

NEWSLETTER



2024-2025 ISSUE 01

Celebrating 47 Years!!!

2025 TAIR Conference
Feb 25-28, 2025

Omni Hotel
Corpus Christi, Texas



In This Issue

- TAIR News.....1
- TAIR Committees.....2
- President’s Update.....3
- Vice President’s Update.....4
- Professional Development.....5
- Treasurer’s Update.....6
- Past President’s Update.....7
- TAIR Awards.....8
- Travel Grants.....9
- Call for Nominations.....10
- Call for Participation.....11
- 2025 Conference Details.....12
- Online Presence.....13

2024 Conference Attendance	232
Current Membership	309

TAIR News

Membership Records Committee Continues

TAIR is an association that relies heavily on the contribution of its members, so the Executive Committee established a **Membership Records Committee** in 2023. The purpose of the committee is to create a database of all past and current members who volunteered service(s) over the past 20 years to TAIR.

The Committee met with the TAIR President, Vice President and Immediate Past President at the 2024 Conference in Frisco to report on their progress. They discussed the problem of establishing a unique identifier for members because there is always a chance of a member moving employment to another institution. This sometimes results in multiple IDs with one for each employer. They also reported additional time is needed to complete the task. It was decided to extend the timeframe of the committee to August of 2025 with additional time added if needed. After completion, the data will be handed off to the TAIR Secretary who will appoint another person or committee to keep the information up-to-date. For committee members see Page 2.

2026 TAIR Conference

TAIR is headed to **Galveston** for its 2026 Annual Conference. It will be held at the **Moody Gardens Resort** from Tuesday, February 24 to Friday, February 27. The state room rate will be around \$120 per night with additional charges for each additional room guest. Be sure to save the date!



TAIR 2024-2025 Executive Committee / Standing Committees

Executive Committee

President

Faron Kincheloe
Baylor University
Waco, Texas
president@texas-air.org

Vice-President

Morgan Carter
Tarleton State University
Stephenville, Texas
vice-president@texas-air.org

Secretary

Meghan Kajihara
North Central Texas College
Gainesville, Texas
secretary@texas-air.org

Treasurer

John Gonzalez
North Central Texas College
Gainesville, Texas
treasurer@texas-air.org

Communications Officer

Xiqian Liu
Texas Higher Education Coordinating Board
Austin, Texas
communications@texas-air.org

Professional Development Officer

Miriam Qumsieh
University of Houston – Clear Lake
Houston, Texas
professional-development@texas-air.org

Immediate Past President

Tracy Stegmair
Texas Woman's University
Denton, Texas
past-president@texas-air.org

Individual Appointments

Electronic List Manager

Faron Kincheloe, Baylor University

Historian

Morgan Carter, Tarleton University

AIR Liaison

Tracy Stegmair, Texas Woman's University

SAIR Liaison

G. Marc Turner, Texas State University

Program Committee

Program Chair

Morgan Carter, Tarleton State University

Local Liaison

Erin Mulligan-Nguyen, Texas A&M – Corpus Christi
Sushil Pallemoni, Del Mar College
Newman Wong, Del Mar College

Concurrent Sessions

Emily Rhodes, UT Health Science Center – San Antonio

Sponsor Liaison

Dina Sosa-Hegarty, Dallas College

Conference Brochure Editor

Alison Malmstrom, Tyler Junior College

Session Facilitators

Katie Robinson, Collin College

Discussion Tables

Kawan Jaramillo, Lone Star College – Tomball

Photographer

Sushil Pallemoni, Del Mar College

Pre-Conference Workshops

Miriam Qumsieh, University of Houston – Clear Lake

Nominating Committee

Tracy Stegmair, Texas Woman's University (Chair)

David Brown, Tyler Junior College

Liza Farrell, Texas A&M University – Corpus Christi

Aaron Majek, Sul Ross State University

Dina Sosa-Hegarty Dallas College

Financial Review Committee

Rick Levya, Dallas College (Chair)

Kate Proff, Texas State University

Bonnie Hurford, Tarrant County College District

Membership Records Committee

Susan Moreno—University of Houston (Chair)

Bao Huynh—Dallas College-Richland

Kawan Jaramillo—Lone Star College-Tomball

April Adams—Austin Community College

Jiashi Zhou—Texas A&M University-Corpus Christi

Amon Seagull—Austin College

Connect with TAIR on LinkedIn:



President's Update

Hello TAIR Friends,

I'm sure this letter finds you hard at work with all the tasks that come with a new academic year. I know many of us are in the middle of our fall census processing. I hope that you will take a minute to let me thank you for making this year's annual conference in Frisco a tremendous success.

