



TAIR 2024 Election

Dear TAIR Members,

Thank you for your participation in the election of new officers and committee members for the Texas Association for Institutional Research. Your commitment to the association and dedication to our community are truly commendable.

Every vote cast represents a voice in shaping the future of our organization. Your engagement in this crucial decision-making process demonstrates your investment in our mission and your desire to see our organization thrive.

This year, the following positions are up for election:

- Vice President/President-Elect
- Professional Development Officer
- Secretary
- Nominating Committee

The TAIR Vice President/President-Elect is elected for a three-year term, serving as Vice-President for the first year, President for the second year, and Immediate Past President for the third year. The TAIR Vice President serves as the Program Chair and is responsible for planning the following year's Annual Conference and fulfills the duties of the TAIR President in his/her absence. The TAIR President presides over Executive Committee activities, appointing and charging professional or emeritus members to positions and committees, presiding at the Annual Conference, formulating, and implementing policy, serving as liaison to other associations and agencies, serving as an advisor to the Program Committee, and performing any other duties necessary to assist the Association in achieving its purpose.

The TAIR Professional Development Officer organizes and delivers timely and important professional development activities to the TAIR membership. These may include workshops, presentations, and other opportunities occurring during the Annual Conference and throughout the year both in-person as well as virtual. Through innovative and relevant programming, the goal of the Professional Development Officer is to support professional growth, foster collaboration, and promote best practices in institutional research, advancing the mission and impact of our association.

The TAIR Secretary serves as the official membership coordinator for TAIR, maintaining the records of current past members and ensuring membership benefits accrue to current members. The TAIR Secretary ensures effective communication, organization, and documentation of the association's activities and decisions. They maintain the official minutes of the annual business meeting and all TAIR Executive Committee meetings as well as printing and distributing changes and amendments to the TAIR Constitution and Bylaws.

The TAIR Nominating Committee consists of four TAIR members chaired by the Immediate Past President. The Nominating Committee identifies, evaluates, and recommends to the Executive Committee, a slate of qualified individuals who demonstrate the skills, experience, and commitment necessary to effectively serve on the Executive Committee to ensure the advancement and success of TAIR. The aim is to cultivate a diverse slate of candidates who reflect the values and vision of our organization, fostering transparency, inclusivity, and excellence in leadership.

Sincerely,

David Malone

TAIR Past-President / Nominating Committee Chair

Candidates for TAIR Vice-President/President-Elect



Morgan Carter – Tarleton State University

Morgan is the Assistant Vice President of Institutional Data and Analytics at Tarleton State University where he has served the past 16 years. Morgan started out as a Technology Support Specialist in Enrollment Management automating business processes and implementing the institution's first CRM. After gaining an understanding of how the student information systems functioned, he learned how to report data to various stakeholders and transitioned to the Institutional Research office. After a few years of being a Senior Database Developer, he got involved with SACSCOC initiatives and transitioned to the Director of Institutional Effectiveness and then Director of Institutional Analytics, Effectiveness, and Accreditation assisting with the university's reaffirmation and strategic planning processes. Currently, he is guiding Tarleton with their Next Level Data strategy. Morgan holds a BS, MS, and MBA all from Tarleton and earned his PhD

at the University of North Texas in Learning Technologies.

Morgan has been a member of TAIR for 12 years and has previously served the organization by being a session facilitator, session presenter, Communications Officer on the Executive Committee, and most recently as the TAIR Historian.

Morgan would be honored to serve you and would appreciate your vote!



Katie Robinson – Collin County Community College District

Katie grew up in San Antonio, TX and earned her Bachelor's Degree in English from Texas A&M University in 2014. She went on to earn her Master of Science in Library and Information Sciences from Drexel University in 2017 and is currently a PhD Candidate in the field of Public Administration at UT Dallas, with an expected graduation of December 2024. Katie worked in the information and research areas of libraries for nearly 10 years – including 5 in higher education - before transitioning to an Institutional Research role in 2022. She is experienced in data organization and management, STATA, SPSS, and is learning Tableau. Her dissertation topic looks at disability policy in education organizations and seeks to provide informed options to parents wanting to give their child the best shot at independence and success. Katie lives in

McKinney with her husband and dog, and spends her free time volunteering with her church, reading, quilting, and writing about political statistics on her personal Substack.

Candidates for TAIR Professional Development Officer



Alison Malstrom – Tyler Junior College

Ali Malmstrom serves as a Research Analyst at Tyler Junior College (TJC). She has worked in higher education for five years in various capacities to help support the College's goals and decision making.

Ali is currently pursuing her Masters in Data Analytics and Cybersecurity from The University of Texas at Tyler. In August 2018 she graduated with a Bachelor of Business Administration in Marketing from Texas State University. Prior to her education at Texas State, she graduated with an Associates of Arts degree from TJC.

She is excited for the opportunity to potentially be on the Executive Board. She hopes her combined knowledge of institutional research and marketing will help support the organization as the Professional Development Officer.



