

## **Webcast Advisory Board Meeting Minutes**

**September 29, 2016 - Zoom**

### **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)  
[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)  
[Jill Geisler Wheeler](#), University of Arkansas-Fayetteville (2014-2018)  
[Cynthia Pascal](#), Northern Virginia Community College (2014-2018)  
[Derek Furukawa](#), University of Nevada-Reno (2015-2017)  
[Jan Adams](#), Tyler Junior College (2015-2017)  
[Maureen Schafer](#), University of Iowa (2015-2017)  
[Kerry Thomas](#), Oregon State University (2015-2018)  
[Cathy Mathweg](#), Marian University-Wisconsin (2016-2018)  
[Leigh Cunningham](#), Web Event Producer, Executive Office

### **Absent:**

[Jennifer Varney](#), Southern New Hampshire University (2014-2016)

### **Review of Goals**

- JP reminded everyone that the 2016 End of Year Chair report with review of last year's goals is posted at WAB webpage (<https://www.nacada.ksu.edu/About-Us/NACADA-Leadership/Administrative-Division/Webinar-Advisory-Board.aspx>) under "Reports". In summary:
  - ✓ Review and revision of online webinar proposal form – complete
  - ✓ Review and update of proposal information document - complete
  - ✓ Tips for Presenters video – complete
  - Communication plan – in progress

### **Discussion (Consensus)**

- Need to work on Marketing for the coming year. Some initial ideas to think about for the next meeting:
  - How can we gather information about why people who do not presently attend webinars do not do so? How can we increase involvement?
  - How could webinars be creatively grouped?
  - Can we communicate ideas about how webinars are professional development opportunities with specific potential learning outcomes?
    - Could WAB members assist webinar presenters with developing pre- and post-event materials?
  - How could we better utilize the NACADA blog and/or AAT articles for getting information out?
  - How can CDs and new downloadable format be marketed? (We will have new logo/branding after conference.)
  - Do members know about the free NACADA videos on Youtube and if not, how can we remind them about them?

- Proposed: 2 marketing subcommittees for the coming year:
  - Ideas behind marketing – how to do it creatively
  - Physical means of marketing (emails, website, targeting)
- Topics – Leigh shared that we have been wanting to re-do the “Foundations” series but are waiting on the work the PDC is doing with competencies. Hope this re-do can be a least a part of the 2017-2018 season.
- We need to begin to consider a review process for the YouTube videos. At what point do they need to be reviewed again?

### Action Items

- All WAB members are attending Annual Conference – will be on the lookout for potential presenters and presentation topics – will hand out “great presentation” cards as they deem appropriate.
- Please let know which of the marketing subcommittee(s) you want to work on.
- Review of Recordings for coming year (<https://www.nacada.ksu.edu/About-Us/NACADA-Leadership/Administrative-Division/Webinar-Advisory-Board/Recordings-for-Review.aspx> – must be logged in!). Everyone please let Leigh know which you will review.
  - *Conducting Needs Assessment for Professional Development* (Oct) – Sarah, Maureen
  - *Steps in Developing an Assessment Plan for Academic Advising* (Nov) – Sarah, JP
  - *Advising International Students from China* (Feb)
  - *Appreciative Advising* (Feb) – Jill, Cathy
  - *Legal Implications of Academic Advising* (March) - Cathy
  - *Critical Issues in Advising at Open Admissions Community Colleges* (March) - Cynthia
  - *Defining the Role of Faculty within Advising at Community Colleges* (April)
  - *Ethical Decision Making in Academic Advising* (April) – Jill, Sarah, Maureen
  - The four “Foundations” recordings have also been added
    - *Building the Framework*
    - *Conceptual Component*
    - *Informational Component*
    - *Relational Component--JP*