With many of our meetings taking place virtually these days, many of us are longing for opportunities for some face-to-face interactions. The TAIR conference provides that, and you came out in force this year. One of the best things about this year's conference was the quality and quantity of the concurrent sessions. With 51 sessions counting the Legislative Update, we were only 1 session short of the record set in San Antonio in 2017 which was also one of our largest conferences. These sessions covered a wide variety of topics making up one of the most diverse offerings I remember.

This year's conference was also a financial success. The only revenue streams TAIR has are workshops, sponsors, registrations and memberships. Due to the outstanding participation in each of these areas, we were able to recover some of the shortfall from previous conferences. A big shout out to everyone who put in the extra effort to lead a pre-conference workshop. Thanks to our 11 sponsors who contributed toward travel grants, conference break refreshments, and a keynote speaker. I also want to recognize our two keynote speakers, Vanessa Sansone and Priya Iragavarapu for their informative and thought-provoking presentations and for their generosity in helping us keep this conference affordable.

There is a lot of work that goes on behind the scenes to put together a conference. Thanks to the program and executive committees who worked throughout the year to make this all possible: Dina Sosa-Hegarty, Dallas College; Miriam Qumsieh, University of Houston Clear Lake; Michele Hancock, Tarleton State University; Amanda Moske, Florida Tech; Alison Malmstrom, Tyler Junior College; Rita He, University of North Texas; Aaron Majak, Sul Ross State University; Tracy Stegmair, Texas Woman's University; Meghan Kajihara, North Central Texas College; John Gonzalez, North Central Texas College; Xiqian Liu, Texas Higher Education Coordinating Board; Laura Wichman, McLennan Community College; David Malone, Collin College.

To borrow from the philosopher, Forrest Gump, "TAIR is like a box of chocolates, you never know what you're going to get." This year's conference was literally a box of chocolates. Thanks to the Stonebriar merchants we had over 5 pounds of fine chocolate to give away as door prizes. I am excited to see what our 2025 conference in Corpus Christi has to offer and look forward to seeing you there.

Faron

Faron Kincheloe
TAIR President

Vice-President's Update

Hello TAIR Family,

First, let me thank you all again for entrusting me with the opportunity to serve as your Vice President-President Elect and Program Chair. I'm excited to return to Corpus Christi where I last served on the Executive Committee as the Communications Officer. It was the 40th annual conference and we had 243 attendees who learned from over 50 sessions and keynotes. The organization has come a long way since that time when volunteers had to bring projectors and a box of every dongle imaginable was toted around from room to room making sure our presenters had what they needed. I have learned so much through this organization and the people, so it is my honor to give a little back by working with the Program Committee on the 47th annual conference from February 25-28, 2025 at the Omni Corpus Christi Hotel.

Speaking of the Program Committee, it would absolutely not be possible without the help of many individuals working behind the scenes to make each year's conference a success. They have been at work calling for presentations, arranging speakers and local attractions, working with our vendor partners to showcase their latest tools and technologies, and planning the best possible conference to date. Please thank them when you see them! If you have ever considered serving the organization, I highly encourage you to reach out to one of the Executive Committee members and indicate an interest in serving.

This year's conference theme is "Waves of Innovation: Shaping the Future of Institutional Research" submitted by Kate Richardson of North Central Texas College. Thank you to the 15 creative individuals who submitted 28 themes. The call for conference brochure design will be coming shortly on the TAIR listserv.

Lastly, in addition to the Program Committee, this conference would not be what it is without everyone's collective knowledge on the many complex topics we encounter as IR professionals. As the conference theme suggests, we are definitely in a wave of change, and it is up to us to help shape the future of institutional research and its practitioners. With almost half of the attendees at the 46th annual conference in Frisco being new to the field of IR, please consider submitting a presentation or workshop to help share your knowledge that might help a new generation of institutional researchers. If you are new to the field and are eager to present your work and get feedback from your peers, we encourage you to submit a proposal. Please see page 11 for additional information on the call for proposals.

Thank you again for making this organization special, and we look forward to seeing everyone in Corpus Christi!

Sincerely,

Morgan

Morgan Carter

Vice President/Program Chair

Professional Development Update

Greetings TAIR Community and Colleagues!

We have begun accepting proposals for TAIR Virtual and Pre-Conference Workshops. Earlier this year we conducted a Professional Development survey, which provided us some insight on topics of high interest.

