

Publications Advisory Board (PAB) meeting notes – October 6, 2016, Atlanta

Members attending: Bob Hurt (chair), Peggy Jordan, Susan Campbell, Wendy Troxel, Melissa Johnson, Susan Fread, George Steele, Holly Martin, Julie Givans Voller, Peter Hagen, Karen Archambault, LaDonna Bridges, Jeanette Wong, Andrew Rawlings, Leigh Cunningham, Sandy Waters, Janie Valdes, Craig McGill, Rich Robbins.

Guests: Cecilia Olivares (Administrative Division representative); Quentin Alexander, Longwood University; Miranda Sims, University of Florida; Shantelea Johns, Wayne State; Rebecca Hapes, Texas A&M University.

Introductions, welcome, and membership changes. Each participant introduced him/herself to the group. Chair, Bob Hurt, thanked members whose terms are ending and welcomed new members and guests.

New business: NACADA Executive Director Charlie Nutt asked the PAB for input and perspective on what association publications might look like in the next five years. PAB members were asked to complete a 'homework' assignment prior to the meeting where they indicate their current and future use of NACADA publication venues and delivery formats.

Bob explained that the association's open access publication venues are for the 'good of the profession'; 'member discount' print and e-publications are discounted for members. Formats are delivery platforms for receiving information including print, online (e.g., *Academic Advising Today*), webcasts, videos, and e-tutorials. E-tutorials are recently added short courses -- content under the direction of Jennifer Joslin with George Steele serving as the instructional designer -- that have included advising undecided students. Upcoming e-tutorials include one on advising 1st year students and another on creating peer advising programs. These tutorials do not compete with courses in the K-State graduate certificate or masters' degree program as they are basic information that do not include an option for college credit.

At this point the marketing arm of NACADA designs packages that include currently existing books, videos, webcast records, etc. that address a topic. Package materials are selected by the Executive Office staff based upon frequently asked questions; user customization is not currently possible on the NACADA website or by our publishing partners. PAB members who teach noted that customizing (e.g., choose one chapter from a book) is the 'order of the day' in the instructional arena.

Thus, our questions become, over the next five years, what 1) venues will be needed, 2) what formats, 3) who should choose content for packages?

Venue & Format Discussion. Many professionals are familiar with customizing publications from other publishers to meet campus needs. As such a mechanism to custom purchase from NACADA would be great.

NACADA needs to make it easier for potential users to see what various materials are available from NACADA. Need searchable database of topics and/or better meta tagging of materials. Abstracts would be helpful for all NACADA materials. Note: the addition of article abstracts within the Clearinghouse is under discussion as NACADA moves to its new website,

It was noted that if NACADA offers the ability to customize a package with chapters, tutorials, etc. then NACADA must teach members not familiar with customization how to use any system that might be developed. It was suggested that use of the NACADA YouTube channel would help.

PAB members were asked how much they would customize, if given the opportunity? PAB members in charge of advisor professional development were very interested in the option. They want the flexibility of choosing materials from a variety of venues that support a given professional development topic. They would like to print their own bundle. They indicated they would prefer to use PDFs and other downloadable materials.

PAB members share that abstracts often make it easier to convince administrators to purchase materials. Some PAB members still want to know 'what NACADA' thinks goes together; thus there is power in what NACADA has vetted. It was suggested that both customized options and previously bundled materials be offered by NACADA.

More questions to the group: Will members take the time to create their own bundle? Does NACADA advertise what is in the current bundles? While NACADA advertises the newest publications at the annual conference not much marketing appears to occur the rest of year. If NACADA doesn't advertise all of their products then members will custom bundle only from the venues they know.

NACADA doesn't market well to upper level administrators. Additionally, NACADA needs to do a better job advertising the numerous venues and formats available on a given topic and illustrate a number of ways information on a given topic can be accessed. NACADA should look at Blogs, journal articles, webcasts, book chapters, events, Clearinghouse articles, etc. for each topic. The Clearinghouse is the 'landing' place for most members searching a topic. Thus it needs to be like Amazon... "you picked this topic, so you also might be interested in ...". Any 'also interested in' option should not drill down to page level, just individual book chapters.

Customizing options should include a Table of Contents template and a way to generate an abstract for any customized book/topic. These will help users discuss why they pulled the particular resources for a topic. All NACADA venues should offer sample learning outcomes and keywords similar to the books in the NACADA/Jossey-Bass Advisor Core Resource Library.

The website should have a spot where consumers can upload any 'instructors' manual' they develop so they can share their work with others. Institutional copyright issues would need to be addressed before sharing could take place. NACADA should look at how Academic Impressions handles copyright issues.

Topics of interest (where should we be headed?):

- Group advising.
- Working with graduate students.
- Data analytics and how to use it
- Electronic pre-Guidebook primer for new advisors (triage, what is theory, retention)
- How does academic advising connect within student and academic affairs.
- Need to develop a shared vocabulary
- Advisor Competencies. The Professional Development Committee currently is defining advisor competencies based upon the three components of advising (informational, relational, and conceptual). A pocket guide is planned for next summer but support documents (e.g., AAT and Clearinghouse) will be needed. The PDC may reach out to the PAB for suggestions of current references and vocabulary.
- Update on integration of academic and career advising. Front loading of career decisions into selection of a meta major at admission has changed career advising. Many places are not connecting career advising to student development theory.
- Advising as coaching
- Middle publication venue between AAT/Clearinghouse and Journal

Other business

Goals for this past year. Bob reported that:

- The review of the 2010 Advisor Training & Development book was put on hold until after the PDC completes its advisor competencies work. The PAB's review most likely will occur in 2018.
- The Writer Support Work Group drafted several support documents (e.g., how to do a lit review) for potential authors. These documents reside within the Writing for NACADA web page. Bob thanked PAB

members who served on the Work Group. It was noted that as NACADA moves to its new website the Executive Office (EO) staff should double check that these documents are linked from various places on the new site.

Next year's goals:

- Review 2011 book *Academic Advising Administration: Essential Knowledge and Skills for the 21st Century*.
 - Marsha reported that the review team will be made up of PAB members, Administrator Institute faculty/advisory board members, and volunteers from the Administration Commission.
 - Jennifer Joslin, NACADA Associate Director for Content Development and lead editor for the book, crafted the document reviewers will use to guide their reading.
 - The review will take place February 15 – March 15.
 - Potential reviewers are being recruited now with preliminary information going out in early December.
- Develop recommendations regarding venue and formats for the next five years.
 - Continuation of today's discussion. Consider how we collect venue/format data from a broader constituency than the PAB.
 - Consider Zoom focus groups for people from across the association.
 - Possibly poll chairs and members of the Administrative Division committees and advisory boards
 - After data is gathered, PAB and EO should consider writing thought piece/white paper to help members 'think outside the cover.'

The PAB were reminded to review the various reports on the PAB site and let Bob and Marsha know questions.

For the good of the order:

Andrew Rawlings, NACADA GRA working with the Clearinghouse, recommended that PAB members look at Elizabeth Wilcox's new Clearinghouse article: An End to Checklist Thinking: Learning-Centered Advising in Practice <http://www.nacada.ksu.edu/Resources/Clearinghouse/View-Articles/An-End-to-Checklist-Thinking-Learning-Centered-Advising-in-Practice.aspx>.

Volunteer sign-up sheets were distributed and collected for reviewers for the 2011 Administration book and presenters for the region 'Publish with NACADA' sessions.

Meeting adjourned.