

Membership Committee Final Reorganization Proposal to the NACADA Council
April 12, 2016

NAME

Current Name:

Membership Committee

Proposed Name:

Membership Recruitment and Retention Committee

MISSION

Current Mission:

The Membership Committee recommends policies, procedures, and strategies for enhancing the membership in NACADA both numerically and qualitatively. The Committee recommends policies, procedures, and initiatives to assure a growing and vital membership organization

Proposed Mission:

The Membership Recruitment and Retention Committee will build and retain membership through effective recruitment activities – with specific focus on prospective members and new members during the first two-years of NACADA membership – as well as reviewing and recommending policies, procedures, and strategies for maintaining and enhancing membership.

The Committee will serve NACADA through:

- Fostering prospective members knowledge and involvement with the academic advising profession and the association
- Connecting new members with the association in both the first and second year of membership
- Working with the NACADA Leadership and the Executive Office to review, recommend, and develop general policies, procedures, and strategies for recruiting and enhancing the membership of the association.

STRUCTURE AND MEMBERSHIP

Current Structure and Membership:

The Membership Committee's goal is to be comprised of one Chair and one representative from each NACADA region. The Committee Chair will be elected by the committee members. The Committee Chair will serve two-year term. The Committee Chair cannot serve sequential terms. Half the committee members rotate off each year to allow for some new representatives while assuring some continuity in operations.

The Committee members are appointed by the Committee Chair. The Committee members can serve no more than two consecutive terms. Sensitivity will be given to ensure diversity among the committee members. Examples of target membership groups include large school, community college, faculty, graduate students, administrators, full-time advisors, and student services professionals.

Proposed Structure and Membership:

The structure of the committee includes a Chair (two-year term), a Past-Chair (one-year term), one liaison from each NACADA region, and two (2) additional at-large positions.

The at-large positions are appointed to represent members' interests not accommodated by the region liaisons (e.g. international members outside of North America, graduate students, etc.)

Chair and Past-Chair do not serve as regional liaisons.

Committee regional liaisons and at-large positions are appointed by the Chair. Regional liaisons and at-large positions will serve two-year terms and cannot serve more than two consecutive terms. Sensitivity will be taken to ensure both individual and institutional diversity among committee members.

Committee members' terms will follow these guidelines:

- Liaisons for Regions 1, 3, 5, 7, 9 – Terms expire in Even Years (i.e. 2018)
- Liaisons for Regions 2, 4, 6, 8, 10 – Terms expire in Odd Years (i.e. 2019)
- At-large positions' terms expire in alternating years

COMMITTEE LEADERSHIP

Current Leadership:

The Chair of the Committee facilitates the work of the group by:

- Appointing new members to the committee annually
- Coordinating the various activities of the committee and communicating with members via the committee listserv
- Leading committee meetings during the Annual Conference
- Attending Division Leadership meeting at the Annual Conference
- Submitting a post-conference Leadership report in the fall in which goals are established for the committee and activities planned for the coming year, indicating their relation to the specific missions in the NACADA Strategic Plan
- Submitting an annual Leadership report in the summer to advise the Council and Board of the status of the completion of goals established and activities planned for the committee over the past year in relation to the NACADA missions and strategies.

Proposed Leadership:

The Committee Chair will serve two-year term and is elected by committee members. The Past-Chair will serve for one year after her/his term has ended.

The Chair of the Committee will:

- Appoint new members to the committee annually
- Coordinate the activities of the committee and communicate with members via the committee listserv
- Submit agenda for Annual Conference meeting, lead committee meeting, and submit minutes from Annual Conference meeting.
- Serve as representative / liaison to Sustainable Leadership Committee
- Submit a post-conference Leadership report in the fall in which goals are established for the committee and activities planned for the coming year, indicating their relation to the specific missions in the NACADA Strategic Plan
- Submit an annual Leadership report in the summer to advise the Council and Board of the status of the completion of goals established and activities planned for the committee over the past year in relation to the NACADA missions and strategies.

The Past-Chair of the Committee will:

- Serve as Chair in absence of current chair at any Membership Recruitment and Retention Committee meetings.

Representation on Other NACADA Committees [New section to be added]

Proposed Representation on Other NACADA Committees:

The **Membership Recruitment and Retention Committee** will have members serve in the capacity of formal liaison / representative to these NACADA committees:

- Sustainable Leadership
- Diversity

The Chair or Past-Chair, or other designated representative from the **Membership Recruitment and Retention Committee** as appointed by the Chair, will serve as the designated liaison / representative to these committees.

Rationale of Change in Committee Mission & Vision, Name, and Structure:

1. **Outdated Mission and Vision:** The current mission and objectives of the Membership Committee were evaluated in terms of the types of tasks and depth of activities being undertaken, as well as the capacity for an increase in the representative's involvement and engagement in the Committee.

The revised mission and vision provides individuals external to the committee a clear definition of the scope of our work, our committee tasks and activities, and how we serve both the prospective and current membership of NACADA.

