

# Webinar Advisory Board Annual Meeting Minutes

September 21, 2015

## Members in Attendance

[Yvonne Halden](#), Chair (2013-2015), University of Manitoba-Canada (2010-2017)  
[JP Regalado](#), Incoming Chair (2015-2017), Texas A&M University at Corpus Christi (2015-2017)  
[Rebecca Hapes](#), Advisor Training and Development Commission Chair, Texas A&M University (2015-2017)  
[Sarah Howard](#), Ohio State University-Newark (2014-2016), continuing as Technology in Advising Commission Chair (2015-2017)  
[Teri Farr-Behnke](#), University of Illinois - Urbana-Champaign (2013-2015)  
[Jill Geisler Wheeler](#), University of Arkansas-Fayetteville (2014-2016)  
[Cynthia Pascal](#), Northern Virginia Community College (2014-2016)  
[Derek Furukawa](#), University of Nevada-Reno (2015-2017)  
[Jan Adams](#), Tyler Junior College (2015-2017)  
[Leigh Cunningham](#), Web Event Producer, Executive Office  
[Gary Cunningham](#), NACADA IT Manager, Executive Office

## Not in Attendance

[Robert Hurt](#), Incoming Publications Advisory Board Chair, California State Polytechnic University-Pomona (2014-2016)  
[Deborah Hull](#), Advisor Training and Development Commission Chair, Mesa Community College (2013-2015)  
[Julie Larsen](#), Technology in Advising Commission Chair, University of Washington (2013-2015)  
[Sandy Waters](#), Old Dominion University (2013-2015)  
[Susan Poch](#), Washington State University (2013-2015)  
[Todd Taylor](#), University of Cincinnati (2014-2016)  
[Jennifer Varney](#), Southern New Hampshire University (2014-2016)  
[Maureen Schafer](#), University of Iowa (2015-2017)  
[Elisa Shaffer](#), Web Event Production Assistant, Executive Office

## Discussion Items

- Online Proposal Form
  - Reviewed the previous proposal form (the third version, which was taken down in 2012) and the suggestions from this year's subcommittee (Tyann Cherry, Susan Poch, Jill Geisler Wheeler), as well as Cynthia Pascal's additional suggestions from our last meeting, for updating and reposting it.
    - Questions:
      - 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?
    - **Action item:** A new **subcommittee (1)** will review the conversations and suggestions that we have had so far and submit a proposal for our next meeting in early December.
  - There should be a video(s) to accompany the proposal form to explain what its purpose is and help people feel more comfortable about applying.
    - **Action item:** A new **subcommittee (2)** will work with Leigh on creating video(s), to be posted to the web before the first 2016 Region conference.
  - A promotion / communication plan should be developed for how to get this information out.

- **Action item:** A new **subcommittee (3)** will submit a proposal for our next meeting in early December.
- Work with CIG Steering Committee to encourage Commission Chairs and Interest Chairs to become moderators as part of their responsibilities as well provide information to Commissions and Interest Groups to encourage these groups to put teams together to put forward webinar proposals.
  - Questions:
    - 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?
  - **Action items:**
    - Leigh will bring copies of the current handout for CIGs to conference for Yvonne (and possibly others) to hand out.
    - JP will put in a “plug” for webinars when he makes his presidential visit to the CIG Division meeting at conference.
    - Leigh will draft a new document with clear steps and timeline will be developed for the group to review. (May also be the basis for a webpage.)
    - A new **subcommittee (4)** will review Leigh’s draft and make suggestions for improvements, to be shared at our next meeting in early December.
- Possible webinar topics
  - Reviewed list of suggestions (see below) and discussed some of the needs of this medium and what makes topics viable.
  - **Action item:** After reviewing list of previous webinars, all members will note any thoughts they have about the viability of these topics and/or potential presenters on them and send to Leigh **by Monday, November 3.**
- **Action item:** JP will draft goals for the coming year and send out to the group for review.
- **Action item:** Everyone will let Leigh know which subcommittees they would like to serve on by **Friday, October 16.**
- **Action item:** Leigh will send out a doodle in mid-October to schedule December meeting.
- **Action item:** All WAB members who attend any NACACA event will be on the look-out for potential webinar presenters, give their card to those folks, and be sure to get their information back to Leigh.
- Outgoing members are thanked their service
  - Teri Farr-Behnke, Deborah Hull, Julie Larsen, Sandy Waters, and Susan Poch

