

Division Unit Report for the Membership Recruitment & Retention Committee
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Please complete **Columns 1 through 6** and return by **November 15, 2017** to Administrative Division Reps Cecilia Olivares (olivaresc@missouri.edu) and Steve Viveiros (viveiros_steven@wheatoncollege.edu) with a copy to Admin Division Liaison Jennifer Joslin (jejoslin@ksu.edu). Please copy your Executive Office Liaison as well.

This report will reflect items from your unit’s 2017-2018 plan of work. (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, 2018.)

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 or 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)	Other groups or individuals (if any) to connect with in achieving this outcome (List any plans or opportunities for collaboration with other Committees, Advisory Boards or units regarding this outcome)	Challenges (if any) anticipated in achieving this outcome (How you plan to address difficulties that may arise as you work to achieve the outcome)	Progress toward achieving outcome (Only completed in August 2018 report)	Future action(s) based on data (Data-informed decisions) (Only completed in August 2018 report)
<ul style="list-style-type: none"> • Create an inclusive environment within the Association which promotes diversity. 	<ul style="list-style-type: none"> • Establish a common core for new member orientation (individual orientation and at regional conferences) 	<ul style="list-style-type: none"> • Continue to collaborate with the Regional Division to develop the role of the committee “liaison” in the region and in conducting with new member orientations at Region Conferences. 	<ul style="list-style-type: none"> • Communications and engagement activities of the committee liaisons with the Region Chair and leadership team. • Numbers of individuals engaging in regional and individual online orientations 	<ul style="list-style-type: none"> • Regional Division • Global Initiatives Committee 	<ul style="list-style-type: none"> • Creating a universal orientation for our global organization. • How do we provide international members an “identity” • Use of terms (i.e. academic advisor) in online new 		

		<ul style="list-style-type: none"> • Develop an online version of the new member orientation 			member orientation presentation		
<ul style="list-style-type: none"> • Develop and sustain effective Association leadership 	<ul style="list-style-type: none"> • Develop a proposal for a NACADA “ambassador”** program (basis from the NACADA advocate idea developed in 2013-14) <p>**Name is subject to change</p>	<ul style="list-style-type: none"> • Creation of purpose, mission, vision and goals of this program • Develop requirements or qualifications for individuals serving as ambassadors • Begin in-person and online training sessions for ambassadors • Establish a web page for ambassadors and for publicity to members. 	<ul style="list-style-type: none"> • Establish supporting documents for “ambassador” responsibilities • Identification and recruitment of individuals in target regions and/or institutions 	<p>Planning to vet and submit the proposal through the</p> <ol style="list-style-type: none"> 1. Administrative Division 2. Board of Directors 	<ul style="list-style-type: none"> • Coordinating a program of this depth and size – will plan on pilot program with target towards limited number of institutions • Recruitment and training and development of “ambassadors” 		
<ul style="list-style-type: none"> • Create an inclusive environment within the Association which promotes diversity. 	<ul style="list-style-type: none"> • Develop an emerging professional resource 	<ul style="list-style-type: none"> • Answer the questions: <ol style="list-style-type: none"> 1. Preparing to become and advisor 2. How do we develop our emerging professionals to stay in our association. 	<ul style="list-style-type: none"> • Conduct a survey of needs for our emerging professionals (i.e. graduate students) • Develop an understanding of the global perspectives of preparing to become an academic advisor • Educating all NACADA members of the diversity of academic advisor preparation (global perspective) 	<ul style="list-style-type: none"> • Global Initiatives Committee 	<ul style="list-style-type: none"> • Integrating the global perspectives advisor preparation in one cohesive / comprehensive resources and/or events. 		

