

Minutes of the Meeting of the Professional Development Committee
NACADA Annual Conference – Orlando
Sunday, October 3, 2010

Present:

Pat Folsom, Chair (2009-2011), University of Iowa
Janet Spence (Advising Administration Commission Chair, 2008-2010), University of Louisville
Nora Allen Scobie (Advisor Training and Development Commission Chair, 2009-2011), University of Louisville
Sharon Aiken-Wisniewski (Assessment Institute Advisory Board Chair, 2008-2010), University of Utah
Maura Reynolds (Publications Advisory Board Chair, 2008-2010), Hope College
Blane Harding (Summer Institute Advisory Board Chair, 2009-2012), Colorado State University
Terry Musser (Webcast Advisory Board Chair, 2009-2011), Penn State University
Nancy Roadruck (Incoming Advising Administration Commission Chair, 2010-2012), University of Akron-Main Campus
Terri Downing (Incoming Annual Conference Advisory Board Chair, 2010-2012), Franklin Pierce University
Peggy Jordan (Incoming Publications Advisory Board Chair, 2010-2012), Oklahoma City Community College
Yung-Hwa Anna Chow (2012), Washington State University
Audrey Jackson (2012), Florida State College-Jacksonville
Kerry Kincanon (2012), Oregon State University
Shannon Burton (2011), Michigan State University
Wei-Chien Lee (2012), San Jose State University
Nicole Letawsky Shultz (2012), University of Minnesota-Twin Cities
Leigh Cunningham, Ex Officio, NACADA Executive Office
Marsha Miller, NACADA Executive Office

Absent:

Casey Self (Administrators' Institute Advisory Board Chair, 2009-2011), Arizona State University-Downtown
Jayne Drake (Advisor Training Video Advisory Board Chair, 2008-2010), Temple University
Stacy Woycheck (Annual Conference Advisory Board Chair, 2008-2010), University of Maryland-College Park
Rich Robbins (Incoming Institute Advisory Board Chair, 2010-2012), Bucknell University
Susan Anderson (2011), University of St. Thomas
Deborah Hull (2011), Texas A&M University
Howard Spearman (2011), University of Wisconsin-Milwaukee
Graciela Caneiro-Livingston (2010), Clarke College
Mark Goodner (2010), Indiana University-Bloomington
Sarah Ann Hones (2010), Washington State University
Anabella Martinez (2010), Hofstra University
Rebecca Ryan (2010), University of Wisconsin-Madison
Cheryl Schultz (2010), University of Iowa
Melissa Lantta (2012), University of Wisconsin-Oshkosh

Chair Pat Folsom reviewed **GOALS 2009-2010**

1. Develop plan for providing resources and support for advising administrators to create career ladders.
 - The upcoming monograph on advising administration, sponsored by the Commission currently chaired by Janet Spence, will include a chapter
 - Casey Self will include a topical session at the Advising Administrators Institute
2. Incorporate AAC&U LEAP initiative into professional development for NACADA membership.
 - Pat Folsom reported that she and Becky Ryan were not able to make any progress on this goal
3. Develop recommendations for low cost ways for delivering professional development to NACADA members

- Subcommittee (Sarah Ann Hones, Nora Scobie, and Terry Musser) recommended that we send out a call for ideas to the general membership in the March edition of *Academic Advising Today*, which was done. Only one response was received, which was a non-viable request for an online advising certification program.
- Subcommittee Sarah Ann Hones wrote an article for the June edition of AAT (http://www.nacada.ksu.edu/AAT/NW33_2.htm#10).

Chair Reports

- **Janet Spence**, Advising Administration Commission and **Nora Allen Scobie**, Advisor Training and Development Commission, worked together on a Sept survey of the professional development needs of advising administrators (2400 surveys; 442 respondents). Several needs were identified.
 - Because dwindling funding makes it difficult or impossible to attend Administrators Institute or pre-conference workshops, administrators request online professional development opportunities for themselves including but not limited to leadership development, supervisory topics for current administrators, and guidelines or assistance for how to become an administrator
 - Administrators would like more sessions for administrators at Regional conferences, specifically preconference workshops especially for the development of advising administrators.
 - The creation of a mentoring program for aspiring advising administrators
- **Sharon Aiken-Wisniewski**, Assessment Institute Advisory Board – reported that the Assessment CD and FAQ page have been updated. Evaluations from the Institute indicated that attendees wanted the plenary sessions to be shorter to provide more time for working groups, so those were tightened up and additional special sessions topics offered
- **Maura Reynolds**, Publications Advisory Board – reported that this has been a highly productive year for publications: Career Advising book, 2 new Pocket Guides (Faculty and Syllabus 2nd ed) plus one almost ready (Student Athletes), 3 new monographs (disability, scholarly inquiry, training & development). The Clearinghouse technology section has been updated; Bobbie Flaherty & team are working on update of the status of advising monograph (former ACT publication); administrator monograph is in the works; and approval has been given for 2nd edition of transfer monograph.
- **Blane Harding**, Summer Institute Advisory Board – no report
- **Terry Musser**, Webcast Advisory Board – reported that the WAB has learned that what people ask for is not necessarily what they will pay for – some of the most highly requested webcasts have been the most poorly attended (i.e. diversity, advisor career development) – WAB is thinking hard to try to figure out what we can do that we haven't already done. A presenter/presentation rubric was distributed to WAB members for use at this and other conferences
- **Casey Self**, Administrators' Institute Advisory Board - absent
- **Jayne Drake**, Advisor Training Video Advisory Board - absent
- **Stacy Woycheck**, Annual Conference Advisory Board - absent

