

2024 Annual Texas Association of Institutional Research Conference

Data Wrangling: Connecting Systems and Stakeholders

46th Annual Conference



March 26 - March 29, 2024
Hyatt Regency, Frisco, Texas

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lineage, reference data management, data policies, data processing/report catalog, versioning of data governance content and impact analysis. The Data Cookbook integrates with 100s of data sources. More information can be found at www.datacookbook.com.

Xitracs™ is a user-friendly platform that allows your IR/E Department, other campus leaders, and instructors to perform assessment, planning, accreditation, and credentialing activities in a more streamlined and cost-effective manner. Learn more at www.xitracs.com.



Explorance empowers higher education institutions with next-generation feedback analytics to accelerate the insight-to-action cycle. As a collaborative partner, Explorance aligns with institutions that embrace a feedback culture, where open and courageous conversations are encouraged to drive purpose, impact, and growth

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CONFERENCE SCHEDULE OVERVIEW

Date	Time Start	Time End	Activity
<u>Tuesday,</u> <u>Mar 26</u>	8:00am	3:00pm	Registration/Check-in
	8:45am	12:00pm	Pre-Conference Workshop (\$)
	1:00pm	4:15pm	Pre-Conference Workshops (\$)
<u>Wednesday,</u> <u>Mar 27</u>	7:30am	4:00pm	TAIR Registration
	8:30am	11:45am	Pre-Conference Workshops (\$)
	9:30am	4:30pm	Sponsor Exhibits
	12:00pm	1:00pm	Welcome/Networking Lunch
	1:00pm	2:15pm	General Session/Keynote I
	2:30pm	3:15pm	Concurrent Sessions A
	3:15pm	3:45pm	Sweets & Grets
	3:45pm	4:30pm	Concurrent Sessions B
	4:00pm	5:30pm	Past-President's Reception (Inv. only)
<u>Thursday,</u> <u>Mar 28</u>	4:45pm	5:30pm	Concurrent Sessions C
	7:30am	4:00pm	TAIR Registration
	7:30am	4:30pm	Sponsor Exhibits
	7:30am	9:00am	Breakfast
	9:00am	10:15am	General Session/Keynote II
	10:30am	11:15am	Concurrent Sessions D
	11:30am	12:15pm	Concurrent Sessions E
	12:15pm	1:15pm	Networking Lunch
	1:15pm	2:00pm	Concurrent Sessions F
	2:15pm	3:00pm	Concurrent Sessions G
	3:00pm	3:30pm	Sweets & Grets
<u>Friday,</u> <u>Mar 29</u>	3:30pm	4:15pm	Concurrent Sessions H
	4:30pm	5:15pm	Business Meeting
	7:30am	9:00am	Breakfast
	9:00am	9:30am	Closing Session/Awards/Drawing
<u>Mar 29</u>	9:45am	10:30am	THECB Update/Concurrent Sessions I
	10:45am	12:00pm	Executive Committee Meeting

\$ = Requires additional payment

PRESIDENT'S/VICE PRESIDENT'S MESSAGE

Welcome to the 46th Annual Conference of the Texas Association for Institutional Research (TAIR). This is our first time to meet in Frisco, and we are thrilled to have a wonderful location for our conference. One of our main goals for this year's conference is to increase the opportunities for networking with your professional peers. We have made several changes toward that end, the most significant of which is the addition of Table Topics at our two lunches to help you identify and spend time in conversation with those who share similar interests.

The TAIR Program Committee and the TAIR Professional Development Committee have been hard at work to ensure there was a full slate of professional development opportunities again this year. TAIR is a volunteer-run organization, and the volunteerism has been in full force this year. Thanks to your willingness to share your time and expertise, we have an agenda with 10 workshops and around 50 concurrent sessions. This is at or near a record number of concurrent sessions. This conference is jam-packed with plenty of sessions to choose from covering a wide range of issues.

We are also fortunate to bring in two amazing keynote speakers this year.

- Dr. Vanessa A. Sansone is an Assistant Professor of Higher Education in the Department of Educational Leadership and Policy Studies at The University of Texas at San Antonio (UTSA). In 2020, she was named one of the 35 most outstanding women in higher education by *Diverse: Issues in Higher Education* magazine. She will be delivering our opening keynote, “Toward Servingness: How Institutional Researchers Can Apply the Hispanic-Servingness Framework to Maximize Organizational Inclusivity and Student Support Efforts” on Wednesday at 1:00pm.
- Priya Iragavarapu is Vice President of Data Science & Analytics at AArete. Priya is a data analytics leader with over 18 years of experience and has led, engaged and brought Business, Technology and Data teams together by architecting and delivering data-driven solutions and leveraging responsible AI for expedited business decisions. She will be delivering our keynote, “Practical AI for Data Wrangling” on Thursday at 9:00am

We would like to offer a huge Thank You to our sponsors and their representatives for joining us. Your products and services make our work easier and we are thankful for all the support you offer to TAIR and its members.

Finally, thank you to everyone who has volunteered this year on a committee. Your work is invaluable and TAIR would not be able to continue functioning without you.

The TAIR Annual Conference provides an informal, welcoming, and engaging environment to network with colleagues and share knowledge. Your executive committee has worked hard this year to keep it one of the best, lowest-cost, and most rewarding professional development opportunities in the state. We are extremely glad to have you here!

Sincerely yours,

Tracy Stegmair, President
Faron Kincheloe, Vice President
Texas Association for Institutional Research

CANDIDATES FOR VICE-PRESIDENT/PRESIDENT ELECT

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



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 SECRETARY

The Secretary is elected for a two-year term (2024-2026). The Secretary serves on the Executive Committee, and maintains the official TAIR database. The Secretary will also be responsible for keeping minutes at the annual business meeting along with the Executive and Program Committee Meetings.



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 PROFESSIONAL DEVELOPMENT OFFICER

The Professional Development Officer is elected for a two-year term (2024-2026) and is responsible for overseeing professional development activities of the Association, including those at the Annual Meeting. The Professional Development officer will participate as a member of the Executive, Profession Development (Chair) and Program Committee.



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.



Alison Malmstrom (Ali) – Tyler Junior College

Ali Malmstrom serves as a Research Analyst at Tyler Junior College (TJC). She has worked in higher education for 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.

CANDIDATES FOR NOMINATING COMMITTEE

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



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.



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!"

CANDIDATES FOR NOMINATING COMMITTEE



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.



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 NOMINATING COMMITTEE



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.



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.



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.



Tuesday, March 26 | TAIR Registration
8:00 AM to 3:00 PM
 Location: Foyer (2nd Floor)

WORKSHOPS -- TUESDAY, MARCH 26

8:45 AM to 12:00 PM

Workshop: W1

Room: Regency B

Level: Beginner

Cost: FREE

Title: IPEDS - Benchmarking: Supporting Decision Making & Institutional Effectiveness

Track: Collect, Analyze, Interpret & Report

Presenter(s): Eric Atchison, Arkansas State University System & Christine Pacheco, Southern Arkansas University

This workshop introduces the fundamentals of benchmarking as a way to demonstrate institutional effectiveness. It is designed for individuals with little to no experience in benchmarking studies. Participants use data from the IPEDS Surveys, Data Feedback Reports, and the “Use the Data” center at the NCES website to learn about the types of comparison groups that can be constructed. Exercises demonstrate establishment of key performance indicators (KPIs) and identification of variables to refine comparison groups.

