



2026 TAIR ELECTIONS

Dear TAIR Members,

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

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

This year, the following positions are up for election:

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

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

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

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

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

Sincerely,
Faron Kincheloe
TAIR Past-President / Nominating Committee Chair

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.



Carmen Allen - Galveston College

Carmen Allen serves as the Director of Institutional Effectiveness and Research at Galveston College. However, she has worked in higher education for more than two decades in various capacities. For the last fifteen years, Carmen has been an active member of the institutional research community. She has served TAIR as the Communication Officer, newsletter editor, and as a member of multiple program committees. She is also an active member of GCAIR and AIR, and has delivered presentations at the TAIR, SAIR, and AIR annual conferences.

Carmen holds a B.A. in English and African American Studies from the University of Texas at Austin, an MBA in Management Information Systems from the University of Houston, and an Ed.D. in Educational Leadership from Lamar University. As TAIR Vice President, she would seek to use technology in support of the values put forth in the TAIR strategic plan (ACED):

- Advocacy – speak from a common voice for members
- Collaboration and Communication – engage members in dialog about institutional research and issues in higher education
- Education – share knowledge and practice
- Diversity – benefit from the varying perspectives and broad knowledge of our members

Carmen believes that TAIR is positioned to grow and thrive as an organization. If she is given the opportunity to serve in this capacity, we will look back at the few years and be able to say that we “ACED” the challenges before us!



Vicky Morris-Dueer - The University of Texas at Dallas

Vicky Morris-Dueer has dedicated nearly twenty years to the field of institutional research and effectiveness. She currently serves as Assistant Director of Data Certification in the Office of Institutional Success and Decision Support (OISDS) at The University of Texas at Dallas, where she leads institutional compliance and public accountability reporting, including THECB, IPEDS, and Financial Value Transparency and Gainful Employment.

A past President of the Rocky Mountain Association for Institutional Research (RMAIR) and a long-standing member of AIR, Vicky engages with the evolving needs of the IR profession. Her leadership experience spans IR/IE offices at a wide range of institutions, including HBCU, R1, HSI, tribal college, and private religious institutions, equipping her with the flexibility and adaptability to support diverse institutional missions. She prioritizes strong stakeholder engagement and is especially passionate about advancing data literacy maturity, contributing to accreditation processes, and collaborating on policy development.

Vicky is deeply committed to giving back to the institutional research (IR) community. She currently serves on the TAIR Awards Committee and is a member of the 2026 eAIR Editorial Committee, where she will contribute future feature articles. Her first selected topic focuses on decision-making in environments where federal guidance is unclear—an issue that is especially relevant in today's compliance-focused IR landscape. In recognition of her contributions, Vicky and a colleague received the TAIR Best Presentation Award in 2021 titled “Closing the Gap: Using Data Analytics to Support Closing the Equity Gap on College and University Campuses.”

Accreditation work has been a defining aspect of Vicky's career. She served as Accreditation Liaison Officer for the Southwestern Indian Polytechnic Institute during its recent 10-year reaffirmation, a professional highlight. Since 2021, she has led seven Quality Review Team (QRT) accreditation reviews for educator preparation programs with the Association for Advancing Quality Educator Preparation (AAQEP). In addition, she developed and led IR functions on two Title V HSI grants focused on improving undergraduate retention and completion in STEM programs.

Vicky holds a master's degree in educational psychology from the University of New Mexico. Prior to transitioning into institutional research, she analyzed and presented longitudinal data at several national science education conferences which examined undergraduate students' misconceptions and attitudes toward science. This work laid the foundation for a career in the field of institutional research.

She resides in Arlington, Texas, with her husband, their cat, and their beloved “tripawd” mastiff. Outside of work, Vicky volunteers as a foster parent with DFW Pug Rescue and enjoys reading higher education policy research conducted by advocacy groups.

CANDIDATES FOR PROFESSIONAL DEVELOPMENT

The Professional Development Officer is elected for a two-year term 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.



Erin Cowart - University of Texas at Austin

Erin is the Assistant Director in IRRIS, where she oversees institutional survey efforts and manages the state compliance reporting for both UT Austin and UT Austin Dell Medical to the Texas Higher Education Coordinating Board (THECB). In this role, she is involved in systemwide data validation and frequently collaborates across departments to troubleshoot discrepancies, maintain data integrity, and support compliance with state reporting standards. Erin also works to promote survey best practices that serve the institution's strategic goals, ensuring that survey initiatives are thoughtfully designed and coordinated to maximize their value and impact.

Erin earned a Master of Arts degree in psychological research from Texas State University, where her studies focused on the impact of social relationships on moral judgment. She also has a background in music, dance, martial arts, and brings a strong passion for ethics to her work.



Jessica Pamplin - University of North Texas

Jessica is a Business Intelligence Analyst for the University of North Texas (UNT). She has been in IR for one and half years, and higher education for 10 years. Jessica currently serves as the Concurrent Sessions Coordinator for TAIR and through this role, has become familiar with the committee members, CVENT, and duties required of the executive committee, such as the Professional Development Officer role. Jessica began her career working in advising at several institutions, including the University of Central Missouri (UCM), Abilene Christian University, and UNT. Jessica earned her Master of Science degree in College Student Personnel Administration from UCM in 2017 and her Master of Science degree in Advanced Data Analytics from UNT in 2023. Going from on the ground work with students and programs within colleges helped immensely with the transition to IR and producing practical data for faculty and staff members at UNT.

