

Division Unit Report

Mission: NACADA promotes student success by advancing the field of academic advising globally. We provide opportunities for professional development, networking, and leadership for our diverse membership.

NACADA Strategic Goal(s) (List strategic goal(s) to which the outcome is related)	Specific Desired Outcome (What you want to occur as a result of your efforts; what you want someone to know, do, or value)	Actions/Activities/ Opportunities for Outcome to Occur (What processes need to be in place to achieve desired outcome)	Outcome Measurements & Related Data Instrument(s) (How you will specifically measure for the outcome and any instruments you will specifically use e.g. survey, focus group)	Progress toward Achieving Outcome (Only completed in fall reporting)	Future Action(s) Based on Data (Data-informed decisions) (Only completed in fall reporting)
Engage in ongoing assessment, develop and sustain leadership, and increase diversity. Expand and communicate the scholarship of academic advising.	<p>Outcome #1: We will create a communication plan that utilizes avenues through NACADA and social media to heighten the profile of the awards program.</p> <p>Outcome #2: We will research the viability of adding an “Excellence in Scholarly Inquiry” award, which would annually recognize research conducted by a professional academic advisor that significantly adds to the body of knowledge on academic advising.</p>	<p>Action for Outcome #1: Run targeted advertising announcing awards calls on NACADA blog and Facebook page as well as region blogs and Facebook pages.</p> <p>Action for Outcome #2: After the Awards Chair consults with the Research Committee Chair, the “Excellence in Scholarly Inquiry” Award proposal will be sent to the Awards Oversight Committee for a vote. If it passes, it will move forward to the NACADA Council, and then the NACADA Board for final approvals.</p>	<p>Measurements for Outcome #1: Compare number of applications for 2014 to those of 2015 to determine if additional advertising increased applications.</p> <p>Measurements for Outcome #2: The goal is to offer this award for the first time in the 2015-2016 awards cycle. By the end of 2014-2015, we will either have the award in place or be able to report specific feedback on why the award was not voted forward.</p>	<p>The awards were announced on the NACADA blog. Karen Lewis wrote to all of the Region Chairs and encouraged them to publicize the awards via email and on Facebook, as well as encourage region award applicants to apply for the association level awards.</p> <p>As it turned out, the “Excellence in Scholarly Inquiry” Award was approved quickly, and we were able to offer it for the first time in academic year 2014-2015. Unfortunately, there were no applications.</p>	<p>Unfortunately, the additional advertising did not yield results. We received a total of 185 award applications, 1 less than the year before. We will need to brainstorm additional ways to advertise at our next meeting.</p> <p>We will need to advertise this award more broadly next year. Region 2 has a scholarly research award, so their awards chair should be told about this award and asked to encourage anyone submitting applications to apply for the association level award as well.</p>

Reporting Due Dates: Columns 1 through 4 are to be completed by November 1 each year; columns 5 and 6 are to be completed by August 15 each year. **For 2014-2015, send your completed report to Charlie Nutt, VP David Spight, your two Division Reps, and copy it to your EO liaison.**