1:00 to 4:15 PM

Workshop: W2

Room: Regency B

Level: Beginner

Cost: FREE

Title: IPEDS Data Tools

Track: Collect, Analyze, Interpret & Report

Presenter(s): Eric Atchison, Arkansas State University System & Christine Pacheco, Southern Arkansas University

This workshop provides a hands-on deep dive into the IPEDS Use the Data website to better determine which of the various tools to use in applied higher education research. Participants can expect to learn when to use Data Trends, Statistical Tables, Summary Tables, Compare Institutions, and Custom Data Downloads leading to increased efficiency in responding to data requests. We will explore each of these tools and the benefits and limitations of each.

1:00 to 4:15 PM**Workshop:** W3**Room:** Regency A**Level:** Beginner**Cost:** \$75**Title:** An Introduction to Python**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Matthew Wolfe – *Tarrant County College*

This workshop is designed for college institutional researchers looking to dive into Python programming. Attendees will get a beginner-friendly introduction to Python, covering its basics and practical applications in data analysis. The session focuses on Python's syntax, data structures, and functions, emphasizing their relevance in handling and analyzing complex datasets. Through hands-on exercises, participants will learn how Python can streamline tasks, perform statistical analysis, and automate processes. Real-world examples tailored to institutional research contexts will be highlighted, enabling attendees to apply Python's capabilities directly to their work. This workshop aims to equip researchers with foundational Python skills, empowering them to enhance their data analysis techniques and streamline research methodologies.

Workshop: W4**Room:** Primrose**Level:** Beginner**Cost:** \$60**Title:** Employing Qualitative Methods to Enhance Storytelling With Data and Prioritize Student Voice**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Amber Raley – *Dallas College*

This workshop provides hands-on training with several qualitative methods to enhance data collection, analysis, interpretation, and reporting for student success. Participants will practice interview and focus group techniques as well as more innovative qualitative methods such as the use of charettes and participatory engagement with students or other stakeholders to support better storytelling. Processes such as IRB approval and challenges with recruitment as well as issues of generalizability will also be discussed.

The first hour will provide hands-on training with interview, focus group, charettes, and other participatory engagement methods including assessment to determine what tools or techniques to prioritize. In the second hour we will analyze and interpret the data collected from our previous practice and produce a report. In the last hour we will discuss applications for future research and address potential issues including IRB approval, recruitment of participants, and generalizability. Throughout we will have opportunities for questions and considerations of meaningful student participation in institutional research to inform and promote student success.



Wednesday, March 27 | TAIR Registration
7:30 AM to 4:00 PM
 Location: Foyer (2nd Floor)

WORKSHOPS -- WEDNESDAY, MARCH 27

8:30 to 11:45 AM

Workshop: W5

Room: Regency B

Level: Newcomer

Cost: \$60

Title: Newcomers to Institutional Research

Track: Newcomers

Presenter(s): Marc Turner – *Texas State University* & David Brown - *Tyler Junior College*

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

Workshop: W6

Room: Marigold

Level: Beginner

Cost: \$75

Title: SQL 101: A Hands-on Introduction for Institutional Researchers

Track: Data Analysis Tools and Methods

Presenter(s): Emily Rhodes – *UT Health Science Center San Antonio*

This session will teach you the basics of SQL, a programming language used with relational databases. You will learn how to retrieve and filter data, join tables together, as well as use aggregate functions and case statements. By the end of this session, you will have a basic understanding in SQL. This session does not provide information on available software or systems that utilize SQL, but only covers the programming language. Sample data and code will be provided so that attendees can follow along using: <http://sqlfiddle.com/>.

8:30 to 11:45 AM**Workshop:** W7**Room:** Chestnut**Level:** Intermediate**Cost:** \$60**Title:** A Work-Around for Assessment Data Collection with a Limited Budget**Track:** Report Knowledge and Skills**Presenter(s):** Carolina Sheeder – *Texas Women's University*

In this session, you will be able to follow the work-around process we use instead of an off-the-shelf “assessment” software. In this process, we collect, manipulate, and report assessment data using tools that most organizations already possess, such as Microsoft SharePoint Sites, Microsoft Word, Microsoft Excel, and SAS (or your choice of statistical software).

Workshop: W8**Room:** Regency A**Level:** Intermediate**Cost:** \$75**Title:** Predictive Analytics in Higher Education within a Socially Conscious Framework**Track:** Current Issues**Presenter(s):** Jacqueline Lucero & Zhi Zhang – *Alamo College District*

As technology advances and machine learning becomes more salient, great consideration must be taken when applying these methodologies to institutional research in higher education. Due to the inherent bias that takes place with predictive models, awareness of the possible issues that may arise with certain methods is instrumental to ensure a socially conscious framework. This presentation will discuss: the ethical considerations that should be taken when trying to use predictive models, working with stakeholders to ensure clarity, presenting to stakeholders in concise and understandable ways, the pros-and-cons of different kinds of predictive methodologies and choosing the right one for your needs, and resources and software available. There will be availability for discussion.

Workshop: W10**Room:** Trinity**Level:** Intermediate**Cost:** \$75**Title:** Streamline Reporting with Alteryx & Higher Ed Success: From Data Parsing to Powerful Insights**Track:** Report Knowledge and Skills**Presenter(s):** Preeti Tanwar & Shashank Honavar - *HiEd Success* & Eric Sunby - *Alteryx*

Are you struggling to meet deadlines for institutional survey requests or decode complex EDI formats? Do traditional reporting methods leave you buried in Excel sheets and unable to conduct essential financial health checks? In this session, we'll delve into how Alteryx streamlines data cleansing, enabling meaningful insights from disparate sources in minutes. Discover how to run what-if scenarios for budget preparations swiftly and integrate real-time insights into strategic goals alignment. From IPEDS peer analysis to seamless integration with third-party systems, Alteryx empowers Institutional Research (IR) offices to boost productivity and deliver actionable insights. Join us to learn how Alteryx can transform your IR workflows and become proficient in handling historical data trends and combining student and financial reporting effortlessly.



9:30 to 11:45 AM

Workshop: W9

Room: Sienna

Level: Intermediate

Cost: \$60

Title: Leveraging ChatGPT for IR: Techniques for Data Mastery and Reporting Excellences

Track: Report Knowledge and Skills

Presenter(s): Mahdi Ahmadi, PhD – *University of North Texas*

This two-hour workshop will provide a unique opportunity for Institutional Research professionals to delve into the practical applications of ChatGPT and Claude across various coding domains. Participants will gain hands-on experience in utilizing ChatGPT for generating Python codes, R codes, Excel formulas, SQL queries, SAS codes, and similar tasks, ultimately enhancing their data manipulation and modeling proficiency and efficiency. In this workshop, we will explore innovative methods and strategies for utilizing ChatGPT in the realm of Institutional Research, specifically tailored for data cleaning, integration, visualization, and reporting.

LUNCH TABLE TOPICS

DATA WAREHOUSING	DATA VISUALIZATION	IR AND AI	DATA LITERACY	ACCREDITATION & ASSESSMENT
DATA GOVERNANCE	FACILITATING EQUITY WITH IR	IR & ENROLLMENT MANAGEMENT	TOPICS IN IPEDS REPORTING	ONE-PERSON/ SMALL OFFICE
NEWCOMERS TO IR/TAIR	SURVEY & COURSE EVALUATIONS	LEADERSHIP IN IR	TOPICS IN CBM REPORTING	DATA SHARING PARTNERSHIPS

Wednesday, March 27 | Sponsor Exhibits | 9:30 AM to 4:30 PM
Location: Regency Foyer (2nd Floor)

Wednesday, March 27 | Welcome Lunch | 12:00 to 1:00 PM
Location: Regency DE

Wednesday, March 27 | General Session I | 1:00 to 2:15 PM
Location: Regency DE (Sponsored by SAS)

SPEAKER: Vanessa A. Sansone,
Assistant Professor of Higher Education - Department of Education Leadership
and Policy Studies, University of Texas-San Antonio

**Topic: Toward Servingness: How Institutional Researchers Can Apply the
Hispanic-Servingness Framework to Maximize Organizational Inclusivity
and Student Support Efforts**



Vanessa A. Sansone is an Assistant Professor of Higher Education in the Department of Educational Leadership and Policy Studies at The University of Texas at San Antonio (UTSA). Her areas of research interest focus on understanding college affordability, Hispanic-Serving Institutions, and power structures & governance on the trajectories, experiences, and opportunities of historically underserved students. Dr. Sansone's empirical work has been presented at several national conferences and published in such outlets as the *Review of Higher Education*, *Review of Educational Research*, and *New Directions for Student Development Services*. Additionally, she has contributed policy briefs, book chapters, book reviews, and web-based writings

In 2020, she was named one of the 35 most outstanding women in higher education by *Diverse: Issues in Higher Education* magazine. She holds a Doctorate in Educational Leadership with an emphasis in Higher Education from UTSA, a Master of Education degree in Educational Leadership and Policy Studies with an emphasis in Higher Education Administration from UTSA, and a Bachelor of Arts degree in Sociology from St. Mary's University, San Antonio.



