

Webcast Advisory Board Meeting Minutes

Tuesday, December 8, 2015

Present

[JP Regalado](#), Chair (2015-2017), Texas A&M University at Corpus Christi (2015-2017)
[Yvonne Halden](#), Past Chair (2013-2015), University of Manitoba-Canada (2010-2017)
[Sarah Howard](#), Ohio State University-Newark (2014-2016), continuing as Technology in Advising Commission Chair (2015-2017)
[Jill Geisler Wheeler](#), University of Arkansas-Fayetteville (2014-2016)
[Cynthia Pascal](#), Northern Virginia Community College (2014-2016)
[Jan Adams](#), Tyler Junior College (2015-2017)
[Maureen Schafer](#), University of Iowa (2015-2017)
[Leigh Cunningham](#), Web Event Producer, Executive Office
[Gary Cunningham](#), NACADA IT Manager, Executive Office

Absent

[Rebecca Hapes](#), Advisor Training and Development Commission Chair, Texas A&M University (2015-2017)
[Robert Hurt](#), Publications Advisory Board Chair, California State Polytechnic University-Pomona (2014-2016)
[Jennifer Varney](#), Southern New Hampshire University (2014-2016)
[Derek Furukawa](#), University of Nevada-Reno (2015-2017)
[Elisa Shaffer](#), Web Event Production Assistant, Executive Office

Welcome from Chair JP Regalado

Subcommittee Updates

- **Online Proposal Review:** Yvonne Halden, Cynthia Pascal, Jen Varney, Derek Furukawa
 - Their task: review the conversations and suggestions that we have had so far regarding the Online Proposal Form and submit a new proposal draft for this meeting
 - Questions they were asked to consider
 - What is the outcome we want from this? [Increase the pool of potential presenters]
 - How do we encourage but also vet at the same time?
 - How much / what information should be gathered in this form, and how much / what should be saved for a second stage process in the process? (Might there be an “audition”?)
 - How do we make sure the form does not become a hindrance?
 - Cynthia reported that this this proposal “marries two forms” – the one we have used previously and one that she has used when working with another entity. Goal is to get the needed information in a user-friendly way. It will give us lots of great information that will be really helpful for easier marketing.
 - Yvonne added that we really want to “get to the grassroots” and bring in new folks, moving beyond just “the core group” that we always see. She particularly likes that this version has added the additional information requests beyond just the title and descriptive paragraph. She also thinks this will be a really helpful tool for the Regions to use; they could possibly incorporate into their review of conference session evaluation.
 - Leigh agreed that it would be great if we could have a process with the Regions that would give us fast information on outstanding Region Conference presentations.

- They request feedback on this version. Leigh said that we would not need photos in the initial form request and if we need a visual “audition” from the proposers, that can be done in a second phase – don’t need in initial proposal form.
- JP asked everyone to give feedback to Leigh by 12/18. He is really excited about getting this form available ASAP.
- **Video Development:** Jen Varney, Maureen Schafer
 - Their task: work with Leigh on creating video(s) that will be accompany the online proposal form to what its purpose and help people feel more comfortable with apply, to be posted to the web before the first 2016 Region conference.
 - Leigh had told Jen that they could wait to begin their work until the form revision suggestions were available. Now that the Proposal form is nearing its final version, Maureen will get with Jen Varney and begin discussing video ideas.
- **Promotion / Communication Plan:** Jill Geisler Wheeler (lead), Rebecca Hapes, Jan Adams
 - Their task: submit a proposal for this meeting
 - Jill sent document with their ideas for social media, which Leigh shared on screen for the group and Jill discussed (see below)
 - The team agrees we need to make better use of social media. The biggest issue with SM is it has to be consistent – postings must be regular or people quite following.
 - Leigh said that from the EO side, it seems we do the best with posting to Facebook and our Blog. Jill noted that we have a problem with Facebook because there are so many that come up with a search that it is hard to tell which is the “real” one (<https://www.facebook.com/NACADA/>). There are differences in opinion as to which of the SM outlets advisors are using (and we have no research to tell us), so we would do well to be in all mediums. Gary agreed that people have varying preferences, so we need to hit all the mediums.
 - Gary shared that the real help we need is to get content to Michele and/or Elisa for SM posting. Everything can be posted from the EO, and staff are happy to do that, but they need to be given the material to post.
 - Sarah said we need to make sure we keep in mind that the postings need to look different for the different mediums.
 - JP said that he believes if we were posting consistently, members would view it. It would be great if this group took the initiative to get that going.
 - Leigh explained that the social media piece is Elisa’s role for webinars, and all we have been doing with that so far is tweeting during broadcasts, so her assistance is available also.
 - JP asked what we are thinking about for the Feb 3 webinar (first email went out this morning). Jan feels that many of her colleagues are active on linked in but is not on enough herself to know how to go about it. She also suggests that in our emails we put “Professional Development” in the subject line, because that helps sell it on campuses.
 - JP asked if there could be a coordinated effort between the WAB marketing and other types of marketing. Leigh shared that Michele and Bev are working on a overall marketing plan and would be happy for any assistance they could get.
 - JP asked that the group now focus on where to start so that we can get something fleshed out and going as soon as possible to promote the Spring webinars (including through the Region Conferences). Can they lay out a plan for getting marketing going for the Spring webinars? The overall idea is to promote all things Webinar, not just individual events.

