



Admin Division Post-Conference Unit Report for the Membership Recruitment and Retention Committee (Name of Advisory Board or Committee)

Submitted by: Jesse Poole – Amended 4/30/19 (Name and email of Advisory Board or Committee Chair)

Please complete the forms below. The first form (the “Projects” table) asks each Chair to list all the projects or tasks their group is hoping to undertake this year. The second form on page two asks Chairs to identify ONE project that will be tracked, measured, and assessed. This assessed task is of high importance and fulfills important goals of the group and NACADA in accordance with the NACADA Strategic Plan. **November 15<sup>th</sup>** is the desired due date for both pages of this report. Send the final version to Steve, Teri, Jennifer Joslin ([jejoslin@ksu.edu](mailto:jejoslin@ksu.edu)), and your EO liaison. Thank you!

Projects for this Year:	Strategic Goal that applies
Finish New Member Online Orientation: Edit content gathered at 2018 conference, complete video and publish to web.	Expand the use of innovative technology tools and resources to support the work of the Association
Expand regional leadership collaboration by engaging Region Chairs and Steering Committees to promote new member initiatives within the respective region.	Develop and sustain effective Association leadership
Review and assess the Annual Conference New Member Session for changes and updates – follow up with Charlie re his vision for this session.	Engage in ongoing assessment of all facets of the Association.

Please choose **one** project or task to highlight for the Division that will be measured and assessed this year. This assessed task is of high importance and fulfills important goals of the group and NACADA in accordance with the NACADA Strategic Plan. Begin by completing columns 1-6 (one through six) below. If you have questions, contact Steve Viveiros ([viveiros\\_steven@wheatoncollege.edu](mailto:viveiros_steven@wheatoncollege.edu)) or Teri Farr ([tifarr@illinois.edu](mailto:tifarr@illinois.edu)). **November 15<sup>th</sup>** is the desired due date for both pages of this report. Send the final version to Steve, Teri, Jennifer Joslin ([jejoslin@ksu.edu](mailto:jejoslin@ksu.edu)), and your EO liaison. Thank you!

1	2	3	4	5	6	7	8
<b>NACADA Strategic Goal(s)</b> (List strategic goal(s) to which the outcome is related)	<b>Specific desired outcome</b> (What you want to occur as a result of your efforts; what you want someone to know, do, or value)	<b>Actions, activities, or opportunities for outcome to occur</b> (What processes need to be in place to achieve desired outcome)	<b>Outcome measurements &amp; related data instrument(s)</b> (How you will specifically measure for the outcome and any instruments you will specifically use e.g. survey, focus group)	<b>Other groups or individuals (if any) to connect with in achieving this outcome</b> (List any plans or opportunities for collaboration with other Committees, Advisory Boards or units regarding this outcome)	<b>Challenges (if any) anticipated in achieving this outcome</b> (How you plan to address difficulties that may arise as you work to achieve the outcome)	<b>Progress toward achieving outcome (completed for the August 2019 report)</b>	<b>Future action(s) based on data (Data-informed decisions) (completed for the Aug. 2019 report)</b>
<b>Develop and sustain effective Association leadership</b>	<b>First year members will learn NACADA is more than a yearly conference. They will understand the benefits of continued membership in regards to resources and involvement opportunities.</b>	<b>Need to identify new members.  Develop communication plan which includes: targeted messages and timeline of contact points</b>	<b>Develop a pre- and post-survey to measure results  Track membership renewal to second year membership</b>	<b>Sustainable Leadership Committee – work with to ensure smooth transition between new member and potential leaders.  Professional Development Committee – identify specific professional development activities for new members</b>	<b>Identifying the new members – we are hoping the new software being used by the EO will allow easier identification  Information overload – determine most important information and concise language to convey message.</b>		