### **WAB Topic suggestions for 2016-2017 (8-17-15)**

Advising at a Distance – OLC partnership for Fall 2015  
 Managing Advising Expectations (creating an advising syllabus)  
 Creating Parallel Plans  
 Tough conversations / Parallel plans  
 Student debt issues  
 Social media and advising / Tech tools for advising  
 Advising and career development (examples of collaborative efforts)  
 Mental health issues  
 Campus climate and microaggressions  
 Advisors teaching Information literacy

Supporting students with advanced credits (Am Treboni at Ohio State is a possible presenter)

Foreclosed students

Helping students respond to crisis

Using research to inform practice

How to climb the advising professional ladder

Peer advising

Transfer student transition

How to market liberal arts education

How to avoid burnout

Writing for NACADA – how to get published

Advising gifted students

The difference between persistence and progress

Early intervention

Pre-professional advising

Advising Student Athletes

Advising Adult Students

Strategies for setting boundaries with students

### **Online Proposal Subcommittee Suggestions 7/22/15**

#1

Expand the first section and make it more inviting. Possibly delete the “willing to lead a presentation or moderate a panel” sentence until later in the form and ask it after proposal question.

Possibly delete “presentation” at first and use Title or Idea, then Proposal; then “your information;” then “Willing to lead or moderate;” then the question of prior experience.

Possibly also say that if a person hasn’t had experience with a webinar, there is help from the EO.

#2

Perhaps market the opportunity to the wider NACADA membership more overtly; put the Webinar Idea invitation on the front page of the website?; Add a link to the clearinghouse, AAT pages so that people submitting to those publications can start to think about how else to present their material

Help the larger NACADA membership to understand the link between publishing and the webinar format.

#3

Concerns: If we open the door to outside experts (does that mean commercial folks?) we dilute the opportunities for the membership. If we mean people who have expertise on a particular topic, but who are not NACADA members, then fine with that--as long as they are panel members and not have the central role figure in the presentation.

#4

What about sending an invitation to everyone who has submitted a publication to Clearinghouse or AAT to develop that idea into a Webinar proposal?

It also might be interesting to have a “call for panelists” with Webinar topics attached. People might be willing to share their knowledge as a panel member and not have to come up with the whole idea on their own.

### **OTHER SUGGESTIONS:**

The presentation proposal could ask for:

- a “Key Takeaway” statement
- a descriptive paragraph
- presentation objectives / What will the participants learn?
- A quote from the presenter(s)
- Presenter bios

DRAFT from initial Re-Write Suggestions follows

NACADA is interested in developing and presenting timely topics related to academic advising. If you have a topic or idea that lends itself to a webinar format or if you’ve recently published in the NACADA Clearinghouse or Academic Advising Today (AAT) and would like to expand your topic, please complete the information below. The Web Event Team and the NACADA Executive Office will determine the feasibility of your idea, and respond back to you as soon as possible.

If you are new to the webinar format, there is information and help available from the Web Event Team and the NACADA Executive Office.

1. Your idea/topic proposal

2. Contact Information

First Name

Last Name

Institution Name

Phone Number

Email

3. Are you willing to lead a presentation or moderate a panel on this topic?

Yes!

No!

4. Presentation experience

- |  |     |
|--|-----|
| a. Presented on this topic?                    | Y N |
| i. Dates and event(s)                          |     |
| b. Presented on another topic?                 | Y N |
| i. Dates and event(s)                          |     |
| c. Presented/shared in a Web Event previously? | Y N |
| i. Dates and event(s)                          |     |

**5) 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](mailto:Leigh@k-state.edu) or call **785-532-5717**. **DO NOT** re-submit the same proposal if you need to make a change.

### Pre-2012 Form

#### AdvisorConnect Presentation Proposal Form

**Utilizing the AdvisorConnect platform, NACADA is interested in developing and presenting timely topics related to academic advising.** If you have a topic or idea that lends itself to this format and you are willing and able to lead a presentation or moderate a panel in this platform, please enter the information below to submit a proposal. The Web Event Management Team and NACADA Executive Office staff will determine the viability of your proposal and respond to you as soon as possible.

