

## Division Unit Report for the Emerging Leaders Program Advisory Board Submitted by Cecilia Olivares

Please complete **Columns 1 through 6** and return by **November 1, 2015**, to Administrative Division Reps Kerry Kincanon, [kerry.kincanon@oregonstate.edu](mailto:kerry.kincanon@oregonstate.edu) , and Brett McFarlane, [bmcfarlane@ucdavis.edu](mailto:bmcfarlane@ucdavis.edu) , with a copy to Administrative Division Liaisons Maxine Coffey, [mcoffey@ksu.edu](mailto:mcoffey@ksu.edu) , and Jennifer Joslin, [jejoslin@ksu.edu](mailto:jejoslin@ksu.edu) . Please copy your unit's Executive Office Liaison as well.

Two columns have been added to the November 2015 report form, providing a place to indicate which other units (if any) your group will collaborate with in achieving its 2015-16 outcomes, and what challenges (if any) you anticipate in achieving those outcomes. The Executive Office will compile a summary of the Administrative Division reports and provide it to all Division chairs for their use in identifying possible areas of future collaboration.

Columns 7 and 8 are included only for reference at this time, as they will not be completed until the progress report due August 15, 2016.

<b>NACADA Strategic Goal(s)</b> (List strategic goal(s) to which the outcome is related)	<b>Specific desired outcome</b> (What you want to occur as a result of your efforts; what you want someone to know, do, or value)	<b>Actions, activities or opportunities for outcome to occur</b> (What processes need to be in place to achieve desired outcome)	<b>Outcome measurements &amp; related data instrument(s)</b> (How you will specifically measure for the outcome and any instruments you will specifically use e.g. survey, focus group)	<b>Other groups or individuals (if any) to connect with in achieving this outcome</b> (List any plans or opportunities for collaboration with other Committees, Advisory Boards or units regarding this outcome)	<b>Challenges (if any) anticipated in achieving this outcome</b> (How you plan to address difficulties that may arise as you work to achieve the outcome)	<b>Progress toward achieving outcome</b> <b>(Only completed in August 2016 report)</b>	<b>Future action(s) based on data</b> (Data-informed decisions) <b>(Only completed in August 2016 report)</b>
Develop and sustain effective Association leadership  Create an inclusive environment within the Association that promotes diversity	Develop strategies and resources for connecting participants to post-ELP leadership opportunities within the association	Collaboration with the Sustainable Leadership Committee to develop a plan for creating resources and mapping pathways for leadership opportunities within the association, specific to ELP graduates.	Templates or maps for different pathways to leadership  List of resources to support ELPers moving along pathway or map	Sustainable NACADA Leadership Committee, Diversity Committee, Membership Committee, Professional Development Committee, and others to identify opportunities for involvement and leadership for ELPers specifically	Simultaneous initiatives across groups around sustainable leadership for the association at large vs ELP specifically. Work with Sustainable Leadership for overarching goals, strategies, pathways, resources, and then use that to guide ELP strategy	We have not made headway with our plans to develop sustainable leadership and assist with the transition of ELs into leadership within the association.	We will re-group and re-strategize our plans for collaboration with other committees to create pathways and other resources that are specific to ELPers as well as the general membership.

<p>Develop and sustain effective Association leadership</p> <p>Create an inclusive environment within the Association that promotes diversity</p>	<p>Development of a marketing and communication plan for ELP</p>	<p>Development of ELP logo</p> <p>Development of a communication plan calendar that utilizes multiple modes of marketing and outreach to association</p> <p>Identification of all possible venues for marketing and outreach (events, publications, online, etc.)</p>	<p>Approved logo for usage on materials</p> <p>Marketing materials available in multiple platforms.</p> <p>Timeline of existing NACADA events, publications, and other marketing and associated communication, with goals and deadlines for ELP specific communication embedded or around those dates and events</p>	<p>Executive Office (for logo development and approval process)</p> <p>Communication across as many Committees, Advisory Boards, Regions, etc. as possible to spread the word about ELP mentor and mentee recruitment</p>	<p>Logistics for logo design and approval. Will work with EO for clarification of this process</p> <p>May be difficult to effectively get the word out about ELP across all possible venues, so perhaps our initial push will focus on certain opportunities with goals to build on those and plans to assess effectiveness of each mode used.</p>	<p><b>Marketing plan:</b> The subcommittee has a communication plan draft for ELP-AB review and approval.</p> <p><b>Logo:</b> Sandy Waters submitted several logo designs for ELP-AB review during our May meeting. Also considering a tagline. We have received the go-ahead to use whichever logo decided, per Charlie Nutt.</p>	<p>ELP-AB will discuss, edit and approve communication plan over our next meetings (before and at conference), as well as decide on a final logo design and tagline to be able to create shirts, hats, and other merchandise that can be purchased by current and former ELPers and others interested in supporting and promoting ELP.</p>
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