



**Division Unit Report for Canada  
Submitted by Allison Scully**

Columns 7 and 8 are completed for the progress report due August 15, 2022. Please send your report to your [Cluster Rep](#) and the ACD Reps: Gavin Farber ([gavin.farber@temple.edu](mailto:gavin.farber@temple.edu)), Wendy Schindler ([schindlerw1@nku.edu](mailto:schindlerw1@nku.edu)), Tony Lazarowicz ([tlazarowicz2@unl.edu](mailto:tlazarowicz2@unl.edu)) and EO Liaison: Liz Alcantara ([lizabeth@ksu.edu](mailto:lizabeth@ksu.edu)). Thank you!

<b>1. NACADA Strategic Goal(s)</b>  <i>(List one of NACADA's 7 strategic goal(s) related to the specific desired outcome in #2)</i>	<b>2. Specific desired outcome</b>  <i>(What you want to occur as a result of your efforts; what you want someone to know, do, or value)</i>	<b>3. Actions, activities or opportunities for outcome to occur</b>  <i>(What processes need to be in place to achieve desired outcome)</i>	<b>4. Outcome measurements &amp; related data instrument(s)</b>  <i>(How will you specifically measure the outcome and with what instruments? e.g. survey, focus group)</i>	<b>5. Other groups or individuals to connect</b>  <i>(List opportunities for collaboration with other groups)</i>	<b>6. Anticipated challenges</b>  <i>(How will you address issues that arise as you work to achieve the outcome?)</i>	<b>7. Progress toward outcome</b>  <b><i>(Complete in August 2022 report)</i></b>	<b>8. Future action(s) based on data</b>  (Data-informed decisions)  <b><i>(Complete in August 2022 report)</i></b>
<b>Expand and communicate the scholarship of academic advising</b>	Increase proposal submissions for regional and annual conferences (presentation, posters, panels)  Interested conference presenters share presentations as blog posts on Advising in Canada blog Ensure blog posts include scholarly references  Canadian Advisors will know how to get involved in scholarly writing and research for advising	Access to number of proposals submitted by Canadians for regional and annual conferences  Promote proposal deadlines and encourage Canadian Advisors to submit via newsletter, Facebook and Twitter  Clear understanding of writing opportunities via NACADA to share with advisors	<b>Track number of proposals submitted to regional and annual conference by Canadians</b>  <b>Track number of presentations by Canadians at regional and annual conferences</b>  <b>Count number of social media posts and e-newsletter mentions of proposal deadlines</b>	Executive Office to find out about gaining access to lists of proposal submissions and presenter contacts from Canada Region 1, 5, 6, 8  Current advisors doing research in Canada  Theory, Philosophy, & History of Advising Community	Gaining access to proposal submission numbers  Canadians have struggled to get proposals accepted.  Gaining access to contact info of Canadians at regional and annual conferences  Use common language and apply theory and	<b>Is it possible to get this # from EO?</b>  <b>Is it possible to get this # from EO?</b>  <b>5 posts about proposal submission deadlines</b>	For the past two years, key goals that would help inform our success is difficult to track as we do not have access to the data and I'm unsure if the EO is able to share that info to help track growth. Perhaps it is better to remove these as goals for this AC and focus on things we have direct access to measure?  <b>Proposals:</b> Now that regional conferences and annual conference is