- Yvonne added that she would really like to see us make contact with the Region Chairs to give them information about what is going on. JP would like us to create a handout for the Region conferences that would give more information than just the upcoming events, which is all the previous flyers have included, and he asked the group to be sure and include that in their planning.
 - Cynthia is creating a communication plan for the Regions for her Awards committee work, and she will share that format with the group.
- **Webinar information sheet:** Rebecca Hapes, Sarah Howard
 - Their task: review the information sheet that has been shared with the CIG division in recent years, as well as Leigh's draft of a general form of this sheet, and make suggestions for improvements, to be shared at our next meeting in early December.
 - Questions they were asked to consider
 - How do we ensure that the information is reaching those who need to hear it?
 - How do we determine who is really interested in doing a webinar and what can we do to help them with the process?
 - Is the process clear enough and transparent enough?
 - Are the steps clear and widely publicized?
 - Have we considered how the chair turnover affects the process?
 - Sarah reported that she and Rebecca have coresponded. The piece they feel is missing is **WHY** we need the CIGs to participate in this. Sarah will work with Jen on fleshing this out.
 - They wondered if thinking about doing a Webinar could be suggested to CIG Chairs as soon as they are identified. Could it become a part of their yearly goals process? (Other things are strongly recommended in that process.) Could there be a process similar to identifying CIG-sponsored presentation for conference?
 - Cynthia suggested the creation of a short video that they could view.
 - JP thinks we could find out from the division reports which groups have webinars as a goal and reach out to them. Sarah feels that the Chairs would really feel supported to learn that their goals are being read and encouraged by the EO and other groups.

Webinar Topics Review compilation (JP reviewed where we are on these topics)

- A theme in the suggestions related to “difficult conversations” that advisors need to have, i.e. parallel plans, mental health issues, supporting students in crisis, student debt, persistence and progress. These topics seemed to rise to the top of everyone's ranking.
- Advising at a Distance was noted by several – being covered in the in the free series that we are partnering with OLC.
- There seems to be interest in something more in the tech series, as we have not done anything on that for a couple of years. Sarah is looking at that from her Commission and considering what new area might be addressed – possibly data analytics.

New Items for Discussion

- Has anyone watched the new webpage video? Thoughts?
 - Yes – and those who have viewed think it will be helpful

Action Items

- Everyone please send feedback on the Webinar Proposal Form to Leigh by 12/18/15. She will compile and return before leaving on winter break.

