Webcast Advisory Board Meeting Minutes
Tuesday, October 24, 2017 - Zoom

Present:
Theresa Hitchcock, Advisor Training and Development Commission Chair, University of Louisville (2017-2019)
Rebecca Hapes, AT&D Commission Chair (2015-2017), Texas A&M University, member (2017-2019)
John Sauter, Niagara University, Technology in Advising Commission Chair (2017-2019)
Cynthia Pascal, Northern Virginia Community College –Online Division (2014-2018)
Cathy Mathweg, Marian University-Wisconsin (2016-2018)
Sara Ackerson, Washington State University (2017-2018)
Noelle Moreland, Northern Virginia Community College (2017-2019)
Leigh Cunningham, Web Event Producer, Executive Office
Gary Cunningham, NACADA Senior Computing Specialist / Web Event support, Executive Office

Absent:
Gary Johnson, Rochester Institute of Technology (2017-2019)
Olga Salinas, Boise State University (2017-2019)

Agenda Items for Discussion
• Continuing and Incoming members introduced themselves to one another.
• Conference updates
  o Sharing of “great presentation” cards – members handed out cards to a variety of presentations across a number of topics, including undocumented students, young, black & gifted, Chickering’s vectors
  o Theresa Hitchcock shared about the pre-con session she did with Erin Justyna, Teri Farr, and Jennifer Joslin, (part of) which will become our final webinar for this year’s series.
• Webinar registration for current season
  o about on track for where we usually are. DW78 team is going to write a blog to seek to boost their registration.
  o How can we make titles more attractive to the folks who control the budgets and to NACADA membership who could be benefiting from them?
• Determine goal(s) for 2017-2018
  o Review and update the Facilitator section on the website
  o Develop ways to communicate the value of webinars to NACADA membership so they can lobby for them with campus administrators.

Action Items
• Leigh will explore options for discount code for webinar registrants to purchase the recording at a reduced price.
• Jill will follow up on ideas for making a video that can be added to the website.