Wednesday, March 27 | Concurrent Session A 2:30 to 3:15 PM

Session: A1**Room:** Chestnut**Level:** Beginner**Audience:** All**Title:** Applying Predictive Modeling To Determine The Section Cancellation Deadline In 2023 Spring**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Daniel Le & Jeremy Monteath-Valdez - *Dallas College*

Offering a student-centric schedule plays a significant role in supporting the student's success outcomes. All institutions try their best to implement the schedule that meets the student needs, but also acknowledge some other potential barriers such as faculty preferences, faculty shortages, location/time conflicts. In addition, each institution establishes deadlines to cancel those empty or low-enrolled sections sometime before the semester starts. Identifying the perfect deadline to cancel a section such that it gives enough time for the department to move students, for the scheduling department to process the cancellation, all while still making sure to give enough time for some potential growth section to survive becomes a critical practice, which can be assisted using predictive modeling. By applying the logistic regression model, the researchers expect to identify whether extending the section cancellation deadline is truly beneficial, and which potential factors are significant in contributing to the section cancellation rate.

Session: A2**Room:** Marigold**Level:** Beginner**Audience:** All**Title:** Who do you think you are?: Personas in Higher Education**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Erin Mulligan-Nguyen, Liza Farrell & Whitney Kessinger - *Texas A&M University-Corpus Christi*

Student enrollment growth, retention, and graduation rates is conducive to an institution of higher education's success. Colleges/Universities need to be innovative in serving the needs of the student and the institution. How can IR assist in these efforts? By using data collected through mandated reporting, surveys, and other instruments, we can design a semi-fictional representation of an ideal student, a persona, using new tools like AI. We can create groups of student personas that represent distinct populations within the makeup of our student body and the communities from which targeted. By generating personas using qualitative and quantitative data, insights into what motivates a student to enroll, retain, and graduate from an institution can be discovered. By publishing personas, students will have an opportunity to see how someone like themselves were successful at your institution. Personas can represent several student populations, including first-time in college, first-time transfer, undergraduate or graduate students.

Session: A3**Room:** Regency A**Level:** Intermediate**Audience:** All**Title:** Data Warehousing & Analytics for Peer Benchmarking Data**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Lin Yao, Dan Hubbard & Manish Dornal - *University of North Texas*

Peer benchmarking data is tremendously valuable to higher education institutions as we seek to measure ourselves against others, better understand how we rank on various high-level metrics, and seek information for strategic institutional decision-making. Join UNT in a discussion about how we utilize data from IPEDS surveys to produce dynamic, drillable dashboards for consumption across the institution. The IPEDS dashboards have helped UNT select peer institutions, identify areas in which we differ substantially from our peers and begin to understand why, and build collaborations with technical and functional subject matter experts and other stakeholders across UNT System. Examples of analytic objects developed in SAS Visual Analytics and machine learning techniques will be presented.

Session: A4**Room:** Regency B**Level:** Beginner**Audience:** All**Title:** IR Efficiencies for Small Colleges**Track:** Stewards of Data & Information**Presenter(s):** Amon Seagull - *Austin College*

Small colleges have small IR offices shouldering many responsibilities. To manage the load, practitioners use various tools and techniques. This session is an opportunity to share them! The presenter will introduce favorite approaches for (1) data wrangling, (2) data integrity, and (3) service management. Participants are encouraged to share their own DIY-type solutions to these challenges.

Session: A5**Room:** Sienna**Level:** Intermediate**Audience:** All**Title:** The Power of Text and R: Using Call Center Transcripts to Train Financial Aid Counselors**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Dr. Mario Martinez - *University of Houston*

Financial aid is an important part of student success, but navigating aid can be a challenge. Students rely on staff for guidance and customer service becomes an important key to student success. This presentation will demonstrate methodologies to analyze call center data to identify common issues using sample consumer complaint data. We will explore how to quantify and analyze text data using topic modeling and sentiment analysis using the R programming language. This type of analysis will help IR professionals identify common financial barriers to enrollment and identify opportunities for training when negative and positive sentiments arise in discussions.

**Session:** A6**Room:** Trinity**Level:** Beginner**Audience:** All**Title:** Using Data to Improve Student Success**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Patrick Sanger - *Alvin Community College*

Alvin Community College (ACC) will discuss how an IR office can help users around the institution to make informed decisions about enrollment, student pathways, cohort tracking, and time series analysis using Zogotech and Tableau dashboards.

Wednesday, March 27 | Sweets & Grets | 3:15 to 3:45 PM
Location: Regency Foyer (Sponsored by Tableau)

Wednesday, March 27 | Concurrent Session B
3:45 to 4:30 PM

Session: B1**Room:** Chestnut**Level:** Beginner**Audience:** 2-Year Public**Title:** Predicting Student Retention By Applying Machine Learning Algorithms**Track:** Current Issues & Research in Higher Education**Presenter(s):** Jeremy Monteath-Valdez, Daniel Le - *Dallas College*

This project examines the effectiveness of two types of machine learning techniques in identifying significant student characteristics impacting retention rate. The data consists of two cohorts of Dallas College students either before or during the COVID-19 pandemic. As predictors of the retention rate, we consider demographic information such as gender, age, and race ethnicity as well as financial aid info, namely gift aid and loan amount students received. First semester GPA, admission status, classification, first semester enrollment credit hours were also examined. The results show the same significant factors impact the retention rate of the two cohorts.

Session: B2**Room:** Marigold**Level:****Audience:** All**Title:** Developing a Program Review Web Portal**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Katie Robinson - *Collin County Community College District*

This presentation will discuss how a new web portal was developed for the Program Review Process as well as the business processes that followed. This presentation will show users how they can assess if current software will be able to be utilized to address a need for accreditation and program review. Additionally, the presentation will discuss how different software can be used together to develop a web portal where users can obtain data for their programs as well as their continuous improvement processes as well as resources to assist their construction of their documents for submission. The presentation will include an online demonstration of the web portal.

Session: B3**Room:** Regency A**Level:** Intermediate**Audience:** All**Title:** Bridging the Gap: Strategies for Bringing Data Literacy to UNT Staff**Track:** Operations & Leadership**Presenter(s):** Allen Dominguez Anzo, Jason Simon & Dan Hubbard - *University of North Texas*

In recent years, the demand for data has skyrocketed, and with it, the need for data literacy skills has become preeminent. In the realm of higher education, data literacy is not just a valuable asset; It holds the key to helping individuals and institutions improve student outcomes, better services, reduce cost, manage risk, make a better use of institutional resources, create a more data-driven culture and encourage stronger data governance practices. Yet, the challenge lies in the fact that many institutions need help to instill data literacy practices among their members, including staff who may not recognize the widespread influence of data in their daily routines, missing the chance to harness its potential.