- Leigh will bring relevant EO staff (Michele Holaday for social media, Bev Martin for general marketing) into the conversation and pass along the suggestions made today to them.
- The Promotion group will work on fleshing out, as quickly as possible, a plan for at least one area of marketing for the Spring webinars. They will also work on a flier and/or other communication format for the Regions. (NOTE: the boxes for the Region Conferences are generally shipped out from the EO about a week before each conference, so Leigh would need to have something by January 12th to be sure to get it in the box for the first Region conference.)
- Cynthia will share her communication plan for the Regions template with the group.
- Sarah and Jen will work on how to add the “WHY” piece to the Webinar Information Sheet.
- JP will reach out to CIGD Reps and Elisa to get reports to find out which CIG groups have webinar as a goal and get a review of that information complete and back to the group prior to the winter break.
- Leigh will send a doodle for next meeting, trying for first week of February



NACADA Web Events

WEBINAR PROPOSAL FORM

NACADA is interested in engaging the global community in a timely, accessible way. If you have a topic or idea that you think would make an engaging, informative live or on-demand webinar, please complete the form below and a member of the NACADA Webinar Advisory Board (**Leigh may wish to comment on this process -- Yes, I reordered a couple of things and changed a few words**) **Webinar Production representative** will reach out to you shortly.

Please do NOT use all CAPS when filling out this form. Thank you.

Theme:

Title:

Description / **Overview (paragraph form)**

Objectives / What will participants learn?

Key Takeaway

Who is/are the proposed speaker(s)?

Name:

Institution Name:

Address:

Phone:

Email:

Quote from speaker(s)

Would you be willing to lead a presentation or moderate a panel on this topic?

Have you presented on this topic before? If so, was it in a virtual format?

Have you presented on another topic? If so, was it in a virtual format?

Please provide information on your presentation experiences

Biography

~~Please provide a picture of each speaker participating in the webinar for our web site.~~

Information attendees can start using right away (this helps us market your idea)

Brief outline of program agenda

Related resources

Please list any exercises or activities that you will use during the webinar. Activities help make the webinar interactive and engaging.

NACADA's Commercial Policy

Proposals from individuals who do not represent higher education institutions will not be accepted. Web Events are not to be used by individuals for marketing or selling products or consulting or other services. Submission of this proposal signifies agreement to abide by the NACADA Commercial Policy.

Please check to signify agreement.

If you have any questions about the submission process or need to make a change to your submission, please email **Leigh Cunningham** at Leigh@k-state.edu or call **785-532-5717**. **DO NOT** re-submit the same proposal if you need to make a change.

Promotion/Communication Committee

12/8/15

Members – Jill Geisler Wheeler, Jan Adams and Rebecca Hapes

Ideas:

- Social Media is a MUST and so far underutilized for webinars



- Emphasis on Instagram is all Jill's ;-)- Jill even volunteers to make the posts for each webinar if needed!
- If we have a flier available that we can send to our other student service organizations, they can relay them to their membership. Maybe NASPA, etc. (maybe tag them in social media posts) In Texas this could include NTCCC the North Texas Community College Consortium. We would have to get a list from each state...
- Emails are still good but they have to be more eye-catching. As it stands right now they are just a bit too plain and too much like all other emails we get from NACADA. I like more color in the emails. The Red banner makes me think of NACADA...
 - Subject line could be more specific. For example, NACE puts NACE: Professional Development in their subject line. That gets my attention and I think marketing it that way would get the attention of others who don't often think of these webinars as the professional development they truly are. Our employees are required to have PD each semester that pertains to our job role and if this says PD right up front then I have a better time selling it. So, how about **NACADA: Professional Development Webinar**, or something along those lines.
- When individuals have publications accepted to AAT or the NACADA Journal, perhaps there could be a line or two inviting them to explore expanding their topic for a webinar in the future, with a link or contact person for additional information (people like to be invited, right? 😊)
- Develop a template communication text for commission chairs to utilize for their commission (can have these available if desired for use on listservs, FB pages, other social media sources)
 - can have something soliciting webinar topics/speakers
 - can have another for advertising upcoming events
- Develop template communication to utilize for following up with commission sponsored sessions after annual to gauge interest in webinar (one would think commission sponsored sessions were deemed the highest caliber sessions in each commission and a good place to start for quality of material), engage commission chair in the process?
 - Not exactly sure how this process will look in 2016 with the revamped tracks, but my understanding is that each commission will still have the opportunity to select commission sponsored sessions with the revision taking place