Miriam B. Qumsieh – University of Houston-Clear Lake

Miriam Qumsieh is the Director of Institutional Research at the University of Houston-Clear Lake (UHCL). She received a Master of Business Administration and a Bachelor of Science in Management Information Systems from UHCL. Additionally, she received an Associate of Applied Science in Applications Programming from San Jacinto College.

Miriam's experience in data management and reporting includes 22+ years in higher education in the institutional research, institutional effectiveness, information management, and data governance domains. She began her career as a student worker in IR and has worked her way up the ranks. Miriam has been working at UHCL since 2006 and worked in IR at San Jacinto College District from 2001-2006. Some of her most recent accomplishments include the 2023 TASSCC Project Excellence Award in the Data Sharing and Management category for the launch of the Clarity systems, a collection of software and processes that support the institution's data warehouse and governance initiatives. In 2021, she was appointed by the UHCL President to the role of interim Exec. Director of Institutional Effectiveness and assumed project management responsibilities at the request of the Sr. AVP of

Information Technology & CIO and the Sr. VP of Academic Affairs & Provost of the 2022-2023 SACSCOC Reaffirmation, which concluded with no recommendations and positive feedback on Institutional Effectiveness and Assessment standards.

Miriam has been a member of TAIR for many years and has presented and facilitated round table topics in past years. She is currently serving on the Conference Program Committee as the Concurrent Session Subcommittee Chair. Miriam is also a member of AIR and serves as a proposal reviewer and on the AIR Forum Advisory Group.

Candidates for TAIR Secretary



Meghan Kajihara – North Central Texas College

Meghan Kajihara is an Assessment Analyst at North Central Texas College. They graduated from the University of North Texas with a BA in Anthropology and History in 2016 and have broad research and program evaluation experience from their degree, their National Service work with AmeriCorps VISTA, and their exciting 5 years working in the IR field.

Meghan has been serving as the board-appointed TAIR secretary since the position unexpectedly became vacant after the previous election cycle. They have also previously served on the Nominating and Program Committees and have been a co-editor of the conference brochure. Learning from their TAIR colleagues has been one of the great joys of their career. With infectious enthusiasm and a passion for service, they are grateful for the chance to put their hat in the ring to serve a full term as Secretary and continue the work they started.



Bonnie Hurford – Tarrant County College

Bonnie Hurford is currently serving as the Director of Analytics at Tarrant County College where she has been employed for almost 12 years. Before making the move to Fort Worth, she was employed in the Institutional Research office at Tarleton State University in Stephenville. She earned both a Bachelors in Computer Information Systems with a minor in History and a Masters in Information Systems from Tarleton. She attended her first TAIR Conference in 2006, served as the 2020-2022 Professional Development officer, a member of the TAIR Planning Committee for the 2019 and 2020 Conferences, and Financial Review Committee in 2023 and 2024.

Candidates for TAIR Nominating Committee



Tiffany Enriquez – Lone Star College

Tiffany holds a Bachelor of Science degree in Biology from Troy State University Alabama, is GIS certified, earning certification in Data Science and serves as the President of Gulf Coast Association for Institutional Research. Before joining Lone Star College, Tiffany supported aeromedical research for the Department of Defense, cancer research trials within the US Oncology Network, adolescent research with UT Health Science Center – San Antonio and community development research initiatives within the banking industry.

As an Analyst II with the Lone Star College Analytics and Institutional Research team, Tiffany enjoys supporting the mission of Lone Star College and Institutional Research to enrich lives, learning, and engaging with colleagues that share similar challenges and opportunities as Lone Star College.

A nature lover at heart, Tiffany bikes to work periodically, and enjoys exploring national and state parks. Her family is on a mission to visit **All** state parks in the great big state of Texas at least once. So far, the family favorite: Lost Maples State Park especially Monkey Rock.



Dina Sosa-Hegarty – Dallas College

Dr. Dina Sosa-Hegarty is an innovative servant leader with over 20 years of experience in higher education and ten years in private industry. As dean of thriving learning communities for student success at Dallas College, she collaborates with faculty, student affairs, enrollment management, and institutional research stakeholders to support students from specialized populations in completing their educational goals. Her research and writing center on best practices and strategic plans that regard shortening time to completion and mitigating barriers that impede student success.

Her interest in joining, presenting, and serving TAIR stems from her deep respect for the work that is completed in partnership with institutional research teams to reach positive outcomes in student success.

Dr. Dina Sosa-Hegarty holds an Ed.D. in higher education from Texas A&M University-Commerce and an M.A. and B.A. from St. Mary's University, San Antonio.

