rank 10 in favor of SAT/ACT scores has become a popular predictor of undergraduate persistence. However, high school rank may explain little in credit hour accumulation and/or graduation rates. Canonical correlation analysis offers a more holistic approach that determines how well multiple pre-college predictors explain the variance in multiple academic outcomes.

**Presenter:** Michael Haynes

Tarleton State University



**Wednesday, March 1, 2017**

**10:30 AM to 11:50 AM**

**General Session II**

**“What’s Happening in the World of Higher Education”**

**Speaker: Belle S. Wheelan, Ph.D.**

**President, Southern Association of Colleges and Schools Commission on Colleges**

**Location: Atlantis**

**POST CONFERENCE**

**Box Lunch Pickup**

**12:00 PM - 1:00 PM**

for those registered for Post Conference workshops

**Location: Conference Level Foyer**

**Executive Committee Meeting**

**(by Invitation Only)**

**12:30 PM - 4:00 PM**

**Location: Luna Dining Room**

**1:00 PM to 4:00 PM**

**Post Conference Workshops**

**W12: We All Have to Start Somewhere, Right? - Beginning with Tableau**

**Location: Apollo**

We all have to start somewhere, right? Nothing could be truer when working with data. Whether it is data coming to us (aka NSSE, IPEDS Transparency Center) or data we gather about our institutions (aka Banner / student information systems), we are charged with helping our communities use and understand the data. Well, that ... and we want to do this in a more sustainable and efficient manner. This course is designed to be that starting point – that place where we talk data, ideas, visualizations, interactivity, best practices, and Tableau. Topics: Preparing data within excel for use in Tableau; connecting to data; blending vs joining data sets; visual design; creating charts and graphs; filter types and settings; hierarchies; dashboards and storyboards; distribution of the data. Laptop with installation of Tableau (version to be determined); Institutional raw data sets from your latest NSSE administration (a sample dataset will be provided for those that don't have NSSE data); knowledge of pulling data from the IPEDS universe.

