NACADA Region Review
Executive Summary
March 2020
(Abridged)

NACADA: The Global Advising Community for Academic Advising (NACADA) works to develop and disseminate theory, research, and best practices for academic advising in higher education. NACADA’s Region Division supports and represents members within the geographic regions by facilitating professional development activities, networking opportunities, and assisting with member recruitment services. In Fall 2017, the NACADA Board charged the Region Division to do a complete and thorough examination of NACADA’s present region structure and how it serves our members. The Region Review Work Group comprised of members from the Region Division, current and former Region Chairs, the Global Initiatives Committee, the NACADA Research Center, and the NACADA Executive Office.

The Region Review Process
The Region Review Work Group determined that member feedback was critical to understanding the best structure to support the professional development goals for its members. A mixed-method approach was adopted to collect feedback. A survey was created and disseminated in November 2018, while in-person and virtual focus groups were conducted from February 2019 to July 2019. The following research questions were used to develop the survey instrument and focus group protocols, as well as to frame the analysis of the results:

- What do members see as contributing to or standing in the way of engagement and affinity to NACADA?
- What do members see as valuable forms of professional development?
- What aspects of the current organizational structure best facilitate engagement and professional development?
- What aspects of the current organizational structure prevent engagement and professional development?

Surveys were emailed to current members (N=13,042) and former members (N=16,164). Three thousand, one hundred and sixty (N=3,160) responses were collected for a response rate of 10.8% (based on deliverable addresses). Of the total respondents, 2,954 reported that they were current members of NACADA, providing a strong response rate of 22.6% for current membership. Semi-structured focus group sessions were offered at all 2019 Region Conferences (85 participants), at the 2019 International Conference (83 participants), and 27 virtual sessions (123 participants). An online suggestion box was available for membership feedback, as well (no submissions, however). The survey data and focus group transcripts were analyzed to produce the findings outlined below.

Initial Review of Findings
The analysis of the findings is incorporated with recommendations into the comprehensive Region Review document. There were some themes that emerged from the survey and focus group data (not in priority order):

Accessibility & Availability
Availability findings address how the organization works to include members - regardless of their location.
Breadth & Depth of Content
NACADA provides multiple entry points for advisors to access resources that enhance their approach to advising, their growing skill sets, and connections to practice.

Global Community
Respondents consistently noted that personal connections within the association lead to a sense of community and connection.

Infrastructure
Findings regarding Infrastructure include concerns and opportunities to strengthen how NACADA operates structurally to support professional development and leadership opportunities across the organization.

Leadership Opportunities
Respondents who expressed interest in leadership positions have recognized the value of their engagement in NACADA at the Region level as a pathway to leadership opportunities within the Association.

Engagement
Member engagement takes three forms: colleagues, the profession and the organization. Respondents value the personal advising connections made through NACADA and appreciate the scope for professional development available through the Association.