



**Division Unit Report for [Business Majors Advising]
Submitted by [Warren Wei]**

Please complete Columns 1 through 6 and return by November 15, 2020.

Columns 7 and 8 are completed for the progress report due August 15, 2021. Please send your report to your [Cluster Rep](#) and the ACD Reps: Amber Kargol (akargol@iastate.edu), Wendy Schindler (wkschindler@gmail.com) and EO Liaison Dawn Krause (dawnkrause@ksu.edu). Thank you!

1. NACADA Strategic Goal(s) <i>(List one of NACADA's 7 strategic goal(s) related to the specific desired outcome in #2)</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 instruments? e.g. survey, focus group)</i>	5. Other groups or individuals to connect <i>(List opportunities for collaboration with other groups)</i>	6. Anticipated challenges <i>(How will you address issues that arise as you work to achieve the outcome?)</i>	7. Progress toward outcome <i>(Complete in August 2021 report)</i>	8. Future action(s) based on data (Data-informed decisions) <i>(Complete in August 2021 report)</i>
Expand and communicate the scholarship of academic advising	Increase the level of research participation among members in the hopes of presenting findings at a future conference.	We will determine opportunities for research and collaboration with other organizations/groups. One such opportunity is to engage with NACE regarding intersection of academic advising and career advising.	We will work with the research arm of NACADA to determine current research and expanding on those opportunities. We hope to send out a survey to gauge the status quo as well as best practices.	Certainly opportunities exist to reach out other NACADA groups. Reaching out to outside organizations such as NACE will allow for expanded perspective and increase sample size.	The biggest challenge would be the obtainment of completed survey results if we get to that stage. Another challenge that exists is getting other organizations to onboard with this research opportunity.	Although we have not had much interest, we have members collaborating on a survey to gauge perceptions of career readiness in academic advising.	With the upcoming conference, the hope is we will be able to continue to push for more members to participate in research and have members perhaps collaborate on different topics.

Provide professional development opportunities that are responsive to the needs of advisors and advising administrators	Increase the level of competency among the advisors in the business community.	An established mentorship program will continue. Any advisor new to the profession (less than 3 years experience) will be connected with a more seasoned advisor to discuss various topics on a monthly basis.	After each year of the program, surveys will be conducted to determine level of satisfaction and effectiveness of the program.	Business Community members are invited to join as either mentors or mentees. Communication is sent through email. Recruitment was also done at the annual business meeting. Communication will also be sent to targeted individuals who have previously expressed interest in the program.	A new round for the mentorship program is about to begin. Participants (mentors and mentees) are being recruited. Despite our best recruitment efforts, there may be an uneven number of mentors/mentees. After we close sign-ups we will reevaluate the level of participation and determine if additional outreach will be needed.	After the last conference, we have had a number of interested individuals participating in the mentorship program both as mentors and mentees.	This is a program we hope to continue to provide to the business majors advising community. We will continue to recruit new advisors and set them up with mentors to help them with their own professional development.
Provide professional development opportunities that are responsive to the needs of advisors and advising administrators	Continue to provide community members with opportunities to increase their level of competency in advising.	The continuation of virtual sessions focused on specific topics will be helpful in reaching these goals. We hope to host at least 2 to 3 such sessions.	Surveys will be conducted after each session in an effort to gain feedback on the session and specifically ways to improve content to make it as relevant as possible to members.	Although these events are sponsored by the business community, in the past, these sessions were highly relevant to advisors in general. In addition to targeting business community members, other members will be welcome.	We have been fortunate in the past to find individuals excited and willing to be presenters. Difficulties lie with finding individuals who want to present. Connecting with other communities and working with other communities within NACADA may provide opportunities for collaboration on some of these events.	Unfortunately, we were unable to secure presenters to participate in virtual sessions for the community.	We will continue our efforts to recruit members and individuals so that we may share best practices with one another.
Develop and sustain effective Association leadership	The business community would like to experience a higher level of engagement within its membership.	In our last business meeting, we have actively recruited members to be a part of the community in various ways.	The level of interest will be gauged by the number of individuals interested in participating. Throughout the year, we will reach out to these individuals and get them connected to the community. Although there is initial interest, we also want to ensure they stay engaged. That can only be determined with time.	As new members become engaged in NACADA community, we hope they will then become further immersed and engaged in NACADA leadership.	There may be misconceptions of being a leader in NACADA with respect to the level of time commitment. Changing that narrative and helping them understand they can have time to do it all I think will be a challenge.	Our efforts for recruitment have been successful as we have added a few members to our steering committee as well as our mentees for our mentorship program.	We will continue our recruiting efforts at the national conference and encourage members to get the word out regarding our community as well as it's benefits.

INSERT rows as needed

Resources:

NACADA Strategic Goals - <https://www.nacada.ksu.edu/About-Us/Vision-and-Mission.aspx>