**Presenter:** Robin Logan  
University of the Incarnate Word

**W13: Making IR Better with Focus Groups**

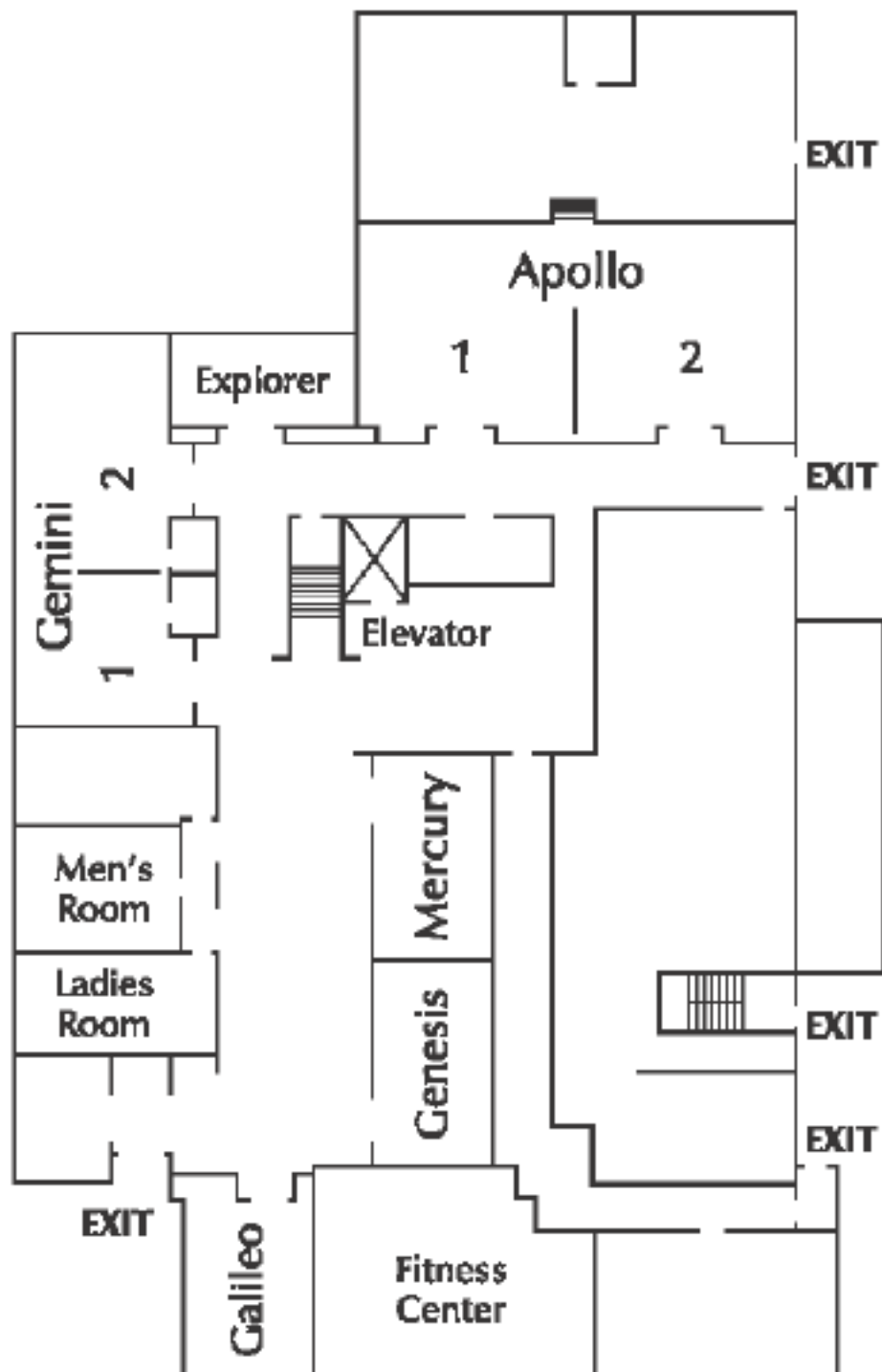
**Location: Gemini**

Focus groups can be tricky to develop and run. In this workshop, participants will learn how to develop and effectively run focus groups and learn how it can benefit their IR departments.

