Professional Development Committee Annual Meeting  
October 4, 2015  
NACADA Annual Conference, Caesars Palace, Las Vegas, NV

Committee Members Present
Past BoD or Council Member, Jo Anne Huber, University of Texas-Austin (2012-2015)  
Incoming Past BoD or Council Member, Kathy Stockwell, (retired) Fox Valley Technical College (2015-2017)  
Past Commission Chair, Erin Justyna, Texas Tech University (2014-2016)  
Incoming Advisor Training & Development Commission Chair, Rebecca Hapes, Texas A&M University (2015-2017)  
Member at Large, Theresa Hitchcock, Indiana University Bloomington (2015-2017)  
Member at Large, Dan Turner, University of Illinois at Urbana-Champaign (2015-2017)  
Member at Large, Elizabeth Wilcox, Berkeley University of California (2015-2017)  
NACADA Executive Office Liaison, Leigh Cunningham

Committee Members Absent
Immediate Past Chair (2011-2013), Nora Allen Scobie, University of Louisville (2009-2015)  
Past Region Chair, Art Esposito, Quincy College (2014-2016)  
Advisor Training and Development Commission Chair, Deb Hull, Mesa Community College (2013-2015)  
International Perspective Seat, Yvonne Halden, University of Manitoba-Canada (2012-2015)  
Member at Large, Kerry Spitze, Cayuga Community College Fulton Campus (2014-2016)  
Member at Large, Sonia Esquivel, Air Force Academy (2014-2016)

Guests Present
NACADA Executive Director Charlie Nutt  
NACADA Associate Director Maxine Coffey  
Administrative Division Representative Brett McFarlane  
Invited Guest Oscar van den Wijngaard  
Sandy Waters  
Kyle Ross  
Ashley Clark  
Tonya McIntyre  
Erin Brown  
Melinda Anderson

Discussion Items – Old Business

• Report on status of GOALS 2014-2015 – Sam Murdock shared briefly with capsule of what was discussed in online pre-meeting.
  o Determine if currently existing assessment instruments are asking appropriate professional development questions (and if so, begin to analyze that data).
  o Recommend professional development questions to fill any missing gaps on existing evaluations (or to replace them) in order to ensure that we are offering effective professional development programs.
Update: NACADA “All-Member” Survey
- Maxine Coffey reports that the survey is open through Oct 16th. The survey had 10 questions and is planned every year. 8% response rate so far and 65% of all respondents report the reason they joined NACADA was for professional development. 84% of respondents are NACADA members with less than 10 years in the field. It is a pulse-taking survey that the association hopes to do every year. Preliminary results of those that have already responded show that over half joined the association for professional development. She will share the full results with the group when the survey is complete and has been analyzed.

Discussion Items – New Business

New Initiative: Establishing Advisor Professional Development Working Competencies
- Requested by Charlie Nutt, who attended the meeting to discuss his vision for the initiative for those who were not able to attend the online pre-meeting. He would like this group to help the association define what the skills and competencies are that advisors need to have, beginning with general and then eventually moving towards specific areas. This could help members build their resumes and guide how our offerings create curriculum and assist with advisors attaining skills and competencies. This will move toward identifying specific competencies to assist advisors with their professional development and building their skills and resumes. Charlie mentioned that the committee structure is deliberate tapping into expertise at a diverse array of schools and member backgrounds and skill sets. Campus wide directors and other top level administrators are looking to NACADA for guidance in this area.
- Incoming Chair Teri Farr is breaking this down into three areas for manageability: bench-marketing, survey results, and then establishing some categories of advisors for which competencies could be developed.
- Guest Speaker: Oscar van den Wijngaard and colleague Robert from University College Maastricht, the Netherlands. Oscar, who is a member of the board of the Dutch association, shared a document that illustrates the three main areas they work with and the skills/competencies for each. They see this as a starting point for the work they hope to do in the future. He recommends that we can use what we already know about how we work with students to apply to how to advise the advisors and develop curriculum for advisors.
- Sandy Waters asked if this initiative would involve developing a career ladder. Sam Murdock responded that he thought this could potentially be a result but it would require collaboration with other committees and would be further down the road than the initial scope of the initiative.
- Elizabeth Wilcox asked if the final outcome of this would be to have NACADA-endorsed competencies. She said the only other association she is aware of that has this is NASPA, and wonders how they could be created in such a way that they could apply to everyone without being so broad that they would lose meaning. How can it be calibrated to a “just right” level?
- Oscar van den Wijngaard suggested that using a simple mind map like the one he shared can allow for levels of zooming in to see what are core competencies and then more details of what competencies lie behind/beyond them. If several groups are going to work on this, there needs to be a core structure that, practically speaking, everyone can relate to visually.

Small Working Groups:
- Benchmarking (research) Group
- Survey Result Group – Mehwash Ali
- Categorizing Advisor Sub-Fields/Specialties – Mehwash Ali
- ACTION ITEM: Teri will follow up to determine who will work on each group and to set up online meetings.

Identify GOALS 2015-2016
- Begin mind map development – Theresa Hitchcock volunteered to help set it up. Suggestion that mind map software is available to use.
o Discover what competencies are already out there and review programs from conferences to determine what competencies are already out there.
o Create a plan of how to bring this to the Regions – Theresa Hitchcock would be happy to pilot at Region 3.
  ▪ Brett suggested creating a framework first would be useful, and Elizabeth agreed that working from 5 core knowledge areas developed by Habley & McClellan works well.
  ▪ The model needs to be aspirational as well as just looking at what currently exists.
o ACTION ITEM: Teri will locate the article that describes the Habley & McClellan framework and send out to the group. (NOTE: find at http://www.nacada.ksu.edu/Resources/Clearinghouse/View-Articles/Advisor-Training-Components.aspx)