



Advising Community Division Report 2019-2020

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Please complete Columns 1 through 6 and return by November 15, 2019.

Columns 7 and 8 are completed for the progress report due August 15, 2020. Please send your report to Executive Director, Charlie Nutt (cnutt@ksu.edu); President, Erin Justyna (erin.justyna@ttuhsc.edu); and Vice President, Cecilia Olivares (olivaresc@missouri.edu).

1. NACADA Strategic Goal(s) <i>(List strategic goal(s) related to the outcome)</i>	2. Specific desired outcome <i>(What you want to occur as a result of your efforts; what you want someone to know, do, or value)</i>	3. Actions, activities or opportunities for outcome to occur <i>(What processes need to be in place to achieve desired outcome)</i>	4. Outcome measurements & related data instrument(s) <i>(How will you specifically measure the outcome and with what instrument(s)? e.g. survey, focus group)</i>	5. Other groups or individuals (if any) to connect with in achieving this outcome <i>(List opportunities for collaboration with other groups)</i>	6. Challenges (if any) anticipated in achieving this outcome <i>(How will you address issues that arise as you work to achieve the outcome?)</i>	7. Progress toward achieving outcome <i>(Only completed in August 2020 report)</i>	8. Future action(s) based on data <i>(Data-informed decisions)</i> <i>(Only completed in August 2020 report)</i>
Goal #7: Expand the use of innovative technology tools and resources to support the work of the Association.	The Division Reps and EO Liaison will explore the development of automated communication to engage membership when they join and/or change membership into an AC The Division Reps and EO Liaison will work with AC Chairs to effectively communicate with	The Division Reps and EO Liaison will explore technology options now that the new system has been implemented The Division Reps and EO Liaison will work with AC Chairs to create a communications plan that	Is the automated system or alternative communication plan put into place (Y/N)? Does the newly implanted system have some other automated messaging capability? (Y/N)	EO Staff – for technology, including new staff member designated for member engagement AC chairs – for individualized messaging to their membership Cluster Reps – to assist with coordination	Since this will be a newly implemented technology, learning its full and robust capabilities will initially be challenging. This goal was initially planned for 2018-2019 but delays with implementation of Protec in EO and subsequent adjustment to the system delayed this goal.		

	<p>membership prior to Annual Conference and other key events throughout the year for continual member engagement</p>	<p>compliments existing communication strategies within the EO.</p> <p>.....</p>			<p>Additionally, working with each chair to provide personalized and timely messaging for new members may be a challenge, simply given the number of AC Chairs.</p>		
<p>Goal #6: Engage in ongoing assessment of all facets of the Association</p>	<p>Assess ACD Fair.</p>	<p>The 2018-2019 working group created 2 goals and benchmarks for assessing each goal for the ACD Fair. We plan to continue that work in 2019-2020 with an additional working group to design and execute assessment plans/strategies. These could include an exit survey designed for people to take a quick survey after walking through the posters (maybe with prizes for completion!) or items added to the post-conference survey sent out to all attendees.</p> <p>-in what ways can the fair experience be digitized and the information shared</p>	<p>Fair Goal #1: Provide new conference attendees and attendees who want to get involved in NACADA the opportunity to meet with AC Chairs and to learn about involvement opportunities.</p> <p><i>Benchmarks for assessment:</i></p> <ul style="list-style-type: none"> • Attendees learn about volunteer opportunities. • Attendees learn about leadership opportunities. • Attendees learn about collaborative/scholarship opportunities-- Examples include conference 	<p>Create Working Group of Cluster Reps; AC chairs and Council for input</p>	<p>Involved individuals have different ideas about what the ACD Fair means to them. Continuing to assess and develop division-wide goals for the fair will remain a challenge.</p>		

		be made more accessible to more/all members?	<p>proposals, online discussions, and publications.</p> <p>Fair Goal #2: Provide conference attendees the opportunity to learn about the Division overall.</p> <p><i>Benchmarks for assessment:</i></p> <ul style="list-style-type: none">• Attendees learn about the Division's primary focus on helping advisors help students.• Attendees learn about how they select their four ACs and are more aware of the ones they selected.• Have an 'Introduction' table outside of where the fair is hosted. Man the table with Cluster Reps/ACD Reps and make sure there's a list of the ACs available and the chair's contact information. We also may benefit from having a 'glossary' of sorts to outline the differences				
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			<p>between joining the AC as one of the four allowed versus signing up for the listserv. We could have two people at a time be there, one speaking and one tallying to determine how many people “stopped” at the table for information.</p> <ul style="list-style-type: none">• Region level-have advising snapshots included either as a “booklet’ n each welcome bag and/or have them listed in the conference bulletins (if we did ¼ page per AC then it would take 5 pages front and back..which isn’t much room...this could also be doable for annual as well but thinking along the lines of reaching a wider audience• Hold a munch and learn at least once a year available to NACADA members. This can include a reminder of				
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			<p>current ACs, how to select them, criteria for selection and why it's important if you want to get into leadership (i.e. be member of that AC for a year), talk about potential new ACs etc</p> <p>-----</p>				
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<p>Goal #5: Develop and sustain effective Association leadership.</p>	<p>Structure Clear, Consistent, and Transparent Expectations for Division Roles through the development of sustainable training materials</p>	<p>Develop sustainable training materials, communication plan, and training handbook documents in online platform such a google classroom</p>	<p>Division leaders will have access to onboarding training materials prior to annual conference</p>	<p>The ACD Chairs will be very helpful in communicating their needs to the Cluster Reps; frequent needs/issues not already incorporated into the timeline or discussed within the communication plan can be discussed and addressed to be assistance for future Cluster Reps</p>	<p>Part of Cluster Rep rubrics might need to involve communication plans for individuals who are unresponsive, do not meet expectations, and/or a process for removing an inactive or Ineffective Cluster Rep.</p>		
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