Pat Folsom explained that she had requested chairs to give reports at the meeting because it has become apparent that this committee needed a structure that better facilitates the fulfillment of its charge. The current NACADA structure makes it difficult for this committee to review professional development needs and monitor ongoing offerings of the association. Pat doesn't recommend a wholesale restructuring of the organization, but asked the committee to consider for ideas on how it could fulfill its obligations to the organization. A broad discussion ensued that raised a number of professional development questions, ideas and recommendations:

- What do we need in the way of a communication plan to be able to give reports and to the Board of Directors?
 - Can we also draw information from regions, commissions and/or interest groups?
 - How do we get information to these groups as well or is that the job of the Board?
- How do we know we are meeting the professional development needs of NACADA membership? For example, are all constituencies and advising audiences being reach by professional development activities and resources? Questions that arise through regional conferences, and the commissions and interest groups might provide valuable information, but C/IG Chairs would need to be made aware that identifying professional development topics at national conference sessions are part of their responsibility.

- Marsha Miller uses questions that are asked via the NACADA EO email address to look through the conference program and request authors for AAT and the Clearinghouse. She offered to share this data with the committee.
- Pat noted that ideally, professional development needs would be regularly identified through C/IG, regional conferences, surveys and data like Marsha is collecting. Then the committee could identify topics that represent strong needs, are of primary importance in terms of the strategic goals of NACADA, or are on topics or skills that we think should be integrated throughout our professional development efforts.
- Terry Musser noted that any available data should be collected, distributed and analyzed prior to our annual committee meeting
- Shannon Burton: can we add a representative from the Research committee to this group?
- Could there be regional conference and C/IG representation on the committee?

A number of ideas for professional development topics as well as professional development delivery arose in the discussion, including:

- Nora Scobie: people are looking for “how to...” focused on how to work with students
- Nicole Schultz: could we provide training on advisor portfolio structure
- Marsha Miller: could we develop a presentation on how to work a conference and then create an executive structure to give to administrators back home?
- How do we expand professional development opportunities to fulfill the global focus of NACADA (both advisors/advising around the world as well as North American advisors who work with an increasing number of international students)?
- Create an emerging scholar or emerging administrator program modeled after the emerging leader program.
- Conferences:
 - Can we do a better job of identifying conference sessions that are better for those beginning in their positions or those who are more experienced? Would clearer definitions regarding experience levels help presenters target their presentations and help attendees choose more wisely?
 - Do we need more sessions targeted for members more experienced in the field?
 - Can we add “working with students” to the “presentations based on” portion of the conference session abstracts?
 - The PDC could write an Executive Summary on how to work a conference and publish it on the conference web site.
- How can NACADA use technology, including social media, to provide professional development?
 - NACADA could expand online, interactive learning opportunities for professional development? Peggy Jordan sees a gap in interactive learning association-wide
 - NACADA could have Commission-sponsored blogs.
 - Could portions of the Administrator’s Institute and Assessment Institute be online or have chat opportunities with presenters for members who cannot afford to attend

Based on discussion at the Division meeting, Pat would like to make some changes to the General Committee Outcomes statement before we look at finalizing

Identify goals for 2010-2011.

1. Chair to revise outcomes based on discussion at PDC and Division meetings. Finalize outcomes via email with committee.
2. Identify professional development needs/topics for further action by C/IG, Board and advisory boards producing professional development resources and forward to Board of Directors. Finalize with PDC via email.
3. Develop communication system that will allow committee to fulfill its purpose:
 - The PDC reviews the professional development needs of the membership, recommends new initiatives to the Board of Directors, and monitors the ongoing offerings of the association.
4. Identify potential professional development resources to move ahead on (email with committee)