Join the University of North Texas (UNT) for an enlightening discussion on the pivotal role of data literacy in higher education. This session will also introduce UNT's new Data Literacy Introductory Course, designed specifically for new Insights members. The course serves as a gateway to the world of data, offering a foundational understanding of data, data literacy, and the art of posing insightful questions.

Session: B4**Room:** Regency B**Level:** Beginner**Audience:** 2/4-Year
Public**Title:** THECB Data Reports and Tools Discussion**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Brian Cordeau, Kim De La Cruz - *Texas Higher Education Coordinating Board*

The Texas Higher Education Coordinating Board produces many different reports and tools on a wide array of topics. In this session, there will be a discussion of the most used reports, new tools available to institutions, and time for feedback from the institutions. We want to hear from you about what you are currently using and what types of reports and tools would be useful in your work.

Session: B5**Room:** Sienna**Level:** Beginner**Audience:** All**Title:** UT Health San Antonio's Use of Microsoft Products to Automate, Organize, and Analyze IR Activities**Track:** Operations & Leadership**Presenter(s):** Emily Rhodes & Glora Salinas - *University of Texas-Health Science Center at San Antonio*

UT Health San Antonio uses Microsoft products to automate, organize, and analyze institutional research work. Microsoft PowerApps was used to create a custom form for request intake, which automatically populates a SharePoint list. We also use Power Automate to automate notifications for received requests and when an analyst has begun work on a request. We use SharePoint lists to organize, assign, and collect data on office activities. This provides us with a central repository for tracking all office activities and makes it easy to assign tasks to analysts. We can also collect data on analysts' progress and activities. Furthermore, we use Power BI to connect to our SharePoint lists and create interactive dashboards that provide insights into office activities and workload management.

**Session:** B6**Room:** Trinity**Level:** Beginner**Audience:** All**Title:** Data to the People: Facilitating Data Usage throughout the Institution**Track:** Stewards of Data & Information**Presenter(s):** Vyas Krishnamurthy & Susan Moreno - *University of Houston*

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 student data from a complex student information system. The University of Houston addressed this issue by creating reporting tables that consolidate transactional data into around 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.

Wednesday, March 27 | Past President's Reception | 4:00 to 5:30 PM
Location: Primrose (by invitation only)

Wednesday, March 27 | Concurrent Session C
4:45 to 5:30 PM

Session: C1**Room:** Chestnut**Level:** Intermediate**Audience:** 4-Year Public/Private**Title:** Using Ten Years of IPEDS Access Databases to Create National and State Peer Institution Visualizations.**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Miriam Qumsieh & Debra Ross & Henock Gebrehiwot - *University of Texas - Dallas*

In the dynamic realm of higher education pursuing of performance measurement, improvement identification, and competitive edge maintenance is ongoing. IPEDS is a vital tool, providing a rich dataset enabling universities to benchmark against their peers. This presentation delves into a decade of IPEDS data visualization, detailing the construction of the IPEDS 10 years of data within Power BI data visualization. The aim is to offer a comprehensive exploration of how your university stacks up against both national and state peer institutions.

Session: C2**Room:** Marigold**Level:** Intermediate**Audience:** All**Title:** Examining Proportions Of Online Enrollment On Student Success**Track:** Current Issues & Research in Higher Education**Presenter(s):** Moses Pologne & Nicosha Porter - *Dallas College*

This study was undertaken to assess the influence of online enrollment on student success at Dallas College. It compares different levels of online to student enrollments that is entirely face-to-face. Data for the study encompasses first time in college (FTIC) students from six fall semesters, fall 2014 to 2019. The primary techniques used to analyze the data were propensity score weighting, cross-tabulations, and other descriptive statistics. The findings indicate that the most likely path to student success is through a mix of online and face-to-face learning.

Session: C3**Room:** Regency A**Level:** Intermediate**Audience:** 2-Year Public**Title:** Decision Support and House Bill 8**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Richard Plott & Natalie Bryant - *Kilgore College*

House Bill 8 introduced Outcomes funding for the Texas Community Colleges. Integrating outcomes metrics into standardized Key Performance Indicators (KPIs) are essential to organizational sustainability and forecast models. The attainments for Dual Credit, Transfer, and Credentials of Value are focal points for excellence and essential components for Decision Support. Learn how outcomes data are now the “new normal” for collecting, analyzing, and reporting Institutional Performance and Student Success.

Session: C4**Room:** Regency B**Level:** Beginner**Audience:** All**Title:** Onboarding new Data Professionals**Track:** Operations & Leadership**Presenter(s):** Christopher Reid, Jae Hak Jung, Kawandanell Jaramillo & Marissa Perez - *Lone Star College*

Onboarding new data analysts can be challenging. Lone Star College Analytics & Institutional Research has developed a comprehensive and successful onboarding process that engages new analysts and puts them on the path to success. Our approach includes an extended introduction that encapsulates institutional knowledge, reporting practices, proven data methodologies, and hands-on introductions to data ETL.

Session: C5**Room:** Trinity**Level:****Audience:****Title:** Revolutionizing Higher Education with AI: A Journey from Data to Decision Using SAS and Open Source**Track:****Presenter(s):** Josh Sheinberg - *Senior Associate Systems Engineer, SAS*

In this presentation, we'll dive into how AI is reshaping higher education, from integrating data sources to optimizing financial aid. By leveraging a blend of SAS analytics and open-source technologies, we unlock new possibilities for institutional researchers to model, analyze, and make decisions with unprecedented precision. Highlighting the critical role of trustworthy AI, we illustrate how integrity and transparency in AI applications can foster more equitable and effective educational outcomes. Join us to explore the future of education data, where SAS bridges the gap between complexity and accessibility, empowering institutions to navigate the challenges of today and tomorrow.

Thursday, March 28 | TAIR Registration
7:30 AM to 4:00 PM
Location: Foyer (2nd Floor)

Thursday, March 28 | Sponsor Exhibits | 7:30 AM to 4:30 PM
Location: Regency Foyer (2nd Floor)

Thursday, March 28 | Breakfast Buffet | 7:30 to 9:00 AM
Location: Regency DE

Thursday, March 28 | General Session II | 9:00 to 10:15 AM
Location: Regency DE

SPEAKER: Priya Iragava,
Vice President of Data Science & Analytics, AArete

Topic: Practical AI for Data Wrangling



Priya Iragavarapu is Vice President of Data Science & Analytics at AArete.

Priya is a data analytics leader with over 18 years of experience and has led, engaged and brought Business, Technology and Data teams together by architecting and delivering data-driven solutions and leveraging responsible AI for expedited business decisions. As an influencer and a speaker, she shares her expertise at conferences and panel discussions.

Before joining AArete, Priya served as Director of Big Data Technologies at American Express. She has a demonstrated track record of helping companies make faster informed decisions by thoroughly analyzing their data and constructing insightful and easy-to-understand analytics.

Contact: piragavarapu@aarete.com

Thursday, March 28 | Concurrent Session D

10:30 to 11:15 AM

Session: D1**Room:** Chestnut**Level:****Audience:****Title:** Building a Modern Analytics Strategy with Tableau**Track:****Presenter(s):** Sarah Birch & Allie Micka - *Tableau*

Higher education is an increasingly data-driven field. To make sense of what is happening today and plan for tomorrow, higher education institutions need to combine high-level views of organization and population changes with drill-down capabilities for true decision-making power. Tableau can help you break down silos so that you can see the College as a whole and make better decisions that affect student success. As higher education institutions evolve and transform, institutional research departments need to quickly analyze more data to help set priorities and inform strategic decisions across campuses.