We will offer workshops throughout the year and for our pre-conference ranging from half-day to full-day courses. This will help to better accommodate deep dives in session topics and hopefully increase participation. We are also accepting shorter workshops for topics that can be covered in less time.

Professional Development workshops allow you and your staff to learn new skills, tricks, tips, and network with others. Please encourage your staff (and yourself!) to attend as these opportunities come available.

Do you have something you would like to share? For example:

- Do you have great skills or software knowledge that you would like to share?
- Do you know how to make pivot tables easy?
- Do you know how to use the Excel slicer to make quick and easy dashboards with student data?
- Any fun/cool tick/trait to share?

If so, please consider sharing your valuable knowledge with your colleagues. By sharing your experience with the TAIR community, we can all become stronger. Presenters serve an important role in the success of our conference and workshops throughout the year by providing quality content that is engaging and offers opportunities for learning and sharing valuable information and ideas. We sincerely appreciate those who volunteer to provide such opportunities, and we look forward to learning with you and from you.

- By attending or presenting a workshop, you can receive credit toward TAIR's Level I, II, and III Professional Development Certificates. More information about these certificates can be found here: <https://www.texas-air.org/index.php/professional-development/certificate-of-completion-program/>
- To submit your pre-conference workshop proposal please complete our call for participation form <https://www.texas-air.org/index.php/conferences/2025-tair-conference/2025-call-for-participation/>. To submit a workshop proposal for our fall, spring, or summer offerings please send them to professionaldevelopment@texasair.org.
- If you have questions or need assistance, please don't hesitate to contact me at professionaldevelopment@texasair.org!

Certificate of Completion Program - The TAIR Professional Development Certificate of Completion Program serves as a recognition of the efforts by members to continue their education related to institutional research by learning new skills and knowledge. The program begins with the Workshop Completion Certificate which is awarded to attendees of workshops organized or sponsored by TAIR. The program recognizes successful completion of multiple workshops covering a broad range of topics related to institutional research. For purposes of this program, members who lead a workshop are granted credit for completing the workshop. Access to a list of workshops you have completed and your progress in the Professional Development Certificate of Completion Program is now available online.

Sincerely,

Miriam

Miriam Qumsieh

Professional Development Officer

Treasurer's Update

Greetings TAIR Friends!

I hope you are all doing well. Time is flying by and we are hard at work preparing the TAIR 2025 conference.

*The Association's finances are in good condition. As of the beginning of September 2024, we have **\$47,866.52** in cash holdings. This is slightly up from the same time last year. Well done to the other members of the executive committee who managed to put on an excellent conference and still come out ahead.*

Remember to register early to take advantage of the early registration savings when it opens! When you register, please make sure the address you have on file for TAIR is up to date. All payments made via check need to be made payable to TAIR and sent to the following address:

*Attn: John Gonzalez - TAIR Treasurer
North Central Texas College
1200 Parker Square
Flower Mound, Texas 75028*

If you have any questions regarding TAIR payments or other financial issues, please contact me at treasurer@texas-air.org.

- John

*John Gonzalez
Treasurer*

Immediate Past President's Update

Dear TAIR Friends,

I have been a member of TAIR since 2004. The last 20 years of being a part of the TAIR community has been one of the highlights of my career in IR. I always encourage my new IR Colleagues here at TWU to become TAIR members and to attend our annual conference. I also let them know that TAIR members are some of the nicest and most professional people you will ever meet.

My time as Vice President and President of TAIR has been a lot of hard work, but it has also been rewarding. Over the last two years I have met and made new friends and renewed and continued old friendships. My organization skills were definitely challenged, but there is nothing more rewarding then when a member compliments you on putting together a great conference.

I want to thank everyone for joining us at the TAIR 2024 Conference in Frisco. We had a great event, and I am hopeful that everyone was able to take some useful information back home with them. Our turnout exceeded over 200 for the first time since the Covid outbreak.

I would also like to thank all our TAIR 2024 Conference sponsors. Without them we would not be able to provide all the food and beverage breaks that we do during the conference. Their contributions also help pay for a portion of our audio and visual expenses. These sponsors spend their time and money to come to our events, and we are incredibly grateful.