2. **Performance Gaps:** Our evaluation also included a review of NACADA's goals and objectives, as well as the needs of specific populations of both prospective and current members of the organization, which were not being satisfied.
3. **Identification of Opportunities:** Utilizing the perspectives of an updated mission and vision and an understanding of the areas which the committee could better serve the NACADA membership, we re-evaluated the activities of the committee and identified potential opportunities and organization needs to pursue.

Our goal was to enhance the purpose of the committee's members and activities while at the same time maintaining its focus and effectiveness.

4. **Reaction to Internal & External Factors:** A change in the mission and vision was necessary to renew and re-engage the engagement and drive of members of the committee.

In addition, the Membership Committee has evaluated its mission and vision in comparison to, and in compliment with, the newly established Sustainable NACADA Leadership Committee. Our goal was to establish a seamless transition or "handoff" been the work of these two specific committees and formalize the relationship between the two working groups.

Financial Impact of proposed change

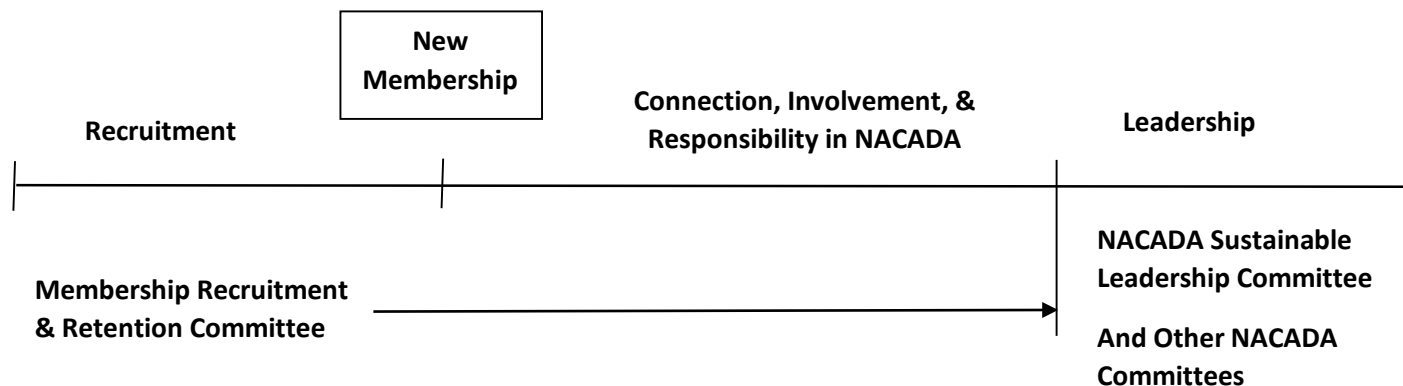
There is no expected financial impact based upon these proposed changes, nor does this proposal commit NACADA to any future financial obligations as proposed.

Collaborative work/discussions with impacted committees, advisory boards, regions, commissions or interest groups

During the initial proposal development phase, the committee consulted with the Casey Self (Chair, Sustainable NACADA Leadership Committee) regarding the revision of the committee and, more importantly, the collaboration and potential transition of members from the Membership Recruitment and Retention Committee (Membership Committee) to the Sustainable NACADA Leadership Committee activities/opportunities.

Discussion had begun in January 2016 with Michael “Brody” Broshears (Regional Division Representative) about the value of the committee regional liaisons within the framework of each regions leadership and the potential role that committee region liaisons could serve for the new member orientation and first year experience at the regional level.

Membership Committee Timeline Working Document:



The committee's decision to indicate a focus on a new member's first two years is similar to the idea of a freshman/sophomore year experience. We needed to provide some context/framework/focus to our efforts as to not begin to cross over to the work being done in other committees in NACADA.

The image above provides a visual display of how we envision our committee working with members in NACADA. Our goal of recruitment is with individuals in a 2-3 year time frame prior to becoming a member. This would include potential interaction with undergraduates and graduates as well as other individuals entering the profession from other pathways. We needed to be and were mindful that as a global association, we cannot assume nor expect that individuals entering the academic advising profession are coming from (or even expected to have) a graduate degree program.

After new membership, we see our role as helping individuals find connection and community with NACADA and are finding involvement opportunities in their first year and enhance their engagement through increased responsibility in their second year in committees, events, and other related activities in NACADA. After the 2nd year we see a natural "hand-off" to the NACADA Sustainable Leadership Committee and other NACADA committees as they have found their place and involvement in the NACADA community and with their engagement (much like our juniors and seniors).

Our committee's initial goals will be to establish a first year curriculum and communication plan. The ideas for interaction / engagement with our 2nd (or sophomore) year members are a bit less clear at the time - but probably mirror the feelings many of us have with our students in their second year at our institutions! 😊 Due to the new rolling membership process of NACADA (rather than the twice a year "join" dates) it makes our first and second year tasks a bit more difficult to conduct a curriculum and track a communication cycle when there is not a defined start date to the membership term.

Essentially, our two year mark was truly based on seeing a "freshman/sophomore" year experience for our new members and providing a framework / context to our activities and focus. After two years our goal is that we have "set the table" with information, ideas and connections for individuals to find their place in NACADA and why / how / where they will get involved in the organization.