NACADA

National Academic Advising Association

Assessment Institute
Advisory Board
Outcomes

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Background

NACADA's Vision Statement

Definition   The Vision Statement for NACADA captures the aspirations of an Association that has made significant inroads, through collaborative programming, toward achieving international recognition for excellence and leadership in academic advising

Statement   NACADA is the leader within the global education community for the theory, delivery, application and advancement of academic advising to enhance student learning and development.

NACADA's Mission Statement

Definition   The Mission Statement for NACADA guides the pathway toward the vision statement

Statement   Shaping a holistic view of the Association's multiple roles and responsibilities to the students it serves:
- Addresses the academic advising needs of higher education
- Advances the body of knowledge of academic advising
- Champions the educational role of academic advising to enhance student learning and development.
- Affirms the role of academic advising in supporting institutional mission and vitality
- Encourages the contributions of all members and promote the involvement of diverse populations

NACADA's Strategic Goals

Definition   The five Strategic Goals of NACADA are derived from and support the mission of the Association. These broad goals are intended to provide general guidance for the leadership of the Board of Directors, the NACADA Council, the Divisions, and of the Regions regarding the key pillars upon which the growth and sustainability of the Association rests. These pillars are both general and specific in order to provide a flexible yet structured framework through which the Association leadership and membership might exercise creativity in the development its initiatives to support student learning and development. These goals and resulting initiatives are supported and furthered by a strong Executive Office whose work is guided by the Executive Director.

Goals

Strategic Goal #1   Address the Academic Advising Needs of Higher Education

Strategic Goal #2   Advance the Body of Knowledge of Academic Advising

Strategic Goal #3   Champion the Educational Role of Academic Advising to Enhance Student Learning and Development in a Diverse World

Strategic Goal #4   Educate College & University Decision Makers about the Role of Quality Academic Advising

Strategic Goal #5   Ensure Effectiveness of the Organization

Explanation of Roles

Advisory Boards	Advise the Executive Office on strategies and activities for providing services to members and for organizational operations. The President appoints Advisory Board chairs and consults with them to appoint committee members. The work of advisory boards will be coordinated by the Executive Office. Advisory Boards may meet during the National Conference each year. Advisory Boards review and recommend changes to the Executive Office in format and content of activities in support of the Advisory Board's charge. They are part of the Administrative Division for communication purposes.
Executive Office	Supports the association in all activities and provides services to the members. This includes establishment of procedures and the implementation of all approved activities designated by the Board of Directors. In addition, the Exec Office staff will maintain the Archives of the Association, act as the fiscal agent of the Association, provide web services to all units of the Association, and lend expertise in meeting planning, contract negotiations, service contracts, marketing and promotion, copy editing, grant writing in support of Association activities, research efforts, and clerical support as needed. The Executive Office has been given more responsibility for the implementation of Association activities to lessen the burden on the volunteer leadership of the association. This includes coordination of publications and events, marketing of all activities and the association in general, conference planning support, tech services, and other tasks as assigned. The Executive Director serves on the Board of Directors without voting privileges and meets with the Council.
Advisory Board Chair	Advisory Board Chairs are appointed by the President-Elect and provide leadership for Advisory Boards whose function is to provide the Executive Office with guidance and recommendations concerning the conduct of NACADA programs and the development of resources. Advisory Board Chairs report to the Executive Office.

Major Leadership Responsibilities:	• Coordinate the various activities of the advisory board and lead advisory board meetings during the Annual Conference. • Work with the Executive Office staff to identify issues that need attention and discussion. • Work with the Executive Office and President to identify new members of the advisory board annually. • Coordinate communication with the Division Representatives and the Executive Office. • Provide written reports to the Board of Directors twice annually. • Manage the advisory board web site.
Leadership Opportunity	• appointed by the President-Elect • serves a 2-year term

Management Team   The Management Team supports the efforts of the Advisory Board Chair in development and achievement of direct event outcomes and the overall achievement of NACADA's Strategic Goals.

- Implements the curriculum provided by the Advisory Board.
- Solicits applications from qualified NACADA members who are interested in serving as faculty for assigned events.
- Selects and invites the appropriate faculty based on:
  - Topic expertise
  - Contribution and presentation experience at conference etc.
  - Communication skills in small group facilitation, teaching to both large and small groups, and providing individual and team consultations
  - Adherence to NACADA's Diversity Statement
    - **NACADA Diversity Statement**: NACADA values diversity within our leadership in regard to institutional type, size, and employment position as well as diversity in regard to ethnicity, gender identity, age, culture, and sexual orientation.
- Facilitates and communicates with selected faculty regarding duties, timelines, expectations etc.

Executive Office Liaison   Supports the Advisory Board Chair, Management Team and Event Faculty

- Provides guidance to chair in fulfilling his/her responsibilities
- Assists in the identification of future chairs and in the transition of a new chair
- Develops a plan for continued communication with the chair
- Establishes a calendar for meeting deadlines and responsibilities for Liaison and chair
- Provides guidance to chair and management team in the achievement of the Strategic Goals
- Provides guidance in the achievement of event outcomes.

Academic Advising Assessment Institute ADVISORY BOARD – 2011 Outcomes

Purpose   Advise the Executive Office on strategies and activities for providing services to members and for organizational operations.