Finally, I would like to thank my 2024 Executive Committee. Particular kudos go to the 2024 Vice President, Faron Kincheloe and his Program Committee. They spent a great deal of time and energy putting together a great conference. My thanks and appreciation must additionally be given to the 2024 Immediate Past President, David Malone. David was my guide throughout my time as Vice President and President, and he never once lost his patience. The rest of the Executive Committee also deserves praise: Xiqian Liu, Communications Officer; Laura Wichman, Professional Development Officer; John Gonzalez, Treasurer; and Meghan Kajihara, Secretary.

I look forward to seeing everyone again in Corpus Christi in 2025!!!

Sincerely,

Tracy

Tracy Stegmair

TAIR Immediate Past President

TAIR Awards

TAIR Best Presentation

Each year at the TAIR Conference, TAIR awards those presenting

It is our tradition that the winner of the TAIR Best Presentation Award will represent TAIR at the next annual AIR Forum.

We are honored to announce that this year's TAIR Best Presentation Awards is hereby awarded to:

Jason Simon from the University of North Texas

"Artificial Intelligence 101: What Texas IR Practitioners Need to Know"

*It is tradition that the winner(s) for the TAIR Best Presentation will have the opportunity to present at the annual AIR Forum. TAIR only exists because of the outstanding work by its members. Each year we have dozens of outstanding presentations which are posted on the TAIR website after each conference. Please join me in congratulating **Jason** for this well-deserved honor.*

TAIR Outstanding Service Award

*At the 2024 Annual Conference, TAIR was honored to award the TAIR Outstanding Service Award to **Marc Turner**. **Marc** has provided many years of service to TAIR. He was our Professional Development Officer in 2016-17 and 2017-18, our Vice President in 2018-19, our President in 2019-20, and our Immediate Past President in 2020-21. We are thrilled to present him with this award. Congratulations **Marc!!!***

The TAIR Outstanding Service Award may be presented to TAIR members who have made significant contribution to TAIR over an extended period of time. If you would like to nominate an individual for the TAIR Outstanding Service Award, please submit your nomination to the TAIR Past President at past-president@texas-air.org. A nominee for the TAIR Outstanding Service Award must have been a TAIR member for at least five years and not a member, nor candidate for, the TAIR Executive Committee during the year nominated.

Per the TAIR Constitution and Bylaws, candidates for the TAIR Outstanding Service Award must meet at least 3 of the following conditions:

- *been a member of the TAIR Executive Committee, served on Program Committees, been appointed by the President to serve on committees or in positions of responsibility consistent with those in Section 6 of the Bylaws;*
- *presented contributed sessions at TAIR conferences;*
- *organized, offered or acted as a primary presenter in workshops or panels at TAIR conferences;*
- *contributed in some other specific and significant ways that have advanced the purposes of TAIR.*

TAIR Outstanding Professional Practice Award

The TAIR Outstanding Professional Practice Award recognizes those individuals who contribute to the field of institutional research in a meaningful way through their work. Please be sure to keep an eye on the TAIR Listserv for more information on the criteria for this years TAIR Outstanding Professional Practice Award. We will soon be posting the criteria for this year's award and we encourage you to nominate yourself or your colleagues for this award.

Travel Grants

The TAIR Awards Committee is calling for applications for TAIR Travel Grants. If you need assistance to attend the TAIR 2025 Conference in Corpus Christi, TX, please submit the following items to: past-president@texas-air.org

- *Applicants Name and Institution/Organization of Employment.*
- *Brief Resume/Curriculum Vita.*
- *Statement of how receiving the TAIR Travel Grant will contribute to the professional development of the individual.*
- *Statement describing the financial need and the financial support available from his/her institution and other possible resources.*

Criteria for awarding of TAIR Travel Grants

Recommendations by the TAIR Immediate Past President will be based on information submitted in the application materials. Applications from individuals who have not received a TAIR Travel Grant within the past three years will receive priority. Only one travel grant will be awarded to an institution in a single year. Those selected to receive the TAIR Travel Grant will be contacted by the TAIR Immediate Past President prior to the Conference to let them know they are a recipient of the TAIR Travel Grant.

TAIR Travel Grant recipients must register for the TAIR Annual Conference using the online registration process. The TAIR Grant recipient must pay all conference charges up front, and will turn in receipts to the TAIR Treasurer to be reimbursed up to the amount of the TAIR Travel Grant (\$350) for hotel, airfare and/or mileage calculated at the state rate. The TAIR Travel Grant can NOT be used to cover the cost of conference registration or membership fee.

For more information on the TAIR Travel Grant please contact Tracy Stegmair at past-president@texas-air.org.

