

Publications Advisory Board - September 8, 2015

Attending: Wendy Troxel, Julie Voller, Leigh Cunningham, Jeanette Wong, Becky Zirger, George Steele, Rich Robbins, Craig McGill, Bob Hurt, Maura Reynolds, Chrissy Davis Jones, Bob Hurt, Peter Hagen, Holly Martin, Jennifer Joslin, Janie Valdes.

Chair Bob Hurt called the meeting to order at 2 PM Central and reviewed the two PAB goals measured this year: 1) support authors, and 2) develop social media presence. In June, a scholarly venue author survey was co-sponsored by the PAB and the Journal Editorial Board. A focus group of survey respondents will be held at the NACADA Annual conference in Las Vegas with Bob Hurt chairing the session. The PAB is in a holding pattern until the Tech Committee finalizes social media guidelines for the various association arms.

Journal: Co-editor Rich Robbins reported that issue 35(2) is in copy edit and should be mailed to members in December. Some manuscripts for have been selected for issue 36(1) that will be published in June 2016. The journal's acceptance rate has gone down slightly because of an increased number of manuscripts submissions. Rich introduced the new co-editors: Wendy Troxel & Susan Campbell; they will work with Rich and Leigh on issue 36(1) and take over for 36(2). Rich and Leigh are beginning their 7th year as editors; PAB chair Bob Hurt thanked them for their services. It was noted that the entire Journal report is on the Journal's website.

Accessibility: Marsha reported on efforts to make all NACADA web-based publications accessible for disability screen readers. Universal design (and recent court cases) necessitate that all materials housed on websites ending in .edu be made accessible. Current NACADA efforts focus on accessible PDFs for the peer book, recent *NACADA Journal* articles, and the top 20 most accessed *Journal* articles.

Pocket Guides: Leigh Cunningham reported that the faculty pocket guide is the best-selling Pocket Guide with more than 12,000 sold. A revision for this Pocket Guide is in the works with authors drawn from the Faculty webinar hosted by Bob when he was chair of the Faculty Advising Commission. The 2nd edition is enough different that it has a new ISBN; the new edition is now in set up. The Foundations Pocket Guide is the 2nd best seller; it was drawn from the four webcasts on that topic. Next pocket guide up for review: the advising syllabus. One question reviewers will need to discuss is whether the syllabus information should be incorporated into assessment pocket guide (currently in first draft). The Persistence Pocket Guide is under review by its authors and Jennifer Joslin. Kathy Stockwell and Amanda Hodges working on 2-year college Pocket Guide.

AAT. Regan Baker doing an excellent job copy editing AAT articles.

Clearinghouse. Marsha thanked George Steele for his work with the Clearinghouse. This year Marsha and NACADA graduate assistant Taylor Mather have followed up on the groundwork laid by George when he was the Clearinghouse Curator. Although not yet official, Becky Zirger, is slated to become the Clearinghouse's coordinator after conference.

Disabilities book review. Susan Fread was unable to attend the meeting so Marsha, with assistance from Jeanette Wong, Bob Hurt, and Jennifer Joslin (the members of the Publications Advisory Board's Management Team) reported on the review chaired by Susan. Reviewers noted that Universal Design should be introduced early in any new edition so other authors can draw on it throughout any book. Intrusive advising needs to go away. First-person experiences are important but should not be included

within the book. NACADA must determine the audience for any new edition. One of the topics the PAB will discuss in Vegas is where should practitioners get their info? What is NACADA responsibility to provide textbooks for classes? What venues are best suited for each audience?

Book sales: Marsha briefly reviewed the book sales. The books that sell best are 1) used in courses, 2) jointly produced with another publisher, 3) part of an Institute's registration, or 4) brand new. Marsha asked the question: Do we need a new venue, one that can count towards promotion and tenure and be on the web? Craig asked if NACADA needs a 2nd peer reviewed journal. Jeanette suggested that, between now and the next PAB meeting in Las Vegas, members think about publication issues as a three-dimensional continuum: how in depth, audience (practitioner/researcher), and how best to access the information. Members should think about where there are holes in NACADA's current venues: do we need something beyond the flagship journal? Is there a need for a platform for International audiences? Bob asked Wendy if she knew where the Research Committee was on their "levels of expertise document".

Jennifer challenged members to think about the Clearinghouse as a two or three dimensional web 2.0 or 3.0 rather than a one dimensional "wikipedia". Wendy suggested the name: Clearinghouse scholar. The challenge in such a venue is to create a unique portal that invites readers to dive in and discover more than what is presented in an overview.

Book updates:

- ***New Advisor Guidebook.*** Jennifer announced that the *Guidebook* will debut in Vegas. Work will be ongoing during the upcoming year on post-production ideas for how to use the *Guidebook*.
- ***Beyond Foundations.*** Julie Voller reported that the 2016 book will have 18 chapters; 12 of those chapters are now with Nancy Vesta for copy editing. Editors are beginning to discuss instructor materials.
- ***First-year advising.*** Holly Martin, lead editor, reported that the 2nd chapter drafts/revisions are due October 19.

Preparation for Vegas: Bob asked members to think about the following between now and the Vegas meeting:

- How can we support authors who want to write? Marsha will send focus questions to PAB; all PAB members are invited to attend this session. The challenge is how to bring members, EO staff, Journal Ed Board, and Research Committee together to develop a model that will help authors and provide ways for all the groups to effectively work together. Wendy piloted an author workshop at the Illinois state meeting in May. After that experience she is thinking in terms of two types of writing: response writing and analytic writing. Each has a different audience and purpose.
- What online, ancillary materials are needed for NACADA major publications? What do readers, instructors, and trainers need to effectively use NACADA materials? Case Studies? Voices from the Field?

Meeting adjourned at 3 PM. **Next meeting 11:30 AM – 12:30 PM, Monday, October 5 in the Umbria room at Caesar's Palace.**