

Division Unit Report for the MEMBERSHIP RECRUITMENT & RETENTION COMMITTEE

Submitted by David Marchesani, Chair

Please complete **Columns 1 through 6** and return by **November 1, 2016**, to Administrative Division Reps Cecilia Olivares, cecilia.p.olivares@gmail.com, and Brett McFarlane, bmcfarlane@ucdavis.edu, with a copy to Administrative Division Liaisons Maxine Coffey, mcoffey@ksu.edu, and Jennifer Joslin, jejoslin@ksu.edu. Please copy your unit's Executive Office Liaison as well.

This report will reflect items from your unit's 2016-2017 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, 2017.

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 2017 report)	Future action(s) based on data (Data-informed decisions) (Only completed in August 2017 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"> • Collaborate with the Regional Division to develop the role of the committee "liaison" with new member orientations. • Develop a toolbox of resources (including presentation) for orientations at regional conferences 	<ul style="list-style-type: none"> • Support and agreement of Regional Division with "liaison" role of committee. • Development of web-based orientation resource page. • Established regional and online orientations presentations. • Numbers of individuals engaging in 	<ul style="list-style-type: none"> • Regional Division 	<ul style="list-style-type: none"> • Buy in of Region Leadership to committee liaison involvement with orientation • Establishing the common orientation core while maintaining region "individuality" 	Common core of new member orientation presented at all regional conference sessions.	Review of this year's sessions was conducted (including comments from the NACADA Executive Office liaisons) and improvements /enhancements discussed for next regional orientation sessions in 2018

		<ul style="list-style-type: none"> • Create an online new member orientation video 	regional and individual online orientations				
<ul style="list-style-type: none"> • Create an inclusive environment within the Association which promotes diversity. 	<ul style="list-style-type: none"> • Develop a new member orientation for NACADA international members 	<ul style="list-style-type: none"> • Establish partnership / liaison role with Global Initiatives Committee • Create an online new member orientation view for international members 	<ul style="list-style-type: none"> • Number of individuals engaging in online orientation 	<ul style="list-style-type: none"> • Global Initiatives Committee 	<ul style="list-style-type: none"> • Identifying necessary components for international member orientation • Developing one orientation for a diversity in culture of our international members 	Outline developed for new member orientation for international members.	Further establish partnership /collaboration with Global Initiatives committee for the development and final presentation of this session.
<ul style="list-style-type: none"> • Provide professional development opportunities that are responsive to the needs of advisors and advising administrators 	<ul style="list-style-type: none"> • Continue development and formation of a “first year experience” for new NACADA member 	<ul style="list-style-type: none"> • Focus on implementation of Communications plan and resources for first year members. • Development of involvement webinar for first year members 	<ul style="list-style-type: none"> • Development and distribution of an email communication series and corresponding resources. • Number of new NACADA members participants in Involvement form utilizing Zoom Technology (this year a beta test of this concept to target Region 6) 		<ul style="list-style-type: none"> • New NACADA membership tracking system and rolling membership dates creates challenges in planning and implementation of communications to new members. 	Identified the cycle and topics for first year experience communications to new members.	Continuing to work through the challenge of coordinating and distributing these communications with a rolling membership start date.
<ul style="list-style-type: none"> • Develop and sustain effective Association leadership 	<ul style="list-style-type: none"> • Establish a NACADA “liaison” program (basis from the NACADAdvocate idea developed in 2013-14) 	<ul style="list-style-type: none"> • Establish target populations of this program. • Creation of purpose, mission, vision and goals of this program. 	<ul style="list-style-type: none"> • Establish the foundation of the liaison program including creation of a formal mission, vision and goal as well as “liaison” responsibility and tasks document. 	<ul style="list-style-type: none"> • Sustainable NACADA Leadership Committee 	<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 	No progress made on this outcome during this year cycle.	The feasibility of completing this project will be discussed at the committee meeting at the annual conference.

<ul style="list-style-type: none"> ● Create an inclusive environment within the Association which promotes diversity. 	<ul style="list-style-type: none"> ● Create resources and connections for graduate students through web based and social media platforms 	<ul style="list-style-type: none"> ● Reestablish web page / resource for graduate students ● Develop blog for connecting graduate students to professionals and graduate students to graduate students 	<ul style="list-style-type: none"> ● Tracking of hits and engagement with web-based resources 		<ul style="list-style-type: none"> ● Need to be weighted towards student to student engagement 	<p>Development of a new web page for graduate students has begun by a subcommittee including resource development and social media postings.</p>	<p>Building the web site with information and resources for the re-establishment of a NACADA page. Need to identify graduate student to assist in leading the development of this outcome specifically with blog and social media engagement and connections.</p>
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