Webcast Advisory Board Meeting Minutes  
November 28, 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 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:  
  o 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.  
  o 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, 2nd 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:  
  o Marketing Ideas – Rebecca, Derek, Jan, Sarah, Yvonne, Cathy  
  o 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](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.