

Division Unit Report for the Webinar Advisory Board
Submitted by: **Jill Wheeler** jwheeler@uark.edu

Please complete **Columns 7 through 8** and return by **August 15, 2018** to Administrative Division Reps Cecilia Olivares (olivaresc@missouri.edu) and Steve Viveiros (viveiros_steven@wheatoncollege.edu) with copies to incoming AD-Rep Teri Farr (tjarr@illinois.edu) and Admin Division Liaison Jennifer Joslin (jejoslin@ksu.edu). Please copy your Executive Office Liaison, Leigh Cunningham (Leigh@ksu.edu) as well.

This report will reflect items from your unit's 2017-2018 plan of work.

NACADA Strategic Goal(s) (List strategic goal(s) to which the outcome is related)	Specific desired outcome (What you want to occur as a result of your efforts; what you want someone to know, do, or value)	Actions, activities or opportunities for outcome to occur (What processes need to be in place to achieve desired outcome)	Outcome measurements & related data instrument(s) (How you will specifically measure for the outcome and any instruments you will specifically use e.g. survey, focus group)	Other groups or individuals (if any) to connect with in achieving this outcome (List any plans or opportunities for collaboration with other Committees, Advisory Boards or units regarding this outcome)	Challenges (if any) anticipated in achieving this outcome (How you plan to address difficulties that may arise as you work to achieve the outcome)	Progress toward achieving outcome (Only completed in August 2018 report)	Future action(s) based on data (Data-informed decisions) (Only completed in August 2018 report)
1. Expand and communicate the scholarship of academic advising	1. Continue to work on a communication plan to inform NACADA membership of what the Webinars are and to encourage people to submit proposals and be a presenter.	1. Recruit presenters at Annual and Regional conferences using our "great presentation" cards	1. Look at number of submissions to our online Webinar proposal. If we have enough high quality to choose from for 2017—18 Webinar Season, then we can consider our outreach to be successful.	1. Region Division Commission and Interest Group Division	1. Recruitment is constant so as long as committee is doing its part, challenges to this outcome is minimal.	1. We continue to receive recommendations from our two current sources.	1. We are working to identify those top presenters who were not selected Best in Region, but had great attendance and evaluations to be potential presenters.

<p>2. Provide professional development opportunities that are responsive to the needs of advisors and advising administrators</p>	<p>2. Have more institutions purchase the digital copies of past webinars.</p>	<p>2. Develop a promo code for those who purchase the live webinar to receive a discount if they buy the digital copy. Potentially 15% off</p>	<p>2. Look at the purchases of webinars in the 2017-2018 season to see if sales increased from years past.</p>	<p>2. N/A</p>	<p>2. We must get final approval from NACADA EO.</p>	<p>2. Approval was granted for a "coupon code" Even without the coupon code digital sales rose from 145 in 16-17 to 263 from 17-18</p>	<p>3. Get the "coupon code" added to the post-event emails to drive digital sales.</p>
<p>3. Promote the role of effective academic advising in student success to college and university decision makers</p>	<p>3. Develop ways to communicate the value of webinars to our membership and campus administrators with marketing efforts.</p>	<p>3. Explore the possibility of a video that can be added to the website with WAB members telling why webinars are a great investment.</p>	<p>3. Look for an increase in sales for the webinar season.</p>	<p>3. Professional Development Committee Technology in Advising</p>	<p>3. Coordinating marketing efforts across different subcommittees. It has been successful in the past and we would hope this trend would continue.</p>	<p>3. 2017-2018 topics could be credited to the increase in participation and purchasing. 73 more paid registrations from just a year earlier.</p>	<p>3. Find a avenue of promotion that will grab your attention when you receive NACADA emails about our topics.</p>