**Presenters:** Leah Figueroa & F. C. Caranikas  
Austin Community College

Hilton Houston NASA  
Meeting Area Floor Plans

# CONFERENCE LEVEL





## Hilton Houston NASA Meeting Area Floor Plans

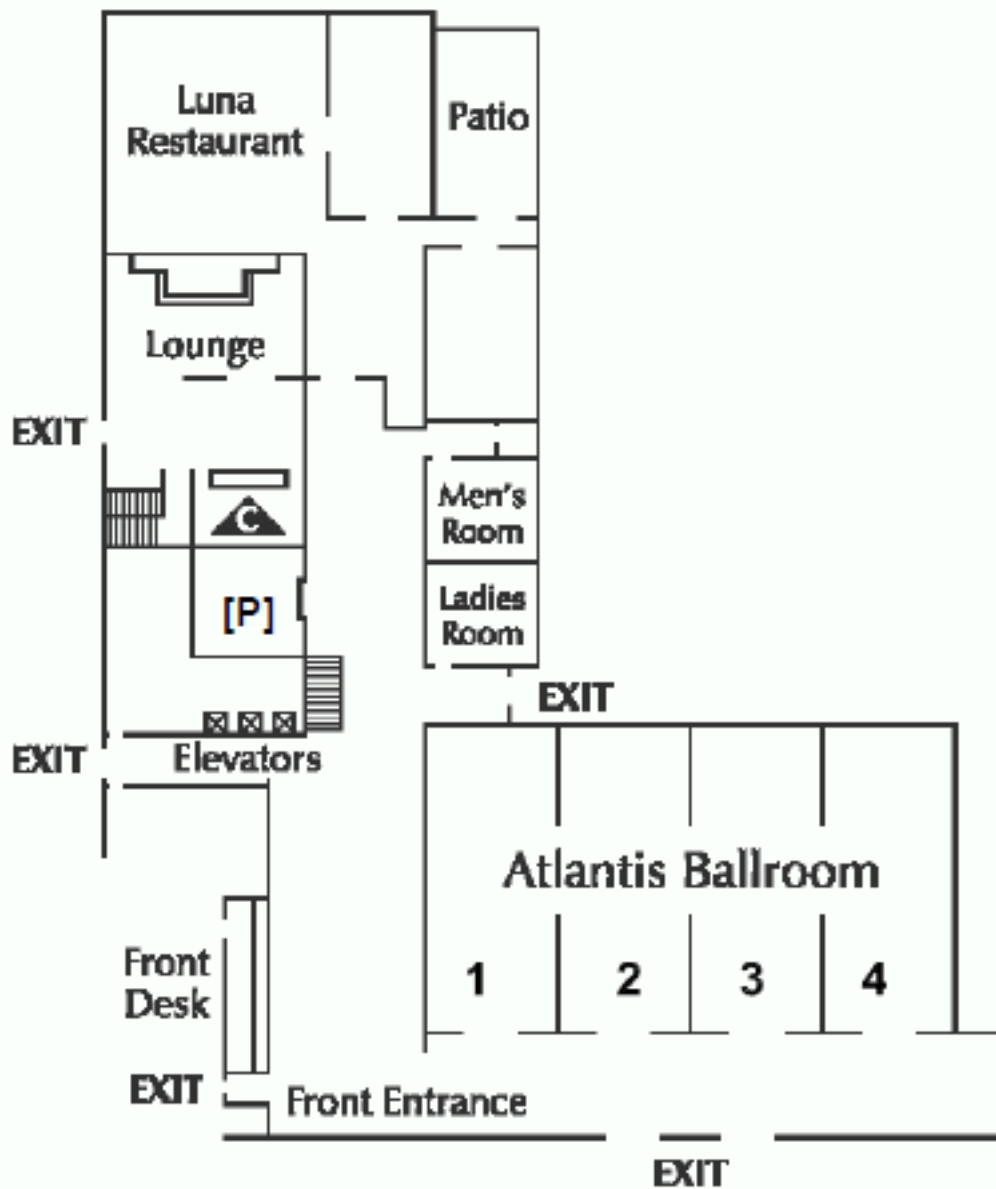
### LOBBY LEVEL



**Constellation**

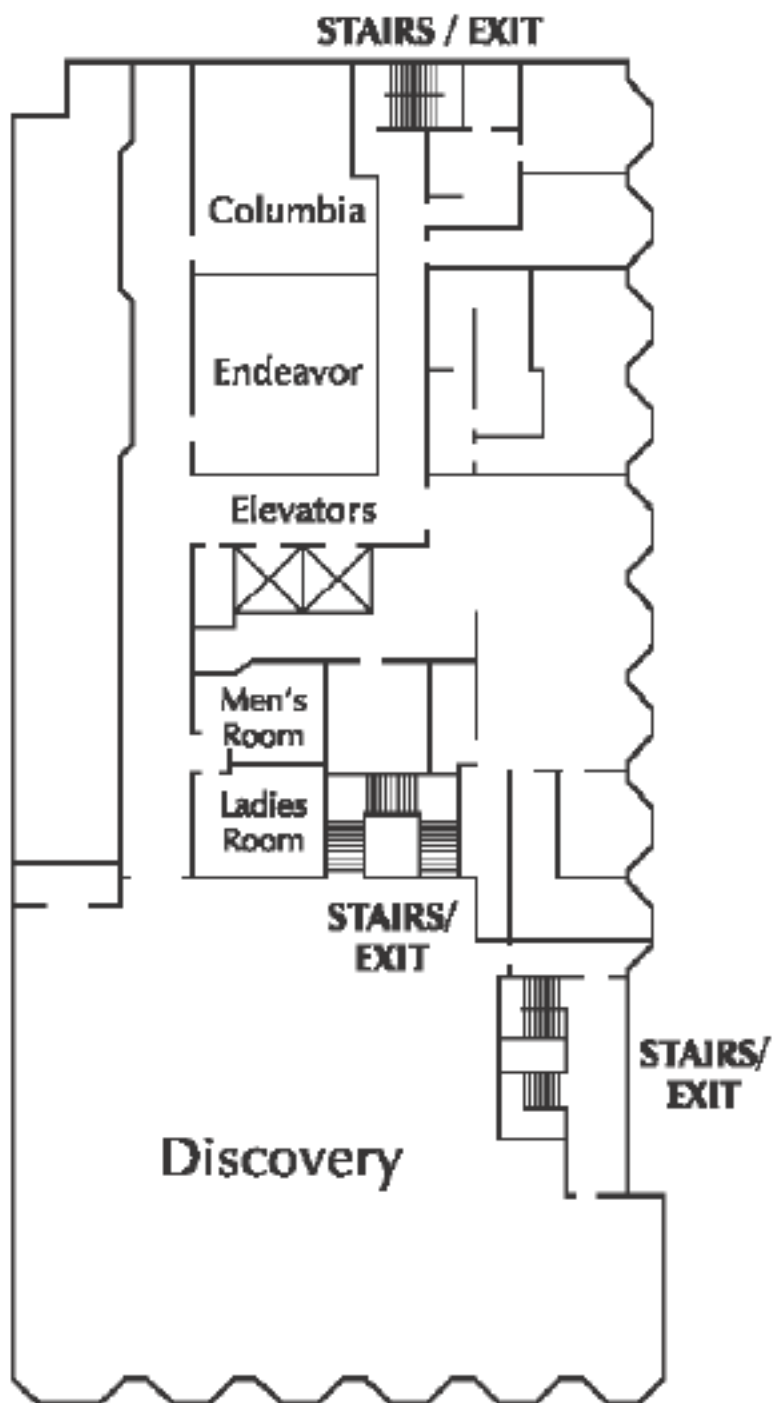


**Pioneer**



## Hilton Houston NASA Meeting Area Floor Plans

# MEETING LEVEL



## TAIR Committees

Conference Program	Executive Committee
<p>Program Chair - Kara Larkan-Skinner Our Lady of the Lake</p> <p>Concurrent Sessions - Michael Albert Our Lady of the Lake</p> <p>Evaluations - Cindy Ullrich Brazosport College</p> <p>General Sessions - Jessica Shedd UT System</p> <p>Local Arrangements - Teri Walker College of the Mainland</p> <p>Special Event - Marilyn Greer TAIR Emerita</p> <p>Program Brochure - Lillian Marshall Blinn College</p> <p>Session Coordinators - Carmen Allen A&amp;M - Corpus Christi</p> <p>User Communities - Leona Urbish A&amp;M - Corpus Christi</p> <p>Sponsors - Daniel O'Hanlon Austin Community College</p> <p>Conference App - Al Walser UT Austin</p>	<p><b>President:</b></p> <p>Soon Merz Austin Community College Austin, Texas 512-223-7036 <a href="mailto:smerz@austincc.edu">smerz@austincc.edu</a></p> <p><b>Vice President:</b></p> <p>Kara Larkan-Skinner Our Lady of the Lake University San Antonio, Texas 210-431-5549 <a href="mailto:klarkan-skinner@ollusa.edu">klarkan-skinner@ollusa.edu</a></p> <p><b>Immediate Past President:</b></p> <p>Mary Barton University of North Texas Denton, Texas 940-565-2085 <a href="mailto:mary.barton@unt.edu">mary.barton@unt.edu</a></p> <p><b>Secretary:</b></p> <p>Amanda Clark Blinn College Brenham, Texas 979-830-4743 <a href="mailto:amanda.clark@blinn.edu">amanda.clark@blinn.edu</a></p> <p><b>Treasurer:</b></p> <p>Cathy Delgado The University of Texas System