

Membership Committee Meeting
10:30-11:30 a.m., October 8, 2014
Room 202A, Minneapolis Convention Center
Bev Martin's Notes

Present: Sherrie Jensen; Jo Stewart; Kerry Kincanon; Dina Bartoloni, Michelle Templeton, Stephanie Fernandez, Debbi Murphy, Pam Stephens, Dave Marchesani, Joanne Damminger, Charlie Nutt (briefly), JP Regalado (briefly), Amy Korthank (briefly)

Absent: Paula Dollarhide, Angelica Barrera

Committee members introduced themselves.

Charlie opened with a few comments. Discussed the transition of the Membership Committee. Young faculty coming in look toward the future as soon as they connect, don't move on and get involved with leadership. Make connections. Remain retained. Committee extremely important within strategic goals.

Sherrie submitted unit report to the Administrative Division. She indicated that the *Guide for Developing an Allied Member Organization* had been wrapped up as it had been determined it was adequate. Charlie has asked that the Guide be reviewed each year to make sure it is current.

Sherrie reported that a NACADA board member (Janet Spence) was also spearheading the program similar to NACadvocates. We would be partnering with them and expect to continue forward with this program. Need to identify people at regions and universities to be advocates.

Determined membership committee members for future. Jo is our international contact. She will be moving to Region 8 but will continue to fill international spot. We need committee members from Region 4 and Region 5. Sherrie will contact region chairs. Jo volunteered to find someone from region 5. Sherrie will go to Region 4 meeting to find someone.

Sherrie asked for contact information (name, university, email address) if anyone on the committee had ideas for new members. If more than one person was interested from a region, they are to submit a brief overview of themselves so the committee chair can determine who to appoint.

Term expirations: half of committee members go off each year, rotation schedule is "off." Suggested that even/odd numbered region on/off rotation be used. Four committee members who were present at the meeting began last year with two-year terms: Deb – 2014-15; Stephanie – 2014-15; Pamela – 2014-15; Dina – 2014-15; Michelle will serve the rest of 2015 for Carolyn Cawthon; Jo is international rep and will stay on to represent region 8 for her second term.

Dave will send email to committee members and ask them to serve as needed to get the rotation back on schedule (may need to make one year appointments). Since there will be changes in the purpose/vision/ and goals of the Membership Committee, we need to determine what the make-up of the committee will be. There may be benefits to keeping the region appointments as members. May need to determine if we want more or other populations included as well.

Ex-officio role with Diversity Committee – may see changes in that committee as well. They may be active with our committee. They have identified three types of groups to focus on; need to contact Adam to find out about these to collaborate with the Diversity Committee. Dave is ex-officio of Diversity Committee (past chair

stays on as rep for this committee). Dave is also past chair for Sustainable Leadership Committee. Beginning October, 2014 Sherrie will be on Diversity and Dave on Sustainable Leadership Committees.

Dave will conduct more meetings for shorter times. He envisions committee work breakouts, meeting four times electronically and then more frequently in work groups. Same concept as with the administrative division meeting...monthly meetings for sub groups; whole committee meets every 3 months.

NACadvocates (or ambassadors) – Joanne Damminger (I think) reported that Janet Spence and the Board were OK with letting the Membership Committee work on the initiative to have a NACADA advocate at each institution, state, region, etc. as we decide. Sherrie would like to continue to be involved with this initiative.

Dave discussed changes to the Membership Committee.

- Committee to work on “a first-year experience program” for new members.
- Will collaborate with Casey Self, Chair of the Committee on NACADA Sustainable Leadership to determine vision and purpose of the Membership Committee
- Would like to present our suggested changes to the Board at their mid-year meeting and have everything finalized a year from now.
- Committee would focus on 2 years prior to membership and 2 years after membership (e.g., first year and sophomore experiences).
- The bridge to sustainable leadership: first year – introduce; 2nd year – professional personal development and leadership identification.
- Committee will take on new member orientation as our responsibility.

Brainstorming possibilities of how to fulfill our purpose; and translate information and framework to new members:

- Outreach – graduate school dinner; ask more seasoned regions to help.
- No graduate students in Canada – how to encourage advising as a profession; named group of advisors; used professionals; how to promote professions in multiple settings and all other places; not everything works the same as in U.S. Identify what advisors are referred to – no glossary of terms; just need an inclusivity statement about academic advising that promotes post-secondary education and working with students; professionals in academic and career advising tag line, e.g., everyone that includes the following, “inviting” them.
- Look at work other committees are doing; may let other committees cover international so we don’t duplicate advising. Delineate first year, new member; can work from that point on.
- So we don’t get curriculum...for 1st year student; language, ideas of what happens for next year’s conference persistence (retention). (NOT SURE ABOUT WHAT THIS MEANS!!)
- Want them to continue to get away for more value added – more people at regions than annual; some people want to come every conference; more obvious in past couple of years
- How are we defining graduate students and outreach to them? Members usually brought in by somebody.
- Graduate students need a web presence; members 1st and 2nd year consistently show a presence; topics – communication sent out – send an email to first year.
- Need visual – 2 minutes on NACADA resources; connect with them to engage.
- Spark interest – more visuals; graduate students more likely to go to web site and are probably more likely to go to regional conferences.
- Need on-line presence; more seasoned advisors can express in a video what NACADA’s done for them.
- New member orientation – check-in points.

- Pilot orientation at regional level; develop consistency; serve on steering committee at regions; when at region meetings discuss membership first year and sophomore experiences; ask for what they'd like to see.
- Lots of institutions don't have graduate students; target faculty members new to institutions who don't know anything about advising – here's information to new faculty.
- List of all institutions with graduate students in the region. Students might want to look at academic advising as a profession.
- Student Fairs – database system to read out to program chairs.
- Clearinghouse video created by Marsha Miller – what NACADA has meant to you; what to take advantage of and what benefits NACADA offers.
- Do what other committees, states, CIGs do not focus on for new members. Highlight steps to get on committees; people don't know how to reach out to get started.
- Member spotlight – new professional tells region how NACADA helps with future goals, etc., basically an interview. Places to publish these interviews:
 - AAT – concepts/ideas
 - Blogs
 - Fair – at what level
 - Bev suggested that whatever we decide to do it might be good to think about where to focus our efforts, whether at the institution, state, region, or at annual conference to get most bang for our buck.

Dave asked committee, while here (in Minneapolis) and during the next week or two, to come up with ideas for engaging new members 2 years prior and 2 years after membership. We'll also be working on framework/structure of the committee. Dave will arrange a meeting in November or early December and then begin to prioritize efforts and determine committee work. All opinions are welcomed. Some regions have developed a foundation for new members.

Dave encouraged committee members to attend new member orientation in Minneapolis and to ask chairs at any of their other meetings for their input about first year/sophomore experience for new members. Dave thinks that with our efforts directed toward this new purpose for the committee, that we'll have meaningful results and will be able to "see" our efforts.