

**Admin Division Annual Report for the Webinar Advisory Board**  
**Submitted by Jill Wheeler ([jwheeler@uark.edu](mailto:jwheeler@uark.edu))**

Please complete **Columns 7 and 8** (based on the content in Columns 1-6 as listed in your November 2018 report) and **return by August 15, 2019**, to Administrative Division Reps, Steve Viveiros, [viveiros\\_steven@wheatoncollege.edu](mailto:viveiros_steven@wheatoncollege.edu), and Teri Farr, [tjfarr@illinois.edu](mailto:tjfarr@illinois.edu), with a copy to Interim Administrative Division Liaison Charlie Nutt, [cnutt@ksu.edu](mailto:cnutt@ksu.edu). Please copy your group's Executive Office Liaison as well. Thanks!

<b>NACADA Strategic Goal(s)</b> (List strategic goal/s to which the outcome is related)	<b>Specific desired outcome</b> (What you want to occur as a result of your efforts; what you want someone to know, do, or value)	<b>Actions, activities or opportunities for outcome to occur</b> (What processes need to be in place to achieve the desired outcome)	<b>Outcome measurements &amp; related data instrument(s)</b> (How you will specifically measure for the outcome and any instruments you will specifically use, e.g. survey, focus group)	<b>Other groups or individuals (if any) to connect with in achieving this outcome</b> (List any plans or opportunities for collaboration with other Committees, Advisory Boards or units regarding this outcome)	<b>Challenges (if any) anticipated in achieving this outcome</b> (How you plan to address difficulties that may arise as you work to achieve the outcome)	<b>Progress toward achieving outcome</b> <b>(Only completed in Aug. 15 report)</b>	<b>Future action/s based on data</b> (Data-informed decisions) <b>(Only completed in Aug. 15 report)</b>
Engage in ongoing assessment of all facets of the Association	Determine whether recently-initiated discount code for registrant purchase of post-event recordings yields increased purchases	Compare purchases of webinar recordings of 2018-2019 event registrants to those of 2017-2018 registrant purchases	Count number of sales and compare	Will need assistance from Executive Office	The accuracy of the comparison of past years with the overreaching foundational theme we had in last year's series.	We were able to offer the discount code thanks to the executive office!	Unfortunately, the code did not prove to be incentive enough to garner an increase in additional purchases. Upon further examination, only one person utilized the discount. It is unknown if the discount drove this purchase or if the individual would have purchased the DVD no matter the price. The board will need to decide the future of the code.