Session: D2**Room:** Marigold**Level:** Beginner**Audience:** All**Title:** Student Progression Tracking to Support Student Pathways and Increase Completion**Track:** Plan & Evaluate**Presenter(s):** Patrick Sanger - *Alvin Community College*

Tracking student progression towards educational goals is not always easy given existing systems or staffing. However, Alvin Community College used its resources to support its students and programs by implementing a system to track student progress through their educational journey as a part of Guided Pathways Pillar Three, keeping students on the path.

This process tracks student progression toward their educational goals, while also providing additional information about possible and near completers.

Session: D3**Room:** Regency A**Level:** Beginner**Audience:** All**Title:** Artificial Intelligence 101: What Texas IR Practitioners Need to Know**Track:** Stewards of Data & Information**Presenter(s):** Jason Simon - *University of North Texas*

Chat GPT is all the rage but this is just a very small slice of artificial intelligence. In this session we will cover the various forms of artificial intelligence (AI) including both machine learning (ML) and Generative AI (GAI). We will also discuss why IR practitioners should care about these applications and how to develop a new mind-set around AI. We also won't shy away from the challenges and surface why IR needs to be engaged to address these concerns. Finally, we will showcase specific practices and opportunities for IR to leverage this rapid evolving field and its approaches. AI is so much more than writing a good prompt - come learn why.

**Session:** D4**Room:** Regency B**Level:** Intermediate**Audience:** All

Title: Aligning Texas Higher Education Supply and Labor Market Demand Using THECB Labor Market Insights Data Tool

Track: Current Issues & Research in Higher Education

Presenter(s): Xiqian Liu - *Texas Higher Education Coordinating Board*

As Texas has raised standards for degree attainment and students' post-graduation outcomes, there is an increasing need for data about the credentials of value and the alignment of supply and demand in the labor market for government agencies, policy makers, and degree program administrators. THECB developed the Labor Market Insights Data tool to provide information about the alignment of supply and demand for academic programs, top industries/employers where the graduates find employment, the education level alignment between workers in occupations and new graduates, as well as the economic value of earning specific credentials. Moreover, the users can find valuable information in the labor market map to locate where the students find employment opportunities. This session will showcase the Power BI dashboard that THECB has created and discuss the value and potential uses of this data tool.

Session: D5**Room:** Regency C**Level:** Intermediate**Audience:** All

Title: Tex Support: Gen AI on the Front Line of Student Support

Track: Current Issues & Research in Higher Education

Presenter(s): Scott Cook & Morgan Carter - *Tarleton State University*

Student crises don't respect the 8-5 workday. When 2am meltdowns arrive, students need a supportive presence to validate their struggles, renew belief that they can succeed, and identify appropriate support resources. Meet "Tex Support", the ChatGPT-powered student support chatbot being trained by Tarleton's Institutional Data & Analytics and Strategic Innovation offices. Tex is always eager to listen to a student in need to connect them to support resources - academic, financial, health, community, basic needs, or something else. Tex uses a 4 phase conversational model: validate concern, diagnose problem, identify support, and nudge toward follow-through. The final nudging phase is critical commonly overlooked. Due to privacy concern with Gen AI, Tex will allow anonymous user-access. Since this puts the onus onto students, we are teaching Tex to draft a contact message for the student to lower first-mover barriers and increases the probability of successful intervention.

Session: D6**Room:** Trinity**Level:** Intermediate**Audience:** All

Title: Creating a Culture of Curiosity - Dashboards in Cognos

Track: Collect, Analyze, Interpret & Report

Presenter(s): David Brown & Clay Hall - *Tyler Junior College*

TJC has a dynamic data team that is using Cognos to create a culture of curiosity. Interactive dashboards are at the forefront of this endeavor. Over the last year TJC has created multiple dashboards for different organizations on campus with hopes of transforming data into action. In this session TJC's IR team will take you through 3 different dashboards that they have created with 3 different purposes. Our goal is that we inspire the IR community to be curious about how you can best use dashboards on your campus!

Thursday, March 28 | Concurrent Session E 11:30 AM to 12:15 PM

Session: E1**Room:** Chestnut**Level:** Intermediate**Audience:** 4-Year Public**Title:** Graduate Student Success and Graduation Rates: Our Story**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Moumita Mukherjee & Susan Moreno - *University of Houston*

Much focus has been given to undergraduate retention and graduation rates, but interestingly, there is limited extant research on graduate student graduation rates and completion. Using certified longitudinal student data, this presentation will discuss the 5-year and 10-year graduation rates for master's and doctoral levels respectively. In this session, we will share the steps and processes that were involved in data preparation, and the lessons we learned during the data preparation process, and in developing the dashboards. Finally, we will utilize interactive dashboards and visualizations, to present graduate student graduation rates and trends as an outcome of students' background characteristics and program level. We will also share best practices that we found useful.

Session: E2**Room:** Marigold**Level:** Advanced**Audience:** 4-Year Institutions**Title:** Disaggregate Persistence Triangles in Power BI**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Amon Seagull - *Austin College*

Retention / persistence triangles are a common exhibit for IR offices. Stakeholders often want to see those data disaggregated by demographic attributes, such as gender, race/ethnicity, or Pell status. Power BI (experience assumed) is a good tool to make such disaggregations possible. This session will touch on some of the nuances of one such implementation.

Session: E3**Room:** Regency A**Level:** Intermediate**Audience:** All**Title:** Disability and College Choice: What Affects the Decisions?**Track:** Current Issues & Research in Higher Education**Presenter(s):** Katie Robinson - *Collin County Community College District*

People with disabilities make up a disproportionately small percentage of the college student population and, subsequently, the labor force. This issue is understudied, but it seems that 2 year colleges attract more students with disabilities than 4 year institutions. The research I have done explores the factors that may effect the decision making of students with disabilities when it comes to their higher education.

**Session:** E4**Room:** Regency B**Level:** Intermediate**Audience:** 4-Year Institutions**Title:** University Faculty and the Great Resignation**Track:** Current Issues & Research in Higher Education**Presenter(s):** Reynaldo Quiroz, Daniel Hubbard & Manish Sharma - *University of North Texas*

The Great Resignation refers to an employment trend during which people voluntarily resigned from their jobs in large numbers in the wake of the COVID-19 pandemic. While higher education institutions have been impacted by the great resignation alongside the private sector, the impact has varied across institutions, regions, and employment types. In this session, we will discuss research conducted on the great resignation among faculty and its effects on institutions across Texas and beyond. For this study, Official data was used to examine patterns of net growth or departure among faculty. Potential reasons for the great resignation will be discussed, including external forces such as the economic and political climate in Texas and internal factors such as leadership and institutional climate. Understanding patterns of change and factors that contribute to faculty retention will provide insight into how to address similar situations going forward and serve as a tool for policy makers.

Session: E5**Room:** Regency C**Level:** Intermediate**Audience:** All**Title:** Encouraging Intervention: A New and Innovative Method for Feedback-driven Improvement**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Jarvis Hampton & Dan Stroud - *West Texas A&M University*

This presentation is built upon the premise that improvement of student learning is a methodical process that requires intervention to succeed. This moves beyond simple assessment, which is less the subject, and more the process for achievement. To measure improvement in a program, faculty must start with an understanding of baseline data. Using processes created through Qualtrics and Tableau functionality, the Office of Institutional Effectiveness at West Texas A & M (WTIE) has built a foundational piece that it is hoped will aid in finding that baseline. In turn, and from this foundation, offered reporting feedback will seek to aid faculty in the development of stronger learning strategies that should cultivate and ultimately grow a program's improvement of student learning capabilities on an annual basis. These tools are merely the beginning, however, but WTIE feels strongly that without a solid foundation, true improvement will not be realized.

