Webcast Advisory Board Meeting Minutes  
September 29, 2016 - Zoom

Present:
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)
Cynthia Pascal, Northern Virginia Community College (2014-2018)
Derek Furskawa, University of Nevada-Reno (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
  o 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:
  o How can we gather information about why people who do not presently attend webinars do not do so? How can we increase involvement?
  o How could webinars be creatively grouped?
  o 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?
  o How could we better utilize the NACADA blog and/or AAT articles for getting information out?
  o How can CDs and new downloadable format be marketed? (We will have new logo/branding after conference.)
  o 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:
  o Ideas behind marketing – how to do it creatively
  o 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.
  o Conducting Needs Assessment for Professional Development (Oct) – Sarah, Maureen
  o Steps in Developing an Assessment Plan for Academic Advising (Nov) – Sarah, JP
  o Advising International Students from China (Feb)
  o Appreciative Advising (Feb) – Jill, Cathy
  o Legal Implications of Academic Advising (March) - Cathy
  o Critical Issues in Advising at Open Admissions Community Colleges (March) - Cynthia
  o Defining the Role of Faculty within Advising at Community Colleges (April)
  o Ethical Decision Making in Academic Advising (April) – Jill, Sarah, Maureen
  o The four “Foundations” recordings have also been added
    - Building the Framework
    - Conceptual Component
    - Informational Component
    - Relational Component–JP