

Annual Conference Advisory Board

Minutes, October 7, 2016. Marriott Marriott Hotel, Atlanta, GA

In attendance: Bruce Norris, Incoming Chair (Chairing the meeting in Tom Mabry's absence), Susan Aufderheide, Beverly Childress, Nicole Gaillard, Andrea Harris, Chris Hutt, Joshua "JJ" Johnson, Kevin Knutson, Barbara Smith, Kevin Thomas, Casey Self, 2018 Conference Chair (guest), Rhonda Baker (EO Liaison), Maxine Coffey (EO, Associate Director), Cecilia Olivares (Administrative Board Rep.).

Lunch served prior to the start of the meeting. The business meeting was called to order at approximately 12:45 p.m. by Bruce Norris.

Welcome and Introductions: Bruce welcomed the new members of the Board: Nicole Gaillard, Trevor Hodge, Joshua "JJ" Johnson, Barbara Smith and Beverly Childress.

Review of our Purpose: The purpose of the Annual Conference Advisory Board is to oversee the curriculum and activities of the Annual Conference in order to advance the academic advising field globally-includes keynote session/opening networking event, concurrent presentations, pre-conference workshops, poster sessions and other programming formats to assure a successful event.

Business items:

Atlanta Conference Summary:

Current Attendance: 3658. Second best attended annual conference, behind only last year in Las Vegas. There were some cancellations due to the impending hurricane in the southeast coastal states. 6 sessions were cancelled due to the storm-related travel issues. There may be some issues for anyone who cannot leave on time due to

storm related closures of other airports, particularly given the crushing need for hotel space for those who have been evacuated from the coast. (As an aside, Rhonda and Maxine noted that the association does obtain hurricane insurance when our conference is in the hurricane belt.)

Most feedback has been positive regarding the location of and services at the Marriott. There have been minor connectivity issues, mostly due to individuals logging in with multiple devices. The local committee has received a number of suggestions, which will be passed on the 2017 committee.

2017: St. Louis, Kevin Thomas Chair

2018: Phoenix, Casey Self, Chair

2019: Louisville, Janet Spence, Chair.

2020: San Juan, PR (chair(s) not yet appointed, see below)

2021: Cincinnati (chair(s) not yet appointed)

Old Business:

1. Conference Tracks Subcommittee: Andrea Harris. Andrea reported that track list was adjusted based on feedback received after Las Vegas. Andrea has agreed to continue to chair this sub-committee and will review the current track list, particularly after the close of the Call for Proposals and again after the final selections are made. This will be a continuing process for the foreseeable future. A representative of CIG should be included in the sub-committee's work.
2. Conference Site Selection for 2020: Rhonda Baker. Rhonda informs that the contract for 2020 (specifically the convention center and for shuttle buses) has not been finalized; this is later in the process than normal, but she anticipates closure on this issue soon. Rhonda plans to have co-chairs for this conference. One will be from Puerto Rico and one will be from the

mainland. The conference committee will include both islanders and mainlanders.

New Business:

1. Review of opening reception/event, vs 2 keynotes/opening reception: Consensus of the committee seems to mirror that of the members: it was a fantastic experience, offering a great, informal networking opportunity for our members. We were fortunate that the weather was nice, given the number of people who walked. Rainy weather would have stressed the shuttle buses, as arrangements made depended on good weather. Some issues of note were raised: Some individuals did not have their tickets for the event, which did cause some problems. Some members were not happy that guests were not permitted at the event. In future similar events, the possibility of a special guest ticket may be explored, if possible. Kevin Thomas mentioned some possible venues to explore for St. Louis for a similar event. Casey and his group will also consider possible options in Phoenix. Bruce mentioned the possibility of doing a similar event within the convention complex, but with a local flavor. Having multiple events/locations was also raised for consideration. The financial implications of these events were also discussed, as it does have a significant impact on their conference budget.
2. New Attendee Orientation review: Kevin Knutson reports that the event was considered a success, based on the perceptions of the committee and the feedback they received from the participants. Some participants reported they wanted more time for the event. The concerns raised by the Membership Committee regarding overlap and duplication of some of their work in their New Member orientation were discussed, as well as timing of each event. JJ mentioned that Region Chairs

would have liked to be involved in the session, but they were not available due to scheduling conflicts. Cecilia encouraged consultation with the Membership Committee. Kevin and Rhonda will begin to review the evaluation feedback. Kevin will continue to chair this sub-committee (modifying its membership as needed) and will consult with Rhonda on the next steps regarding coordination with the Membership Committee.

3. Conference "Overview". Bruce announced the intent to form a committee to take a holistic look at the Annual Conference. This is not just a committee to look outside the box. In this endeavor, there is no box; we will hypothetically deconstruct the current conference format and investigate new formats and programming options. The new committee will include representation from our Board as well as others from various NACADA constituencies. Members who attend professional conferences from other organizations will also be asked to participate or, at least provide input. The idea is to look at our annual conference (which has had little structural change in the past 20 years) with fresh eyes with a hope to identify some new opportunities for growth and development of the event. Bruce asked that Board members give thoughtful consideration to potential participants, who must submit letters of nomination to him which outline their interest. This will likely be a 2 year (minimum) process which will involve a good deal of work and meetings, both via Zoom online meetings and in person, possibly including travel to the Executive Office.
4. Bruce extended the gratitude of the Board to the members whose terms expired at the conclusion of the meeting: Ken Hughes, Gayle Juneau-Butler, Dan Turner and Oscar van den Wijngaard. He also recognized the fine work of Tom Mabry as chair; his term as chair ended at the conclusion of the

meeting, but he remains on the Board for one year as Past Chair.

5. At the conclusion of the meeting, Bruce officially assumed the role of Advisory Board Chair.

The meeting adjourned at 1:55 p.m.