Session: E6**Room:** Trinity**Level:** Intermediate**Audience:** All**Title:** Enhancing Predictive Models for Student Success: A Multidimensional Approach**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Jae Hak Jung - *Lone Star College* & Kwanghee Jung & Jaehoon Lee - *Texas Tech University*

At the 2023 TAIR Conference, we introduced a model using the Classification And Regression Tree (CART) method for predicting student academic success. Our current study aims to enhance this model's predictive accuracy by integrating High School GPA, Course Performance, and Non-Cognitive Factors.

This year, we expand our approach by employing the Random Forest algorithm alongside CART. This allows us to compare the efficacy of these machine learning techniques in predicting student success, providing insights into their strengths and limitations for academic success prediction.

Furthermore, we plan to leverage our enhanced model to develop an updated Power BI Interactive dashboard. This tool will be invaluable for educators and administrators, enabling proactive identification and support for students at risk. Our presentation will detail the methodologies, offer a comparative analysis of the machine learning algorithms, and explore their practical application in fostering a dynamic, responsive educational environment.

Session: E7**Room:** Sienna**Level:****Audience:****Title:** Streamlining Institutional Reporting with Alteryx: From Data Parsing to**Track:****Presenter(s):** *Alteryx*

Are you struggling to meet deadlines for institutional survey requests or decode complex EDI formats? Do traditional reporting methods leave you buried in Excel sheets and unable to conduct essential financial health checks? In this session, we'll delve into how Alteryx streamlines data cleansing, enabling meaningful insights from disparate sources in minutes. Discover how to run what-if scenarios for budget preparations swiftly and integrate real-time insights into strategic goals alignment. From IPEDS peer analysis to seamless integration with third-party systems, Alteryx empowers Institutional Research (IR) offices to boost productivity and deliver actionable insights. Join us to learn how Alteryx can transform your IR workflows and become proficient in handling historical data trends and combining student and financial reporting effortlessly.

Thursday, March 28 | 4 Hour Beverage | 11:30 AM to 3:30 PM**Location: Regency DE (Sponsored by iData)**



Thursday, March 28 | Networking Lunch | 12:15 to 1:15 PM
Location: Regency DE

Thursday, March 28 | Concurrent Session F
1:15 to 2:00 PM

Session: F1**Room:** Chestnut**Level:** Intermediate**Audience:** All

Title: The Tapestry of Student Success: Weaving Together Disparate Datasets for Holistic Analyses of Post-College Outcomes

Track: Collect, Analyze, Interpret & Report

Presenter(s): David Mahan & Navi Dhaliwal - *Research Institute at Dallas College*

As research teams analyzing after-college outcomes of students, we rely heavily on myriad data points to help us gauge how students fare after attending our institutions and how we can continuously improve. However, complex analyses are often the easy part - accessing the best data for the task at hand can be incredibly challenging, or even impossible. Student-level data are disparate and scattered; in order to paint an accurate, holistic picture of student success, analysts must think outside the box and weave together the best datasets for their institutional and regional contexts, even if those datasets weren't designed for education research. In the session, presenters from the Research Institute at Dallas College will highlight the disparate datasets they synthesize in their analyses of long-term academic and workforce success, moving beyond the typical internal warehouses, state coordinating boards, and surveys to more creative realms like data integration systems (e.g., for business or politics) and social media scraping.

Session: F2**Room:** Marigold**Level:** Intermediate**Audience:** All

Title: Tracking Workload and Students in Advising

Track: Educate Information Producers, Users, & Consumers

Presenter(s): Tobias Kuhn - *University of Texas at San Antonio*

Advising teams need diverse types of information to react to changes and better balance their workload throughout the semester. How do advisors know when their students change major and fall outside their advising area? What is an advisor's caseload if a larger share of their students stop out for a semester? Or if a higher share of their students fall on academic probation? How do advising team leaders reallocate students when staff members leave or join the team? This session covers how to integrate student record tables, HR records, and other data resources into a Power BI dashboard so that a time-strapped advising team can better serve their students and keep them on track for graduation.

Session: F3**Room:** Regency A**Level:** Beginner**Audience:** 4-Year**Title:** Predicting FTF Retention with Pre-Attendance Data**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Brandon Cooper - *Sam Houston State University*

This presentation details Sam Houston State University's approach to enhance First-Time Freshman (FTF) retention. Faced with a retention rate of approximately 75%, the presenters utilized a dataset of 17,784 FTF records from 2017 to 2022 to train a Random Forest model to assign each of the 3,600 students in the Fall 2023 FTF cohort a predicted retention value (PRV). These PRVs are used to bin students into risk level groups whose likelihood of retention can be inferred from previous years' cohorts. Earlier iterations of the model demonstrated an overall accuracy exceeding 70% with accuracy improving year-over-year. As such, the model presently deployed is expected to approach 75% accuracy based on gains observed. Key findings include the significant role of factors like application submission date, high school GPA, SAT scores, adjusted gross income, and financial aid in predicting retention. This predictive model can improve early intervention strategies by guiding resource allocation.

Session: F4**Room:** Regency B**Level:** Beginner**Audience:** All**Title:** Dashboard Course Level Enrollment Patterns with Tableau and Power BI**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Patrick Sanger - *Alvin Community College*

This session will be show you how to create a simple dashboard using Tableau or Power BI with a data warehouse like Zogotech or just a simple excel file. Dashboards can be created for each semester that will drill down to course level daily enrollment to assist your administration and faculty in their course decisions. Additionally, course level enrollment patterns are identified and analyzed to provide answers to key course enrollment questions before the semester.

Session: F5**Room:** Regency C**Level:** Intermediate**Audience:** All**Title:** Rshiny Apps and Executables**Track:** Current Issues & Research in Higher Education**Presenter(s):** Aaron Majek - *Sul Ross State University*

RShiny is a popular web application framework in Rstudio. This presentation explores approaches to creating, executing, and implementing Rshiny apps for Institutional Research Offices. Several implementation strategies will be discussed and evaluated with a focus on the strengths and weaknesses of each implementation method. This discussion is supplemented with live demonstrations of Rshiny applications relevant to IR functions.

**Session:** F6**Room:** Trinity**Level:** Beginner**Audience:** All**Title:** Exploring Effects of Institutional Scholarships on Retention**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Rohini Patankar & Rita He - *University of North Texas*

Our FTIC enrollment is increasing year by year, but the fall-to-fall retention rate has slightly declined over 5 years. Hence, our department was tasked by the President to find the influential predictors of fall-to-fall retention. Our goal is to maintain higher student retention while constantly striving to increase enrollment. Unfortunately, FTIC student attrition remains a challenge. To combat these retention issues in this group, it is imperative to have data-driven strategies to move students forward in their degree plans. One piece of interest is to investigate the characteristics and retention patterns of students who have been awarded institutional scholarships for the first year. The data includes first-time-in-college (FTIC) students from the fall of 2018 to 2022. The findings will help our administrators make data-driven decisions to retain students better.

Thursday, March 28 | Concurrent Session G

2:15 to 3:00 PM

Session: G1**Room:** Marigold**Level:** Intermediate**Audience:** All**Title:** Minding student grades: new lessons learned building a dashboard**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Hanlong Fu & Susan Moreno - *University of Houston*

Understanding class performance is of great importance to universities because class performance has a direct impact on graduation and retention. For that reason, the IR Office at the University of Houston decided to build class performance dashboards in phases, with phase one focusing on class characteristics and phase two on student characteristics. Having presented the first dashboard during TAIR 2023, the session presents the story of the second phase: the lessons learned, along with valuable tips and tricks, from building comprehensive class performance dashboards.

