

Publications Advisory Board – October 1, 2018 – Phoenix Convention Center

PAB members attending: Bob Hurt, Regan Baker, Sharon Aiken-Wisniewski, Jeanette Wong, David Grey, Karen Archambault, Holly Martin, Shantalea Johns, Quentin Alexander, Sarah Howard, Julie Givans Voller, Jennifer Joslin, Gayle Juneau-Butler. Ruth Darling, Marsha Miller.

Guests in attendance: Teri Farr and Rebecca Hapes (Council representatives), Cindy Firestein (ELP).

Chair Bob Hurt called the meeting to order at 10:15 am and welcomed all in attendance. Jennifer Joslin thanked Bob and Marsha for their service as both retire soon (Bob after this meeting and Marsha in June).

Marsha passed the sign-up sheet to help present the “Publish with NACADA” session at regional conferences. This session is a joint project between the PAB and the Editorial Boards of both NACADA-sponsored journals.

Updates to posted reports

Jennifer reported on the PAB-sponsored review of the 2010 advisor training and development book. The primary audience for this book is those charged with providing advisor professional development for their campuses. The reviewers recommended that NACADA produce a new edition that addresses changes in the field since the book’s publication; Jennifer concurs, remarking that she sees the need for an updated book in her campus visits. NACADA Executive Director Charlie Nutt accepted the recommendation and approved moving forward with creating a new edition. At this point Jennifer is coordinating the writing efforts and asked PAB members interested in becoming an editor or author to contact her. Once editors are named the anticipated production timeline is 18 – 24 months.

Julie, as contributing editor for the new NACADA book *The Power of Story*, reported on its completion and the book signing Tuesday afternoon with author (and PAB member) Peter Hagen. Jennifer Joslin updated the group on the *New Directions* series book she and Wendy Troxel are editing on advising issues. This book, part of an online, open access series from Jossey-Bass, will be published later this fall; its target audience is upper-level administrators.

Sharon Aiken-Wisniewski, co-editor of the *NACADA Journal*, gave a brief update to the editors’ annual report posted on the PAB’s website. She noted that with the establishment of the new *NACADA Review*, the *Journal* now focuses on publication of manuscripts based upon original, IRB-approved research. Issue 39(2), late 2019, will honor the legacy of Virginia Gordon; the authors for the issue meet tomorrow. Co-editor Ruth Darling reported on the progress of the *NACADA Review*, the new online journal focused on the connection of theory and practice within academic advising. Ruth, co-editor Oscar van den Wijngaard, and managing editor Marsha have worked weekly since their initial meetings last fall in St. Louis. Eight submissions have been received to date; several currently are in revision. The first issue should be published this winter.

Marsha provided insights into the annual sales report posted on the PAB website including an update on the Toolkit project. She thanked Bob for his efforts in negotiating the Toolkit contract with Jossey-Bass. That contract allows NACADA to pull materials from NACADA/Jossey-Bass books on ‘hot topics’ within our field. Learning outcomes and discussion questions have been added to each ‘kit’ and each is sold at a nominal price (\$10 to members) for campus professional development use.

Karen Archambault announced that Melinda Anderson lost her NACADA books in the North Carolina hurricanes, the board is collecting signed copies to restock her book shelves. Please contact Karen to donate books.

Administrative Division update

Bob reported on the Administrative Division meeting, explained the association's definition of diversity, and how members are chosen for the PAB. He noted that because publications support many association efforts the PAB routinely connects with other advisory boards and communities. Bob discussed the conference's Story Corps project and how PAB members can be involved. Julie provided insights regarding the project in general. Members can download an app and use it to interview fellow advisors. After completion of the interview, the recording should be uploaded via the app into to the NACADA space in the Story Corps archive at the Library of Congress.

2018-2019 Goals Discussion

Bob turned the meeting over to incoming PAB chair Julie Givans Voller to discuss possible project goals for the next year. Julie noted that possible goals including surveying those who have purchased NACADA publications over the last three to five years as well as a sampling of involved members who have yet to purchase. Marsha would like to leave her successor with user data to help NACADA determine probable need and platforms for future publications. Charlie has approved a survey for late March/early April. PAB members were asked to send possible survey questions now for editing in December via a Zoom meeting.

Marsha announced that Thursday evening the PAB received a book prospectus including a book outline and sample chapter. The topic is advising LGBTQ students; a sign-up sheet was circulated. Reviewers must weigh in during October with insights and questions which will be forwarded to Jennifer and Charlie. It was noted that review of this prospectus could be a goal for the year.

Karen asked what publication projects are coming up next, stating that having a new release at each conference is important. Jennifer reported that there should be at least one new Pocket Guide next year but not a book. Karen indicated that she may be interested in editing a new edition of the transfer book; the review of the current edition of that book is scheduled for early 2020.

Gap Analysis Discussion

Each year towards the end of its meeting the PAB brainstorms possible topics for future publications (i.e., gap analysis). As Marsha moves closer to retirement, Jennifer asked that this year's PAB discussion focus on a philosophical question... Is NACADA a library, store, or both? The assembled membership said both. While individuals may not stay NACADA members after attending a conference close to home, they come back to us when they need information.

Since the PAB play an important role in promoting the production and consumption of research, Jennifer sought PAB opinions about working with the Research Center to create policy briefs and analysis of current research. In the past NACADA publications focused on long-term projects but advisors also need print that addresses short term needs/hot topics. The PAB was open to exploring topics in conjunction with the Research Center.

For the good of the order:

Does NACADA have anything on the use of data analytics in advising? Career advising? Jennifer noted that chapters in the *New Directions* book address these topics.

Gayle suggested that it would be helpful if PAB members were provided with a timeline for upcoming PAB projects (e.g., next book up for review, what month, etc.). Knowing timelines two years prior to each review project would help members know what could fit into their schedules.

Bob thanked the group for their support and innovative ideas over the last four years. Meeting adjourned.

Marsha Miller, scribe.