

## **Publications Advisory Board - Monday, October 5, 2015**

PAB Members Attending: Bob Hurt, chair. Joey Lynch, Holly Martin, Melissa Johnson, Karen Archambault, Susan Fread, Sandy Waters, Shanai Lechtenberg, Jeanette Wong, Pat Folsom, Craig, McGill, Janie Valdez, Julie Givans Voller, Peter Hagan, Leigh Shaffer, Gayle Juneau Butler, Peggy Jordan, Rich Robbins, Guests: Kerry Kincanon (Administrative Division rep), Susan Campbell (incoming Journal co-editor), Christy Spears, Carita Harrell, and Taylor Mather (NACADA graduate research assistant), and Becky Zirger (incoming Clearinghouse coordinator). Marsha Miller, Scribe.

Bob announced that Charlie, because of the development of the new Research Center, asked that he continue as PAB chair through the 2018 annual conference in Phoenix. Bob has agreed and Jeanette has agreed to continue on as past-chair. Charlie also has named a working group to study how NACADA can best support authors and present recommendations to him this summer. The working group is to be made up of seven members who are members of at least one of the following groups: the PAB, Journal Editorial Board, Research Committee, and the Professional Development Committee. Working group members already appointed include Bob as chair, with Ryan Tomasiewicz (Research Committee chair) and Teri Farr (Professional Development chair). PAB members were asked to let Bob know if they were interested in serving. (Later note, Julie Givans Voller, Craig McGill, and Melissa Johnson volunteered and were appointed; they also join Theresa Hitchcock from the Professional Development Committee.) Marsha will be the EO liaison to the work group; there will be an informal meeting of the work group after the PAB meeting.

Bob discussed the PAB's connection to the Sustainable Leadership Committee. The Sustainable Leadership Committee seeks to make members aware of leadership opportunities. One way they see to lead is by writing. As such the Committee created resource links that can be placed in the "Writing for NACADA" area of the Resources section of the NACADA website. The Committee hopes that the Publications Advisory Board and Journal Editorial Board will pick and choose resources from their site that should be posted on the "Writing for NACADA" area started a couple of years ago by the Journal co-editors and maintained by Marsha.

Bob reviewed the PAB's Zoom meeting from last month. Kudos were shared with the editors of the Guidebook. Holly reported on progress of the upcoming First-Year Advising book (to debut in early 2017).

The next book up for PAB review is the 2010 NACADA book *Comprehensive Advisor Training and Development: Practices that Deliver*. A review sign-up sheet was distributed. Pat explained how important reviewer comments are to the production process. Marsha explained the review process.

Author survey. Bob explained the results of this summer's scholarly venue author survey. Book authors applauded the support of editors and Executive Office staff particularly mentioning the feedback received from both. The Journal authors mentioned the importance of developmental editing. The author focus group meeting will be this afternoon. Areas for improvement mentioned included the possibility of mentors or a chapter author apprenticeship model. 94% of the authors thought that writing for NACADA was a positive experience. The PAB discussed possible online tools that could be helpful including examples of good writing. It was noted that book production may be placed in the new Research Center; the hope is that books will continue to flourish within whatever structure is decided. It

was noted that book chapters are not to repeat other portions of the book; to keep this from happening it is vital that chapter authors know what is in other chapters.

Goals for the year. Bob updated the PAB on progress on the 2014-2015 goals: writer support and social media presence. It was noted that the Technology Committee has asked to become an Advisory Board. They have developed sample guidelines that can move forward once their request for change of status is voted upon by the Council. Once the social media guidelines are in place the PAB could move forward with that goal. Refer to the preceding discussion regarding writer support.

Publication ancillary materials. There was a discussion regarding what additional materials are needed to accompany the books produced since 2013 within the NACADA Jossey-Bass partnership. It was noted that George Steele is working on learning management system modules for those new to advising; these modules can include materials from *The New Advisor Guidebook* and have short (90 second) video clips embedded. Peggy noted that shorter, one topic clips are better for today's professional development audiences; she thinks there are too many issues addressed in the current three-minute DVD training offerings. One topic helps participants be more focused. The question becomes how can NACADA house these shorter clips? For the Guidebook we might consider having beginning advisors (not the book authors) write a clip. Peggy would not advise using "talking heads" for training; instead we need to have more active learning clips including voice-over charts. Flip the current DVD set up so we start with one of the discussion questions in the DVD vignette and then present the piece of the video clip that addresses that issue to be discussed. Think in terms of what new trainers need; McGraw-Hill and Cengage do an excellent job with these kinds of materials. Think in terms of how the materials connect to the issues to be discussed in the Aiming for Excellence activities, not the other way around. We need to make sure that the cost of the book is not prohibitive. Taylor explained the Approaches book supplemental materials and the way the resources for that book are in one place, free of charge (as a marketing tool). It was suggested that we study [Angelo and Cross' classroom assessment techniques](#) and look for materials that can be used to elicit instantaneous feedback.

Members were asked to sign up to help present the Writing for NACADA session at their home Region. Bob let PAB members know that we appreciate their willingness to present.

Topics: Need to think about content holes.

How do we talk about holes in the literature: Jeanette and Bob explained the rubric they developed that includes audience, depth of material (Bloom's taxonomy), fee structure, format, length, peer review levels, subject areas. It was noted that our publications don't provide for those who aren't primary role advisors. Additionally there needs to be more materials for upper-level administration. Marsha explained the pocket guides using examples from the Foundations of Advising and Cultivating the Potential in At-Risk Students as examples.

It was noted that 30% of NACADA's membership is made up of new advisors. There was a discussion of advisor case load and how social media could be used to let new advisors about newly posted articles (as was done with the Journal issue published this summer). Need to consider packaging the top ten lists from the Clearinghouse as in the top 10 innovative centers on X topic within the Clearinghouse. Blogs give less experienced authors a chance to write. We should recruit new blog authors from award winners. Once they write the grad student(s) could promote their articles on social media.

Effective practices need to be highlighted. More articles on what working on X topic (e.g., the Handbook preconference session Marsha does). These kinds of articles can be forwarded to administration and beyond the association.

There was a discussion of predictive analytics and how these reports are changing the conversations on campus. We know there are data on campuses but sometimes advisors have a hard time accessing it. How do you use the data? What do you do once you have it? It was noted that there are lots of discussions surrounding “Big data”; everyone claims to have it no one knows how to do it. This winter’s Seminar in Arizona will focus on predictive analytics; predictive analytics could be the topic of a new publication.

Karen Archambault expressed interest in following up with the “content holes” matrix. Other PAB members who are interested should contact Bob and / or Karen..