Candidates for TAIR Nominating Committee



Cara Hogan – Alvin Community College

Cara Hogan currently serves as the Director of Institutional Research at Alvin Community College. She has been in IR for a year, but has been in higher education for 10 years. Cara began her career working in curriculum and articulation before moving to the Registrar's Office to serve as both an Assistant Registrar and Registrar. Throughout her career she has worked closely with IR offices, so moving into her current role was a natural step. She loves digging into data, chasing down oddities, and helping others understand what the data means in order to make more informed decisions. Cara earned her Bachelor of Arts in English from Angelo State University in 2010 and her Master of Arts in Technical Communication from Texas State University in 2012.



R. Joel Farrell – Texas Tech University Health Science Center

Dr. R. Joel Farrell, PhD joined Texas Tech University Health Science Center in July 2023 to serve as the Vice Provost for Institutional Effectiveness. He is leading the development of a new division encompassing institutional analytics, research, assessment, improvement, effectiveness, accreditation, compliance and planning and the adoption of multifaceted integrated Institutional Effectiveness, Digital Strategy, and Data Governance to drive support for continuous improvement efforts for TTUHSC and its schools.

Joel previously served as the Chief of Planning and Innovation at Air University. In this role, he functioned as the enterprise Assistant Vice President for Academic Affairs in Planning and Innovation. He oversaw, coordinated, and managed the institutional planning and innovation program efforts for the institution as well as managed institutional resources for planning and innovation including student information systems, learning management systems, institutional management systems, and related tools for assessment, survey, evaluation, and testing programs. He developed institutional policy and aligned systems to better utilize resources and create efficiency. Joel previously served as the Chief of Institutional Analytics for Air University, Associate Provost for Student Support and Academic Services for National Defense University, and Director of the Center for Assessment, Research and Evaluation for Faulkner University.

Joel has been active in several professional organizations as a presenter, reviewer, and volunteer including the Co-Chair for Association for the Assessment of Learning in Higher Education's Diversity, Equity, and Inclusion Committee, Co-Chair for Grand Challenges in Assessment's Innovation Initiative, Treasurer for Association for Higher Education Effectiveness, Treasurer for Society of Indian Psychologist.

Candidates for TAIR Nominating Committee

Liza Farrell – Texas A&M University-Corpus Christi



Liza Farrell serves as the Institutional Research & Systems Analyst for the Office of Planning, Analytics, Institutional Research, & Strategic Initiatives (PAIRS) at Texas A&M University – Corpus Christi. Liza has been a member of the PAIRS team for the past five years. Prior to joining TAMUCC, she was the Assistant Registrar at Texas A&M University – Kingsville for three years and previously held a position in the Office of Institutional Research (OIR) from 1997-2015. She has been an active member in TAIR off and on for the past 22 years. As a member of TAIR, she has participated by serving on the Professional Development Committee, along with facilitating and presenting. This year she will be part of a duo presenting, “Who do you think you are?: Personas in Higher Education”. Among participating in TAIR, she has also had the opportunities to participate in AIR, STCIR, AACRAO, TACRAO, and STARAO . Liza loves serving Texas A&M University – Corpus Christi and welcomes the opportunity to further serve in the TAIR community.



Aaron Majek – Sul Ross State University

Aaron is an institutional researcher at Sul Ross State University, where he has been part of the college community since Spring 2019. He holds a Master's and Bachelor's degree in Sociology from the University of North Texas which he attained in 2016 and 2013 respectively. Additionally, he acquired a certificate in Data Analytics from UT-Austin during the COVID19 pandemic period.

Aaron has served as a member of the TAIR Program Committee for two (2) years. He previously presented for TAIR on geocoding applications pertaining to IR / IE functions and will be presenting again on the topic: “Rshiny Apps and Executables”. In his free time, Aaron enjoys hiking, history, and B- Horror films. He was a recipient of a Sul Ross sponsored

Vida Lobo award in 2022, which he received for his proposal to improve Sul Ross's reach with employers in the university's service region. This award signifies his dedication to making deliberate improvements to the university's standing within the broader community.

Candidates for TAIR Nominating Committee



David Brown – Tyler Junior College

David has served as the Director of Institutional Research at TJC since Fall of 2022, and has been in the field of IR in Texas since Spring of 2006 when he first became a member of TAIR. He has been an active participant in conference sessions and workshops throughout the years, presenting IR related topics at TAIR, SAIR, SPUG, TPUG, & Jam conferences, as well as serving on the Awards Committee, & the TAIR DAC sub-committee. He founded both the TAIR and SAIR groups on LinkedIn and still acts as an admin for the TAIR group. David has also served on the TAIR Executive and Program Committees in the roles of President, Vice-President, Immediate Past President, and Professional Development Officer. Those experiences have enriched David's career more than he knew they would at the time. David earned his Bachelor of Science in Accounting Control Systems and his Master of Business Administration from the University of North Texas. David wants the

voters to know: "Getting involved with TAIR early in my career has been one of the most rewarding experiences! The folks in this organization are amazing, helpful and if you're lucky you can find a lifelong friend or two. Find ways to contribute early and often it has been sincere joy!".