	<p>Canadian Advisors will know where to find scholarly research on advising via NACADA</p> <p>At least one (1) Canadian Advisor will write for Academic Advising Today</p> <p>Canadian Advisors will value theory and research of advising</p>	<p>List of Canadian presenters at regional and annual NACADA conferences to ask them to write for blog</p> <p>Clear understanding of research opportunities for Canadians to get involved</p> <p>Clear understanding of writing opportunities via NACADA to share with advisors</p> <p>Promote research and theories of advising on newsletter, professional development events, Facebook, Twitter and blog</p> <p>Recruit members of Steering Committee to focus on research and proposal opportunities</p>	<p><b>Count number of blog posts written</b></p> <p><b>Count number of authors of Academic Advising Today</b></p>		<p>research to issues advisors are facing</p> <p>Reaching those who are interested in research and writing</p> <p>Converting those who are unaware or uninterested in importance of research and theory in advising</p> <p>Create a list of advisors who express interest in writing and research</p> <p>Communicate with regions to get sense of rubrics and evaluation of proposals to help Canadians writing effective submissions</p>	<p><b>3 blogposts written</b></p> <p><b>1 article by Canadian in Academic Advising Today</b></p>	<p>opening up again for Canadians, a priority should be increasing awareness and learning of best practices for proposal writing, and submissions as well as deadlines. Goal of a web event, social media posts and enews</p> <p><b>Academic Advising Today:</b> Reach out to Bri Harvie to speak about her experience writing for Academic Advising Today in hopes of increasing interesting and awareness of this option for professional development. Goal of a blog post or web event, social media and enews</p> <p><b>Blog Posts:</b> A more direct reach out to advising teams across Canada will occur in September to gain more blog posts. Although the number increased this year, it is down from pre-covid. Goal is at least 5 blog posts</p>
<p><b>Provide professional development opportunities that are responsive to the needs of advisors and</b></p>	<p>Deliver at least 3 online professional development events by Canadian advisors delivered to other</p>	<p>Executive Office assistance with gaining access to ZOOM,</p>	<p><b>Count number of online events organized</b></p>	<p>CACUSS</p>	<p>Challenges: Business of hybrid work schedule and people not having extra time or energy to focus on</p>	<p><b>5 web events: 4 with CACUSS, 1 with Advising Administrators AC</b></p>	<p><b>Web Events:</b> Continue relationship with CACUSS to host joint web events</p>