Session: G2**Room:** Regency A**Level:** Beginner**Audience:** 2-Year Public**Title:** Understanding the Texas Community College Funding Methodology**Track:** Current Issues & Research in Higher Education**Presenter(s):** Melissa Humphries & Emily Cormier - *Texas Higher Education Coordinating Board*

In this session, THECB staff will give an overview of the community college funding model and provide the latest policy and methodology updates. We will review the components of the model, as well as the specific methodology and data sources for each metric. THECB staff will also discuss upcoming changes to data collection and data tools related to the community college funding model.

Session: G3**Room:** Regency B**Level:** Intermediate**Audience:** All**Title:** Attaining Clarity through Best Practices of Information Management and Data Governance**Track:** Operations & Leadership**Presenter(s):** Miriam Qumsieh & Debra Ross - University of Houston-Clear Lake

The launch of Clarity, an in-house collection of software and processes, provided the University of Houston-Clear Lake a leap forward in its ability to address data management and governance. This allows for greater consistency, accuracy, and timeliness across institutional data silos. The Clarity environment allows UHCL to reduce costs, transform data delivery methods, and improve decision-making processes due to the greater accessibility to centralized data. The development and implementation of our institutional data warehouse and data governance framework is a testament to the support of our Executive Leadership and the collaborative effort of our campus community and content experts. Lastly, we look forward to expanding the Data Warehouse Initiative to resolve all data governance concerns and securing long-term sustainability.

Session: G4**Room:** Regency C**Level:** Intermediate**Audience:** All**Title:** Evaluating the Efficacy of Amarillo College's STEM Summer Bridge Program: Propensity Score Matching and Preliminary Findings**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Jaehoon Lee & Kwanghee Jung - *Texas Tech University* & Holly Hofmann & Collin Witherspoon - *Amarillo College*

The Summer Bridge Program is a part of the Amarillo College's comprehensive approach to improving student achievement and persistence, ultimately enhancing their ability to complete a STEM degree and transfer to a 4-year institution. This study introduces the design of the program-propensity score matching, a quasi-experimental technique employed to evaluate the efficacy of the Summer Bridge Program in accordance with the rigorous standards established by the What Works Clearinghouse. Illustrations of data matching and statistical analysis are provided, with some methodological considerations when applying this method. In addition, this study presents preliminary findings regarding the program's impact on student outcomes, shedding light on its potential to positively influence academic success and the seamless transition of students to higher education institutions. These preliminary results lay the foundation for a more comprehensive evaluation of the program's effectiveness in the future.

Session: G5**Room:** Trinity**Level:** Beginner**Audience:** 2-Year Private**Title:** Leveraging Power Query in Microsoft Excel and Power BI**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Kawandanell Jaramillo, Marissa Perez & Christopher Reid - *Lone Star College*

One of the powerful features built into Excel and Power BI is Power Query, also known as Get & Transform Data in Excel. Used to import data from a variety of sources, this feature has many advantages to users wanting to align different sources of data, need to clean up their source data, or reshape data to fit their analysis requirements. Rather than being limited to Excel functions, Power BI DAX, or source data manipulation, the user can enjoy several built-in options to more effectively and efficiently work with their data using Power Query.

**Session:** G6**Room:** Chestnut**Level:****Audience:** 2-Year Public**Title:** HB8, So what...Now what?**Track:****Presenter(s):** Michelle Rodriguez & Lucas Rae - *Lightcast*

In partnership with Dallas College, Lightcast will explore how workforce data will support the development of pathways toward obtaining meaningful credentials. This conversation will illuminate the need for regionalized data to help you navigate the performance tier funding model for Community Colleges in Texas. While methods and techniques may differ in effectiveness, one constant remains: localized workforce data is foundational to your future funding strategy.

Thursday, March 28 | Sweets & Greets | 3:00 to 3:30 PM
Location: Regency Foyer (Sponsored by Lightcast)

Thursday, March 28 | Concurrent Session H
3:30 to 4:15 PM

Session: H1**Room:** Chestnut**Level:** Intermediate**Audience:** 2/4-Year
Public**Title:** Boots on the Ground: Identifying and Tracking Military-Affiliated Students**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Jinny Case & Crystal Perez - *University of Texas at San Antonio*

Tracking the progress and success of active and former military service members and their dependents is a formidable challenge to institutions, particularly since GI Bill benefits may only cover part of a service member's education or benefits may be transferred to family members. What happens when benefits run out and students make the transition, or not, to Hazlewood veteran, spouse, or legacy exemptions? What about students using Department of Defense (DoD) tuition assistance or veterans in graduate programs? This session covers methods of identifying current and former service members and their families so that institutions can best serve those who serve their country.

Session: H2**Room:** Marigold**Level:** Beginner**Audience:** All**Title:** Dashboards - from a crawl to a sprint**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Holly Stovall, Elizabeth Northern, Bonnie Hurford & Christina Kraines - *Tarrant County College*

TCC's journey to dashboards started more like the tortoise versus the hare: managing requests for data-on-demand utilizing and stretching Excel while slowly laying the foundation for a more robust platform with Power BI. Members of TCC's IR office will share tips and tricks, a few of the many lessons learned, and some best practices related to the various paths resulting in their Power BI Data Hub. Some examples of Excel dashboards will be presented and then compared to their counterparts within Power BI. Also, the process for creating the infrastructure to support the Data Hub will be discussed, including key stakeholders in the decision-making and day-to-day operations. Lastly, attendees will be invited to consider what tools they have at their own institutions and then utilize some of the promising practices learned from TCC's experiences.

Session: H3**Room:** Regency A**Level:** Advanced**Audience:** All**Title:** Finding Algorithmic Bias in Retention Analytics and What Can be Done**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Paul Kailiponi - *Alamo Colleges District*

Predictive analytics have become a common practice in higher education to predict retention behavior and guide student support services. Algorithmic bias in models can negatively affect under-represented minorities by reinforcing inequities in retention outcomes and limiting the identification of their need compared to other groups. This session will focus on the specification of Fall-to-Fall retention models of first-time in college (FTIC) cohort populations at Alamo Colleges between 2014 and 2021. The potential for algorithmic bias will then be identified using both calibration and accuracy methods (Bird, Castleman, and Song 2023). Calibration tests assess the difference in categorization error between demographics (i.e., ethnicity) at different points within the overall distribution of predicted outcomes for the retention model. Accuracy tests identify if demographic-specific models lead to more or less accurate categorization of retention within the studied population. Analysts can then use these findings to adjust the decisions made in resource allocation to at-risk groups and limit the potential of misallocation due in instances where categorization error would negatively affect minority populations. These methods were selected as they focus on the use of the model outcomes to correct for possible bias at the point of decisions made to support at-risk students as opposed to modeling or sampling techniques.

Descriptive analyses will then be used to assess the degree to which HB8 student characteristics (specific to the community college performance funding methodology), as a proxy, result in similar levels of calibration and accuracy bias for ethnicity. The presentation will end with ways in which the identification of this bias can be operationalized to guide additional resources to at-risk students that limit the effect of these bias against both demographic and HB8 student attribute factors. These findings are important because it provides both an identification method and operational mitigation strategies against algorithmic bias for the most common analytic model used in higher education. Mitigation techniques that will be presented include variable thresholds for support services that would correct for identified errors in categorization of retention by student attribute. These strategies are student focused and more communicable than model or sample-based techniques to limit algorithmic bias.