In her free time, Jessica enjoys gaming with her husband Drake, taking long hikes at state parks, and cuddling with their four cats, Butters, Navi, Susu, and Maizy.

CANDIDATES FOR SECRETARY

The Secretary is elected for a two-year term. 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.



April Adams - Austin Community College

Dr. April Adams has sought to understand and help others find insights about how we relate to ourselves, others, and the world around us for 20 years. Blending her background in mental health counseling with her desire to use research to make positive change, she focuses on the student experience in her research and operational analytics work with Austin Community College.



Kristina Beltran - Sam Houston State University

Kristina Beltran serves as the Assistant Vice President for Data Analytics and Decision Support (DADS) at Sam Houston State University, where she provides institutional leadership for data governance, institutional research, analytics, and external reporting. In this role, she oversees the Institutional Research function, enterprise-wide data governance initiatives, and the development of analytics and dashboarding solutions that support strategic decision-making across the university. Kristina brings nearly nine years of institutional research experience and holds a Master of Science in Statistics and a Bachelor of Science in Mathematics with a minor in Statistics from Sam Houston State University.

Kristina also serves as Sam Houston State University's Data Management Officer with the Texas Department of Information Resources, leading efforts related to data quality, data literacy, and compliance with state and federal reporting requirements. Her work focuses on ensuring the availability of accurate, meaningful, and actionable data to support enrollment planning, academic decision-making, and institutional effectiveness.

Kristina's professional experience spans progressive roles in institutional research, including Institutional Research Analyst and Director of Institutional Research, where she led survey reporting, complex data analysis, dashboard development, and regulatory submissions. In 2025, she also served as Interim Vice President of Enrollment, applying data-informed leadership to guide institution-wide enrollment operations. Kristina brings deep technical expertise in SQL, statistical analysis, and business intelligence tools such as Tableau and Power BI, paired with a strong commitment to translating data into insight for diverse audiences and advancing the institutional research profession through collaboration and service.

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 elections.



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 14 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, and was a member of the TAIR Planning Committee for the 2019 and 2020 Conferences. She has served as a member of the Financial Review Committee since 2023.



Daniel Le - Dallas College

Daniel Le is an Executive Managing Director of Data Analytics at Dallas College (Dallas, Texas) with 8 years of experience in experimental design and the conduct of statistical analyses for both clinical and educational research studies. He is currently leading both the Data Analytics team and Strategic Planning team within the Academic Scheduling and Data Analytics (ASDA) department. In his current role, Daniel has demonstrated exceptional skills in strategic planning, investigating scheduling nuances, conducting complex analyses, and maintaining current technology while innovating processes for reporting and data visualization. He also has extensive experience in statistical programming with SAS, R, and SPSS, coupled with his proven track record of providing statistical consultation to assist data-driven decision making. Fun facts about Daniel: he is a foodie and would like to travel around the world.



Newman Wong - Our Lady of the Lake University

Newman Wong is the Director of Institutional Research and Analytics at Our Lady of the Lake University (OLLU) in San Antonio and supports assessment and accreditation efforts on campus. Originally from Hong Kong, Newman came to the United States as a high school exchange student for a year. After high school graduation, he decided to stay in the United States to further his education. A first-generation college student, he earned an A.A. in Sociology from Del Mar College, a B.A. in Sociology from Texas A&M University-Corpus Christi, an M.A. in Sociology from the University of Oklahoma, and recently an M.B.A. from Western Governors University.

Newman has fifteen years of experiences in institutional research, assessment, and accreditation. Prior to joining OLLU, he worked as a Research Analyst at Hutson-Tillotson University, Midwestern State University, and Del Mar College and assisted with SACSCOC reaffirmation and QEP implementation and assessment. He has taught undergraduate sociology and business courses as an adjunct faculty member. As an applied sociologist, Newman has collaborated on research projects with faculty and practitioners

from different disciplines and presented findings at conferences and in peer-reviewed journals.

Outside of work, Newman has volunteered for different nonprofits, including serving on boards of directors. For two years, he served as the board chair of a local domestic shelter and sexual assault nonprofit, facilitated strategic planning and budgeting, and hiring and supervising executive directors. He currently serves the Treasurer of Texas Association for Higher Education Assessment (TxAHEA) that is interested in collaborating with TAIR.

CANDIDATES FOR NOMINATING COMMITTEE



Jiashi Zhao - Texas A&M University - Corpus Christi

Dr. Jiashi Zhao is a lead data analyst at PAIRS at Texas A&M University-Corpus Christi. She earned her doctoral degree from Texas A&M University-Commerce in Higher Education Leadership in 2013, and was working as a data analyst in the Graduate school in her Alma Mater until 2018 when she came to join the PIR team at TAMUCC. She has led & supported her Analytics team to present different topics at TAIR Conferences in the past years. She has also participated in TAIR workshops and conferences that she has found beneficial to her role.