<p><b>advising administrators</b></p>	<p>Canadian advisors in collaboration with CACUSS</p> <p>Topics for professional development will be relevant and of interest to Canadian Advisors</p> <p>Collaborate with other communities to provide professional development opportunities</p> <p>Gather input from Steering Committee on professional development ideas and topics</p> <p>Increase online interactions through blog posts, Facebook group, Twitter, Instagram and regularly scheduled cross-country dialogue</p> <p>Canadian Advisors will know about upcoming online events</p> <p>Canadian Advisors will connect with advisors across Canada to learn best practices and effective strategies</p> <p>Canadian Advisors will share their expertise</p>	<p>posting events and resources on website</p> <p>Virtual business meeting – share goals of community and go into breakout rooms, use Jam board to share ideas to Learn, Share and Connect – Steering Committee members lead discussion in each room</p> <p>Jamboard notes from virtual business meeting</p> <p>Review topic suggestions from previous year outreach</p> <p>Continue online space of Facebook account, Twitter account and Blog on WordPress</p> <p>Launch Instagram and grow community</p>	<p><b>Count number of attendees at online events</b></p> <p><b>Compare number of Twitter followers to our Canadian Advising group month/month and year/year</b></p> <p><b>Compare number of Facebook members to our Canadian Advising group month/month and year/year</b></p> <p><b>Compare number of Instagram Followers to our Canadian Advising group month/month and year/year</b></p> <p><b>Compare number of Blog followers to our Canadian Advising group month/month and year/year</b></p> <p><b>Compare number of blog post views month/month and year/year</b></p> <p><b>Count number of blog</b></p>	<p>NACADA Advising Administrators Community</p> <p>NACADA Wellbeing and Advisor Retention Community</p> <p>NACADA Region 5, Region 6, Region 1, Region 8</p> <p>Canadian Advisors and Administrators</p>	<p>professional development</p> <p>ZOOM fatigue</p> <p>Time zones vary greatly</p> <p>Solution: Work to offer PD opportunities beyond just hour long web events on ZOOM (Peer Pods)</p> <p>Offer shorter web events that focus on helping advisor take care of themselves</p> <p>Offer PD web events at time that works well for all advisors across Canada - list all times on marketing materials and not just EST to reduce confusion and scheduling errors</p> <p>1pm EST works well</p>	<p><b>Total of 633 attendees at web events. Lowest was 21, highest was 300</b></p> <p><b>Increase of 33 Twitter followers, total of 148</b></p> <p><b>Increase of 55 Facebook members, total of 290</b></p> <p><b>93 followers – new this year</b></p> <p><b>145 total blog followers</b></p> <p><b>1711 blog views</b></p> <p><b>3 blogposts written</b></p>	<p>Continue annual web event with Advising Administrators.</p> <p>Reach out to other ACs for web events and promote their events to Canadians</p> <p><b>Social Media:</b> Having one person work on a social media account helped spread the work and creativity. Instagram appears to be the one with most engagement so emphasis may be placed on that area. Instagram grow by 100 followers, Twitter grow by 50 followers, Facebook grow by 60 followers</p>
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	and best practices with each other		<b>posts written</b>				
	Canadian Advisors will value the professional development opportunities provided by NACADA Canadian Advising Community						
	Canadian Advisors will value the knowledge and experiences of their fellow Canadian advisors						
<b>Promote the role of effective academic advising in student success to college and university decision makers</b>	Demonstrate value and impact of academic advising to advisor's supervisors and university/college administrators across Canada	Collaborate with Advisors across Canada to create an advising toolkit	<b>Increase in number of Canadian membership with NACADA</b>	NACADA Advising Administrators Community	Decreased funding for NACADA memberships	<b>Is it possible to get this # from EO?</b>	See first comments above for points on this
	Promote value of NACADA in enhancing advising	Promote conference outcomes Promote NACADA Global Awards, encouraging Canadian advisors/administrators to apply and nominate	<b>Increase number of ListServ for CANADAADV@LISTSERV.KSU.EDU</b>	Advising Administrators across Canada Region 1, 5, 6, 8	Time and effort to submit nominations for awards and scholarships	<b>Is it possible to get this # from EO?</b>	
	Increase number of NACADA global award and scholarship nominees from Canada	Promote Global Advising Week and encourage Canadian post secondary institutions to celebrate their advisors during that week	<b>Increase number who have selected Canada as of 1 of Communities</b>	Global Advising Week Committee	Changes to WFH vs back on campus could mean less time/threshold to be involved with NACADA activities	<b>Is it possible to get this # from EO?</b>	
	Advising Administrators will know what NACADA is and benefits of membership for	Enlist Steering Committee for	<b>Count number of administrators who participate in events</b>	NACADA membership committee		<b>Changed way do registration for events so unable to capture this</b>	<b>Administrators:</b> Do a survey or focus group virtually with administrators across Canada to understand what they need from this AC
			<b>Count number of submissions and winners for Global Awards and</b>	Scholarship/awards committee(s)		<b>Is it possible to get this # from EO?</b>	

