

## **Webcast Advisory Board Meeting Minutes**

**November 28, 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)  
[Jan Adams](#), Tyler Junior College (2015-2017)  
[Derek Furukawa](#), University of Nevada-Reno (2015-2017)  
[Kerry Thomas](#), Oregon State University (2015-2018)  
[Maureen Schafer](#), University of Iowa (2015-2017)  
[Cathy Mathweg](#), Marian University-Wisconsin (2016-2018)  
[Leigh Cunningham](#), Web Event Producer, Executive Office  
[Gary Cunningham](#), NACADA IT Manager, Executive Office

### **Absent:**

[Elisa Shaffer](#), Web Event Production Assistant, Executive Office

### **Items Discussed**

- Chair report – 2 Goals for this year:
  - Continue to work on communication plan to inform NACADA membership of what the Webinars are and to encourage people to submit proposals and be a presenter.
  - Increase marketing for purchasing of Webinars.
    - Discussed targeted marketing (i.e. advising administrators, CIGs)
    - Should we do a needs-assessment? (Does someone want to work on developing something?)
    - Leigh reported that Charlie has requested that we re-do the “Foundations” series for 2017-2018 (possibly four webinars, in conjunction with two Pocket Guides – *What is Academic Advising, 2<sup>nd</sup> ed* and new *Advisor Competencies*).
    - Leigh and Gary explained some of the limitations of our system for things such as “bundling”.
- 2 marketing subcommittees for the coming year:
  - Marketing Ideas – Rebecca, Derek, Jan, Sarah, Yvonne, Cathy
  - Marketing materials development/implementation – JP, Cynthia, Jill, Maureen
- WAB meeting at Annual Conference next year? Or maybe put in a proposal for a panel or concurrent session? Everyone will think about this for further discussion at next meeting – would need to have request to Rhonda by end of January if we want to have a meeting. (Sarah would be willing to assist with writing conference proposal if the group decides to go that route.)

## Action Items

- 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!). See requested deadlines below.
  - (ASAP, please) *Conducting Needs Assessment for Professional Development* (Oct) – Sarah, Maureen (completed)
  - (ASAP, please) *Steps in Developing an Assessment Plan for Academic Advising* (Nov) – Sarah, JP
  - (by 2/28) *Advising International Students from China* (Feb)
  - (by 2/28) *Appreciative Advising* (Feb) – Jill, Cathy
  - (by 3/30) *Legal Implications of Academic Advising* (March) - Cathy
  - (by 3/30) *Critical Issues in Advising at Open Admissions Community Colleges* (March) – Cynthia, Jan
  - (by 4/30) *Defining the Role of Faculty within Advising at Community Colleges* (April) - Jan
  - (by 4/30) *Ethical Decision Making in Academic Advising* (April) – Jill, Sarah, Maureen (completed)
  - The four “Foundations” recordings – **reviewing for re-do in 2017-2018 season – what do we need to do differently?** (by 1/30) **(It would be terrific to have additional viewers for these)**
    - *Building the Framework* – Rebecca
    - *Conceptual Component* – Rebecca
    - *Informational Component* – Rebecca
    - *Relational Component* – JP, Rebecca
- JP will send Leigh some potential dates for January meeting, and then Leigh will send out a doodle.
- Need to develop a plan for getting subcommittees going.