

NACADA Membership Recruitment and Retention Committee (MRRC) Meeting
America's Center, St. Louis, MO
Wednesday, October 11, 2017

Present: David Marschesani, Yvonne Halden, Cecilia Olivares, Angie Barrera, Jesse Poole, Patricia MacMillan, Steve Viveiros, Suanne Early, Bev Martin, Debbi Murphy

Notes:

On October 10, Dave attended the Region chairs meeting. He met with them to present the work of the MRRC and to highlight our goal to engage, enable, and energize members via the new member orientations at the region conferences.

Quarterly report on August 17 reflects what has been done so far with new member orientation: 1. why work is important; 2. how to make a difference and 3. what's going well to make a difference. No connection to region presentation at region prior to this past year; no involvement by the MRRC. At the Region Division meeting, Rodney and Nicole were very supportive of the MRRC liaison responsibilities and we are getting there. For this next year the liaisons will contact their region chair to let them know of the submission process, make sure that they know their name will be used for the proposal submission and what their role is for the orientation session.

Core Competencies: how to present these into the MRRC. Promote through target demographics; ramping up graduate student work – engage them, send communications, trigger to thinking about core values engagement.

NACADA Resources – connecting them to these resources; use core competency language. Get buy-in from regions and support presentations at the regional level; offer advising training in collaboration with region representatives; 2nd presentation focused on these values. In-depth understanding of competencies of advising in the field; mapping core competencies to get information; layer with leadership to others. Careful of monitoring/overlapping. Apply competencies to learning outcomes. Regions provide Core Competencies Guide to first-time attendees.

Need to find graduate student at large and International representatives for the MRRC.

Goals/initiatives for 2017-18:

1. New member orientation
2. Online version
3. International version

Other areas:

1. Graduate Students – develop outcomes
2. What graduate students need as professionals
3. What NACADA is going to do for them
4. Who are graduate members
5. What membership to NACADA is to them
6. Interactive lab – what networking is
7. How can you help members; building blocks for networking at conferences; what they do
8. Website for graduate students – toolkit – relational part
9. Multi-year memberships

Admin. Div. Meeting: Engage/enable/energize – new members don't know how to get engaged/connected. NACADA liaison program originally for graduate students; each institution to have a contact person for others to find out about NACADA. Can liaisons serve to help students engage and vet where/how students get involved? Should an "Ambassador Program" be used for new members at entry level to bridge into NACADA? Geographical liaisons for obtaining NACADA information and more individualized personalized engagement. Diversity/inclusion committee involvement as well; what are roadblocks to NACADA membership; procedure of program; sessions for graduate students...do we want to pursue?