**Session:** H4**Room:** Regency B**Level:** Intermediate**Audience:** All**Title:** Automating Dashboard Updates in SAS VA for Two Universities**Track:** Stewards of Data & Information**Presenter(s):** Rita He - *University of North Texas* & Greg Gengo - *Texas Woman's University*

As institutional researchers, we spend 80% of the time cleaning, validating, and architecting the data and only 20% creating a dashboard. But even after finishing the dashboard, there is an even greater time commitment - keeping the dashboard up to date. You can update the existing dashboard by uploading the data table manually via the IMPORT function in SAS VA. But the easier way is to automate the updating process using either Enterprise Guide, SAS Studio or SAS Data Integration which can be scheduled to update at a given time. In this session, we will share the code for Enterprise Guide to write the updated table into the SAS 9.4 Library directly. We will also show you how to use the scheduler within Enterprise Guide or Microsoft scheduler. We will then do the same while using SAS Studio and SAS Data Integration.

Session: H5**Room:** Regency C**Level:** Intermediate**Audience:** 2/4-Year
Public**Title:** Exploratory Analysis of Enrollment and Completion Data at THECB**Track:** Collect, Analyze, Interpret & Report**Presenter(s):** Chrys Dougherty & Christina Zavala - *Texas Higher Education Coordinating Board*

At THECB we use data for a variety of purposes, including formula funding, required reporting, public information requests, and dashboards for institutions. Our recent exploratory data analysis uncovered interesting results on enrollment trends, graduation and persistence rates, and students earning certificates and associate degrees prior to high school graduation.

Session: H6**Room:** Trinity**Level:** Intermediate**Audience:** All**Title:** SAC Scores - A Day Set Aside for Data**Track:** Plan & Evaluate**Presenter(s):** Karlerik Naslund & Savithra Eratne - *San Antonio College*

San Antonio College implements a bi-annual “day set aside for data” (SAC Scores) to familiarize faculty with their metrics and help them to plan for future improvement. The SAC IR department is instrumental in the design and execution of SAC Scores Day, and in keeping SAC aligned with SACSCOC’s requirements for continuous improvement. SAC Scores Day has been instrumental in helping our college to improve student outcomes and organizational performance.

Thursday, March 28 | Business Meeting | 4:30 to 5:15 PM
Location: Regency DE

Friday, March 29 | Breakfast Buffet | 7:30 to 9:00 AM
Location: Regency DE

Friday, March 29 | Closing Session/Awards | 9:00 to 9:30 AM
Location: Regency DE

Friday, March 29 | THECB Update
9:45 to 10:30 AM

Friday, March 29 | Concurrent Session I
9:45 to 10:30 AM

Session: I1

Room: Regency A

Level: Beginner

Audience: All

Title: What is Retention Anyway?

Track: Educate Information Producers, Users, & Consumers

Presenter(s): Faron Kincheloe - *Baylor University*

Questions frequently arise concerning the complexities involved in calculating and reporting retention. This presentation will review these issues and how they have been addressed at Baylor University.

Session: I2

Room: Regency B

Level: Beginner

Audience: All

Title: The Relationship between Admissions-Related Data and Retention

Track: Collect, Analyze, Interpret & Report

Presenter(s): Rita He & Mary Barton - *University of North Texas*

While schools around the country have lost enrollment, UNT has seen unprecedented growth, increasing 13.5% since 2019. The fall 2022 enrollment increased 5.6% from the previous year with 19% growth in first-time-in-college (FTIC) students. Yet the fall-to-fall retention rate for the 2022 fall FTIC cohort has declined by 1.2% compared to the 2021 fall FTIC cohort. The Data, Analytics, & Institutional Research (DAIR) team was tasked to analyze the relationship between the month that students were admitted and fall-to-fall retention rate. Most students were admitted from November to March. Overall, the fall-to-fall retention rates dropped significantly after March. An analysis was conducted to identify the possible reasons for changes in the fall-to-fall retention rate.



A BIG THANK YOU AND ROUND OF APPLAUSE FOR OUR SESSION FACILITATORS!

- Allen Dominguez Anzo, University of North Texas
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- Daniel Hubbard, University of North Texas
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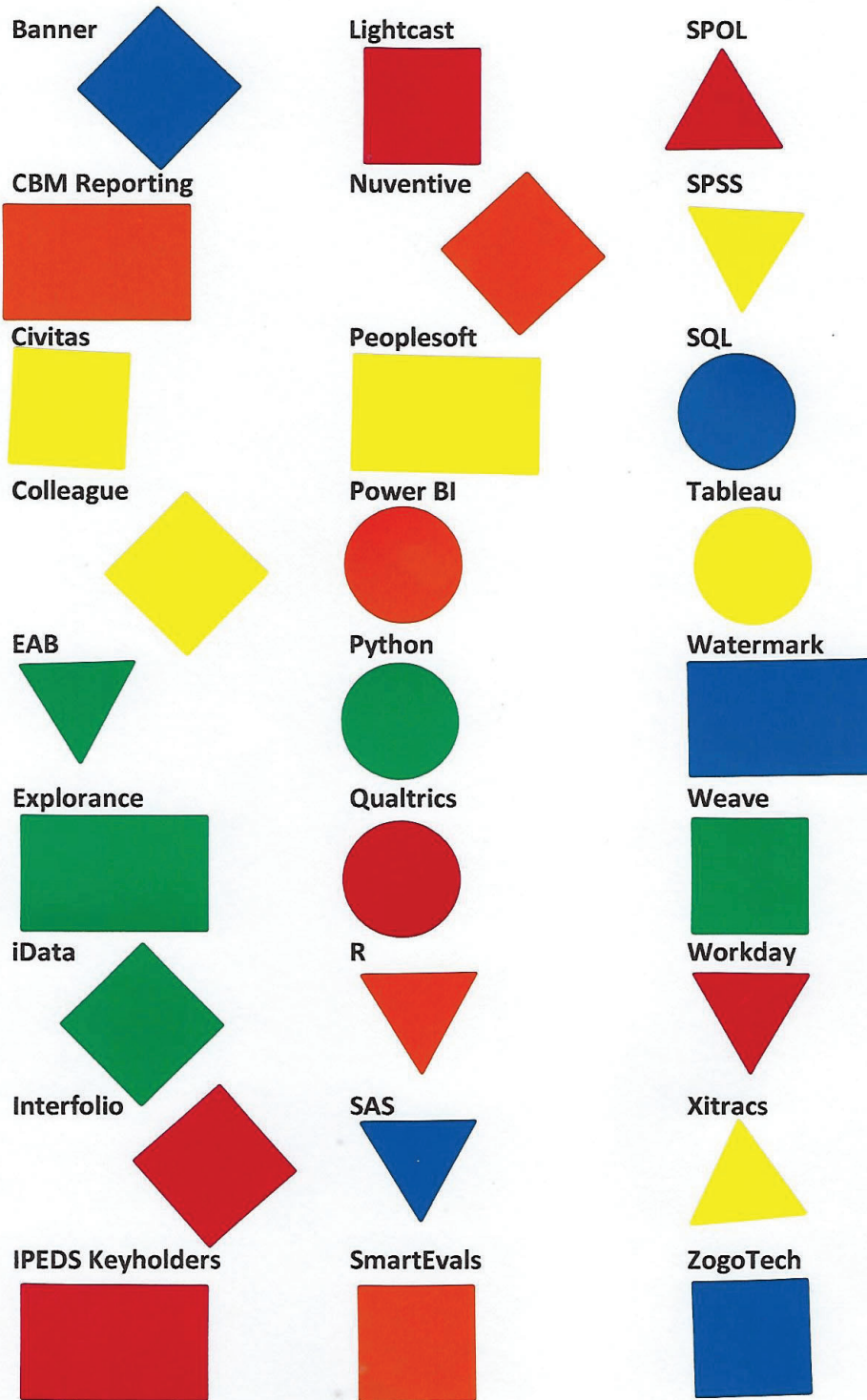


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This year we are providing stickers for your badge to identify software and/or tasks that are an integral part of your job. We encourage you to display those that apply so you can identify those with similar experiences and network with them during our Sweets & Greets session and other free times during the conference.







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