#### 1) Presentation Title

#### 2) Presentation Proposal (Please limit to 250 characters)

#### 3) Lead Presenter / Panel Moderator Information (Must be a current NACADA member)

First Name:

Last Name:

Institution Name:

Phone Number:

eMail:

#### 4) Prior Experience:

Have you presented / shared on this topic before?  No  Yes

If so, list date and event(s).

Have you presented / shared on any other topic before?  No  Yes

If so, list up to ten dates and events.

Have you presented /shared in a Web Event before?  No  Yes

If so, list up to ten dates and events.

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Submit

Reset

**Cynthia's Sample:**

### **Webinar proposal form**

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

**Theme: Student Success in Online Learning**

**Title: Creating an Engaging Course Using Open Educational Resources**

**Date & Time: 3/17/14**

**Length: 30 minutes**

#### **Key Takeaway**

This webinar will briefly discuss how the Extended Learning Institute (ELI) at Northern Virginia Community College redesigned their online student development (SDV100) class. Using products like StudentLingo, ELI designed engaging courses that promote higher-order thinking, while addressing each of the Student Learning Outcomes.

#### **Description (paragraph form)**

The Extended Learning Institute (ELI) at Northern Virginia Community College was awarded a Chancellor's Innovation Fund grant in 2013 to develop a General Education Certificate program track that allows students enrolling in select first-year general education courses the option to select courses that use free OER materials instead of traditional textbooks. This webinar will briefly discuss Open Educational Resources; and how SDV100 online was redesigned using products like StudentLingo to become an engaging course that promotes higher-order thinking, while addressing each of the Student Learning Outcomes. Student and instructor feedback from that fall 2013 pilot will be included; and cost savings to students will be discussed.

#### **Objectives/What will participants learn?**

Define Open Educational Resources

Describe ways to incorporate products like StudentLingo into first-year general education courses

Explore alternatives to traditional textbooks

#### **Quote from speaker(s)**

"Students deserve access to affordable resources that complement their learning style and help them meet their educational goals"

#### **Who is/are the speaker(s)?**

Name: Cynthia Pascal and Kim Burkle

Address: 3922 Pender Drive, Fairfax, VA 22030-0967

Phone: 703-764-5082

Email: [cpascal@nvcc.edu](mailto:cpascal@nvcc.edu) and [kburkle@nvcc.edu](mailto:kburkle@nvcc.edu)

Biography (The speaker is one of the major draws to a webinar. Please provide us with your extended bio. **Please do not send a resume.**)

**Cynthia Pascal, MAE**



Cynthia Pascal is the Coordinator of Academic Advising and Retention at Northern Virginia Community College’s Extended Learning Institute. Best known nationally for her success in Academic Advising, Social Media, and Distance Learning, she has presented on countless topics in higher education. Using lighthearted humor, Cynthia brings insight and experience to complex subjects and situations.

**Kim Burkle**



Kim Burkle is a Counselor and Instructor at Northern Virginia Community College’s Extended Learning Institute. She is best known for her role as Chair of the Student Development Faculty Cluster and her leadership in the college-wide redesign of SDV100. She also took part in ELI’s Open Educational Resource project; redesigning the online SDV100 using free, open resources. Kim is a dedicated student services professional with over 15 years’ experience in the field.

**Related resources**

**Northern Virginia Community College’s Extended Learning Institute**

<http://eli.nvcc.edu/>

## Northern Virginia Community College's OER Collections/ Open CourseWare

<http://nova.libguides.com/teachingresources/OERCollections>

## Open Educational Resources (OER): Resource Roundup

<http://www.edutopia.org/open-educational-resources-guide>

## Creative Commons

<http://creativecommons.org/>

## Open Educational Resources InfoKit

<https://openeducationalresources.pbworks.com/w/page/24836480/Home>

Participants will:

- Review the need for educators to change the way they select and deliver resources
- Share different methods for maintaining or improving student support given budget decreases
- Define and describe a variety of online tools institutions can use to provide 24/7 support
- Discover how one college changed the way it delivers Student Development Coursework
- Determine which departments on campus would benefit from the tools discussed