Call for Nominations

CALL FOR NOMINATIONS

The TAIR Nominating Committee is calling for nominations for the following elected positions:

TAIR Vice President/President-Elect

- **2025-2026—Vice President/Program Chair for the 2026 Conference**
- **2026-2027—President**
- **2027-2028—Immediate Past-President**

TAIR Communications Officer: 2025—2027

TAIR Treasurer: 2025—2027

TAIR Nominating Committee Member(s): 2025—2027 (multiple openings)

Nominations can be made here: <https://www.texas-air.org/index.php/conferences/call-for-nomination/>

*The **President, Vice-President, Treasurer, and Communications Officer** serve on the TAIR Executive Committee. These elected positions are directly involved in decision-making for upcoming conferences and are responsible for the smooth operations of the association. There is work involved with each position, but these opportunities for service are very rewarding!!!*

*The **Nominating Committee** members serve two-year terms and help ensure that we have a full and qualified slate of candidates for the following year's election.*

More information about the responsibilities of TAIR Officers is available in the TAIR Officer's Guide, posted on the TAIR Website at: <https://www.texas-air.org/index.php/officers/>

Feel free to nominate yourself if you are interested in serving for one of these positions.

There are many other opportunities throughout the year to get involved with TAIR, so please consider volunteering to serve on a committee or session coordinator.

All nominations will close in December!!!

Call for Participation

CALL FOR PARTICIPATION

Proposal Submission Website: <https://www.texas-air.org/index.php/cfp/>

The deadline for submitting proposals is October 18, 2024 .

TAIR is an opportunity to share knowledge, growth, expertise, and tips and tricks with others in the field as well as practice your presentation skills. We invite you to contribute to the advancement of Institutional Research and Effectiveness by submitting one or more proposals for the 2025 TAIR Annual Conference February 25 – February 28, 2025.

We strongly encourage members to co-present with service providers engaged by their institutions to demonstrate successful implementations of current, updated, and new partner solutions. For more information about these collaborations, contact our Sponsor Liaison, Dina Sosa-Hegarty, DSosa@dallascollege.edu.

Session Tracks

Operations & Leadership – Focuses on the organization and management of Institutional Research offices and functions. Sample topics include tracking requests, organizing and archiving past studies, staffing, resources, and relationships with other operational areas.

Plan & Evaluate – Includes implementing assessment programs, goal setting and measuring, novel assessment ideas, accreditation topics, and program review.

Collect, Analyze, Interpret & Report – Emphasis is on tools, methods, and sources used for internal/external reporting, dashboards, and decision support systems.

Stewards of Data & Information – Deals with issues related to data accuracy, integrity, security, institutional data strategy, data warehousing, and decision support.

Educate Information Producers, Users, & Consumers – Demonstrates ways of training on the use of data and information to inform decision-making and includes a discussion of ways to collaborate with other stakeholder groups.

Current Issues & Research in Higher Education – Provides details on contemporary topics and research within higher education.

Session Formats

Speaker Session – A 45-minute session with one or more presenters, including a Question and Answer segment.

Discussion Session – A 45-minute, moderated session focusing on audience input and participation.

Panel Session – A 45-minute, moderated discussion with two to four panelists, each offering a unique viewpoint or perspective on a topic or issue.

Workshop – A three- or six-hour, hands-on session by one or more workshop leaders designed to provide attendees with a new skill or application of knowledge.

We are accepting proposals from Institutional Research professionals at all levels of their careers. If you are on the fence about presenting or unsure what format works best for your topic, please contact Emily Rhodes (rhodese3@uthscsa.edu) or Katie Robinson (katierobinson@collin.edu) for more information.

2025 Conference Details

**Texas Association for Institutional Research
47th Annual Conference
February 25-28, 2025**

**Omni Hotel
900 N Shoreline Blvd
Corpus Christi, TX 78401**



Photos: Courtesy of Omni Hotel and Visit Corpus Christi

Conference Webpage: <https://www.texas-air.org/index.php/conferences/2025-tair-conference/>



Texas Association for Institutional Research

<http://www.texas-air.org>



Southern Association for Institutional Research

<http://www.sair.org>



Association for Institutional Research

<http://www.airweb.org>

TAIR Listserv



As a reminder, current TAIR members (2024) can post directly to the TAIR Listserv at tair-l@baylor.edu. Those with lapsed memberships from the two prior years (2022 and 2023) will continue to receive messages, but must renew their membership in order to post a new message or participate in listserv discussions.

To renew your membership, please visit: <https://www.texas-air.org/index.php/member-resources/>.