



Admin Division Year-End (August 2021) Unit Report for the Membership, Recruitment and Retention Committee
Submitted by: Lindsey Byrd, Committee Chair

Please complete the forms below. The first form (the “Projects/Tasks” table) asks each Chair to list all the projects and/or tasks their group is hoping to undertake this year. The second form on page two asks Chairs to identify ONE of these projects/tasks that will be tracked, measured, and assessed. This assessed project/task should be one considered of high importance which fulfills goals of the group in accordance with the NACADA Strategic Plan. **December 15th** is the due date for this Year-Beginning report. Send the final version to Division Reps **Carol Pollard** (Carol.Pollard@unt.edu) and **Wiona Porath** (wporath1@jhu.edu), EO Liaison, **Leigh Cunningham** (Leigh@ksu.edu), and your unit’s EO Liaison. Thank you!

Projects/Tasks for this Year:	Strategic Goal that applies
Create new member orientation modules	Expand the use of innovative technology tools and resources to support the work of the Association
Discuss/Introduce a name change for the New Member Orientation presentation given at the annual conference	N/A
Create an international liaison position for the MRRC	Foster inclusive practices within the Association that respect the principle of equity and the diversity of advising professionals across the vast array of intersections of identity
Generate a member involvement survey	Engage in ongoing assessment of all facets of the Association
Review the MRRC website and make necessary edits to align with other Administrative Division committee sites	Engage in ongoing assessment of all facets of the Association
Record how-to videos on topics such as ‘how to join a listserv,’ ‘manage your profile,’ ‘get involved with NACADA,’ ‘pathways to leadership.’	Expand the use of innovative technology tools and resources to support the work of the Association

Please choose **one** of the above projects or tasks to highlight for the Division that will be measured and assessed this year. As noted on the previous page, this assessed project/task should be one considered of high importance which fulfills goals of the group in accordance with the NACADA Strategic Plan. For this Year-Beginning report, please complete columns 1-6 (one through six) below. The final report on goals achieved for the year, which will be due in **August 2021** (date TBD), will include the completion of columns 7 and 8. If you have questions, contact the Reps or Liaison.

1	2	3	4	5	6	7	8
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 (to be completed for the August 2021 report)	Future action(s) based on data (Data-informed decisions) (to be completed for the August 2021 report)
Expand the use of innovative technology tools and resources to support the work of the Association by creating new member orientation modules	The outcome would be to introduce and encourage new member involvement in the Association	With assistance from the EO, we have templates that will be recorded by MRRC members and then housed in member profiles on the NACADA website	We will ask the EO to track the recordings and then follow up with new members to see if they have any questions/concerns that we can address regarding their membership needs	We will work with the EO and other committees such as research/publication and the region and advising communities divisions to compile recordings on how to get the most out of NACADA membership	We will do our best to create cohesive, articulate, short recordings that are accessible to view once a new member joins NACADA	This goal has been ongoing for several years. We will re-evaluate this goal as a committee to see if there is a better/more-timely way to introduce new members to NACADA.	Re-evaluate goal by discussing Region Review responses to include member needs and discuss with EO Rep to gain a concrete idea of implementation wants/needs going forward.