Advisory Board meets during the National Conference each year

Outcomes
- Review of past year's accomplishments
- Review established outcomes and measures to determine the effectiveness of the Advisory Board
- Make recommendations on changes to charge, outcomes and measures for future relevance of the Advisory Board
- Provide an opportunity to look to the future and reshape the actions of the board to meet goals and support NACADA's strategic goals

Measures
- Attendance at the Advisory Board's Annual Conference Meeting
- Activities performed by Advisory Board at Annual Conference Meeting
- Actions taken by the Advisory Board

Advisory Board meets all deadlines and communication requirements

Outcomes
- Utilizing the Advisory Board listserv, solicit information and ideas from committee members
- Utilizing the Advisory Board listserv, communicate information to committee members
- Submit a post-Annual Conference Leadership report
- Submit an annual leadership report in the summer

Measures
- Utilization of listserv to solicit information from Advisory Board members
- Utilization of listserve to communication information to Advisory Board members
- Report deadlines are met

Review and recommend changes in format and content of the Annual Academic Advising Assessment Institute in support of NACADA's Strategic Goals.

Outcomes
- Extensive review of post-event surveys to determine overall effectiveness of previous Institute
- Propose changes to past formats to increase attendance
- Propose changes to past formats to increase relevance
- Propose changes to past formats to meet the needs of attendees at the Institute
- Develops curriculum for next Institute

Measures
- Pre and Post survey to participants measuring the depth of knowledge gained
- Post survey measuring the effectiveness of learning community groups and faculty
- Curricular changes as appropriate based on feedback

Appoint, hire, and manage faculty members that will lend their expertise and knowledge to the Assessment Institute.

Outcomes
- Utilize the strength of the NACADA membership, commissions and interest groups to determine the best faculty members to present
- Faculty will provide input into the structure of the event
- Faculty will meet all deadlines
- Faculty will develop powerful presentations on given topic based on assignments developed

Measures
- Pre and Post survey to participants measuring the depth of knowledge gained
- Post survey rating the effectiveness of the faculty and the presentations
- Faculty provide input into the structure of the event
- Faculty meet deadlines
- Faculty develop powerful presentations on given topic based on assignments

Outcomes for the Assessment Institute, including for individual plenary presentations, are prepared separately.

Academic Advising Assessment Institute EVENT – 2011 Outcomes

Purpose The Assessment Institute offers high quality professional development opportunities that will maintain NACADA's status as experts in the field of Advising Assessment. For seven years the Institute has served administrators, advisors and faculty advisors establishing a reputation for excellence within the global community fulfilling the vision of *NACADA to be the leader for the theory, delivery, application and advancement of academic advising to enhance student development.*

Focus on the components of a successful assessment program as well as specific strategies and tools for developing and implementing assessment programs.

Outcomes Attendees will, depending on their respective assigned level for the institute:
- Develop a vision for advising on their campuses
- Understand national resources that offer student feedback about advising
- Understand national resources that offer information about advising
- Learn how to identify resources in the areas of Institutional Research & Planning
- Learn how to identify allies in the areas of Institutional Research & Planning
- Learn to connect to the institutional strategic planning process
- Learn how to communicate information to campus colleagues to generate collaboration and understanding
- Use benchmarking to document the success of a plan

Measures
- Pre and Post survey to participants measuring the depth of knowledge gained
- Feedback from Institute faculty regarding attendees action plans

Be responsive to the varying experiences of participants by offering three distinct instructional levels

Outcomes
- Utilize the **Foundational Level** to focus attendees on developing or enhancing the mission statement, vision statement, and goals and objectives which will launch the participants into the development of student learning outcomes and process/delivery outcomes.
- Employ the **Conceptual Level** to focus participants on the outcomes and the details of the assessment plan. Encompassing:
  o mapping the outcomes to identify when, where, and by whom the outcomes will be facilitated
  o how to measure the outcomes
  o developing a structure for the assessment process
- Use the **Operational Seminar Level** to focus attendees on the methodology employed in the assessment process and the data collected and acted upon
  o Participants will prepare and present a report on their assessment process, from identifying stakeholders through developing student learning outcomes, identifying and using multiple measures, and data collection and resulting activities
  o Additional group discussion will include interpretation and dissemination of data for revisions to the advising program, policy analysis, resource allocation, etc., and focus on continuing the assessment process beyond one cycle to enhance teaching and learning within academic advising

Measures
- Pre and Post survey to participants measuring the depth of knowledge gained
- Post survey measuring the effectiveness of level divisions
- Feedback from Institute faculty regarding attendees action plans

The Institute will also provide a foundation for participants to develop a clearer sense of their academic advising programs through hosted networking opportunities and Institute Faculty.

Outcomes
- Respond to the latest issues and facilitating a process through which attendees may better understand the issues, skills and knowledge
- Help attendees address issues within their academic advising programs
- Help attendees locate and utilize recourses and expertise available to them

Measures
- Pre and Post survey to participants measuring the depth of knowledge gained
- Testimonials submitted by attendees during and after the event
- Follow-up with respective small group members by Institute faculty at 6-months following the Institute