	<p>themselves and their advisors Advising Administrators will participate in events put on by Canadian Advising Community (both as participants and presenters)</p>	<p>outreach to Advisors and Administrators across Canada to promote events, research, scholarships and awards</p> <p>Encourage Advisors and Administrators to join Canadian ListServ to receive up to date info on events, research, scholarships and awards</p>	<p>scholarships</p>				
<p><b>Foster inclusive practices within the Association that respect the principle of equity and the diversity of advising professionals across the vast array of intersections of identity</b></p>	<p>Steering Committee representation across Canadian provinces and between Universities and Colleges</p> <p>Promote Canada and Canadian Advisors as diverse partners in NACADA</p> <p>Increase Canadian membership and participation in NACADA Offer events, blog posts, social media posts and newsletter articles that promote diversity of Canada and broad range of advising and post secondary institutions</p> <p>Canadian Advisors will know NACADA offers</p>	<p>Promote value of NACADA membership</p> <p>Promote value of NACADA conference participation</p> <p>Distribute relevant NACADA scholarly research and best practices that fosters diversity, equity and inclusion</p> <p>Promote events and professional development opportunities that focus on diversity, equity and inclusion</p> <p>Reach out to Regions to find Steering</p>	<p>Increase in Canadian membership in Association</p> <p>Increase in signups to Canadian Listserv</p> <p>Track number of blog posts, social media posts and e-newsletter articles on diversity, equity and inclusion</p> <p>Increase in outreach list of Advisors and Administrators across Canada</p> <p>Track participants in events to identify what regions are continually not participating</p>	<p>LGBTQA Advising and Advocacy Community</p> <p>Social Justice Community</p> <p>Advising departments across Canada at Universities and Colleges</p>	<p>Growing membership numbers in areas that have their own regional associations (Saskatchewan, Manitoba)</p>	<p>Is it possible to get this # from EO?</p> <p>Is it possible to get this # from EO?</p> <p>Enews: 4 Social Media:3 Blog:0 Web Events: 1</p> <p>Multiple touchpoints to increase awareness of listserv signup on social media, email, website</p> <p>Changed way do registration for events so unable to capture this</p>	<p>Reach out to advisors that work in advising roles focused on supporting equity seeking students. Share on social media and enews at least 5 EDI related events/information</p>

	<p>resources and theories on diversity, equity and inclusion</p> <p>Canadian Advisors will be able to access resources, theories and research on diversity, equity and inclusion</p> <p>Canadian Advisors will value the importance of scholarly research and theory for diversity, equity and inclusion in their advising approaches</p>	<p>Committee members across Canada</p> <p>Recruit blog writers from across Canada and from Universities and Colleges</p> <p>Access to scholarly research and theories that can easily share on social media, newsletter and for presenters and blog writers to access</p> <p>Connect with nonNACADA regional advising associations to build connections and share opportunities for participation (Saskatchewan, Manitoba, Atlantic)</p>					
<b>Develop and sustain effective Association leadership</b>	<p>Sustainable leadership in Canadian Advising Community Expanded leadership in Canadian Advising Community through a Steering Committee Promote and encourage more Canadians to participate in NACADA leadership roles beyond the Canadian AC</p> <p>Canadian Advisors will know opportunities to join NACADA</p>	<p>Continue to populate steering committee with advisors in all stages of their career (new advisors, middle career, administrators) Have Steering Committee members select areas they would like to focus on to give them ownership of their role and build leadership confidence</p> <p>Continue “past-chair” Steering Committee role to maintain AC</p>	<p><b>Number on Steering Committee</b></p> <p>Number of Canadians in various volunteer and leadership roles in NACADA</p>	<p>Region 1, 6, 8, 5 Chairs, Liaisons in Canada and other relevant leadership roles in NACADA held by Canadians</p>	<p>Engagement and commitment to Steering Committee with reduced budgets to be NACADA member and COVID impacting time and energy to be involved</p>	<p><b>11 Steering Committee members</b></p> <p>Is it possible to get this # from EO?</p>	<p>Goal is to have a steering committee member from each province – so far just missing Saskatchewan.</p>

	community  Canadian Advisors will value being involved with NACADA beyond just a membership	and leadership continuity and support  Promote opportunities to be involved with NACADA  Promote benefits of NACADA membership with highlights of leadership and involvement opportunities for professional					
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*INSERT rows as needed*

**Resources:**

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

Advising Community Self-Assessment Rubric - <https://docs.google.com/document/d/1QRd4FTxuE72NDOMdcw8cnDP7k5pISRZIYhYzG-EgP0o/edit?usp=sharing>

Advising Community Chair Self-Assessment Rubric - [https://docs.google.com/document/d/1Z-4O7ir\\_AzjM088vGNOsC5odtYOEMbNAYYseEuu6U88/edit?usp=sharing](https://docs.google.com/document/d/1Z-4O7ir_AzjM088vGNOsC5odtYOEMbNAYYseEuu6U88/edit?usp=sharing)