Austin, Texas 512-579-5055 <a href="mailto:cdelgado@utsystem.edu">cdelgado@utsystem.edu</a></p> <p><b>Professional Development:</b></p> <p>G. Marc Turner Texas State University San Marcos, Texas 512-245-2386 <a href="mailto:gturner@txstate.edu">gturner@txstate.edu</a></p> <p><b>Communications</b></p> <p>Kate Proff Texas State University San Marcos, Texas 512-245-2386 <a href="mailto:kproff@txstate.edu">kproff@txstate.edu</a></p>
Elected Committees	
<p><b>Nominating Committee</b></p> <p>Mary Barton, University of North Texas (Chair)</p> <p>Gabriela Borcoman, Texas Higher Education Coordinating Board</p> <p>Lisa Haynes, Texas Womans University</p> <p>Susan Thompson, Texas State University</p> <p>Carol Tucker, University of Houston - Downtown</p>	
Appointed Committees	
<p><b>Professional Development Committee</b></p> <p>G. Marc Turner, Texas State University (Chair)</p> <p>Frances Frey, Our Lady of the Lake University</p> <p>Katharine Mason, Texas A&amp;M University-Corpus Christi</p> <p>Tommy Van Hook, North Central Texas College</p> <p>Laura Wichman, McLennan Community College</p>	
Awards Committee	
<p>Mary Barton, University of North Texas (Chair)</p> <p>David Brown, North Central Texas College</p> <p>Mike Haynes, Tarleton State University</p> <p>Faron Kincheloe, Baylor University</p> <p>Kara Larkan-Skinner, Our Lady of the Lake University</p> <p>Soon Merz, Austin Community College</p> <p>Tracy Stegmair, Texas Woman's University</p> <p>Michael Albert, Our Lady of the Lake</p> <p>Carol Tucker, University of Houston - Downtown</p> <p>Cassie West, University of North Texas</p>	
Financial Review Committee	
<p>Jana Marak, Baylor University (Chair)</p> <p>Rick Leyva, Richland College</p> <p>Tracy Stegmair, Texas Woman's University</p>	

# TAIR Summer Workshops



Save The Date



ACC Round Rock campus

July 28th, 2017