In 2020-2021, despite challenges during the pandemic, the ACD continued its progress forward. Our Advising Communities (AC's) continue to reflect our member's topical interests and offered opportunities for resource sharing and increased general outreach efforts overall.

**Strengths:**

- The Chair role is evolving well within the Division as we see AC Steering Committees more fully develop within Advising Communities that act as models for others. Chairs are using their leadership skills to develop distinct positions on their Steering Committees and then funneling work towards these individuals, rather than having to do it all themselves.
- We have seen an increase in collaboration between communities as they work together to provide virtual discussions on many hot topics this year.
- Steering committees within AC's are continuing to build leadership skills and pathways towards Chair positions.
- This year, Advising Communities created more opportunities for engagement online. The implementation of the 'NACADA Next Week' emails have increased the visibility of our community events for members.
- We created 1 new opportunity for members to join new Advising Communities this year with the addition of the Potential AC: Hispanic-Serving Institutions.
- The ACD is working to collaborate with both the Regional Division and EO to streamline processes for our chairs and increase visibility at regional/annual conferences.
- The ACD Steering Committee continues to be a talented group with many ideas for current and future members/leaders.  The continued support of this group has been a support system for many on our team.
- ACD Reps and EO liaison have increased our use of the Slack channel.  This has provided us more timely communication with our team and prevented emails from getting lost.

**Weaknesses:**

- Communication processes.  Requests by our chairs for emails to membership and smooth pathways to request a ZOOM discussion have been a burden for our chairs this year.  Turnover in EO and an increase in virtual discussions/meetings is making it

challenging for our chairs to execute their goals and for their members to receive timely emails.
- Training.  It has been a goal of ours to create training in Canvas.  As the pandemic has increased advisor workloads, it has altered our training approach and pushed back this goal.
- Reporting.  The quality of reports from our chairs vary in scope, length, and ambition. As we continue to streamline our processes and training, we hope to highlight this process more in the future.
- Our annual reports and rubrics continue to pinpoint some groups that underperform and may need eventual archiving. In addition, there is still some overlap with groups in the Administrative Division that may need definition around their mission and scope, merging, or more opportunities for collaboration in the future.

## Opportunities:

- As we offer up more online content, the Division will be rethinking having our discussions/presentations open to any and all. It may enhance membership benefits if we opened our discussions to all, but for our high-quality recordings, they may move to be members-only content in future. Another possibility would be to allow the AC's to deliver the content in a format of their choosing, then house the recording behind the membership login on the NACADA website, providing a membership incentive for future access of this content.
- As a Division, we continue to try and balance our online discussion format with presentations from members, as well as overall content that does not directly compete with the NACADA webinars overseen by the Webinar Advisory Board. For example, this year, many AC's went directly to regional presenters within their topic area to ask if they would do an equivalent online discussion for their community. This may conflict with overall revenue generating opportunities with online content in the Association as a whole. We don't want to compete, but augment such opportunities.
- Our Division Steering Committee is composed of 8 Cluster Reps that have become a direct contact for our AC Chairs and a much-needed level of mentorship within the Division. Annually, the Cluster Reps directly help move Division goals forward with their participation on working groups. Much collaboration among AC's has come out of Cluster relationships. There is a higher level of communication than ever before with many Cluster Reps doing monthly meetings and/or direct email communications with their Chairs. However, they are not considered "official" leadership positions within the NACADA by-laws and are not able to take advantage of any funding for Annual Conference, though they directly support Chairs at Annual Conference.

  Future exploration of these positions could be very beneficial to growing diverse and robust leaders from within the membership.

## Threats:

- The pandemic has made it especially challenging to keep the AC Chair roles active. We have had an influx of chairs who have stepped down due to either increasing responsibilities at their institutions or a change in position.  These shifts will create a greater challenge in providing sustainable leadership for the chair roles and preventing active communities from being archived.

Prepared by:

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**Advising Community Division Report 2020-2021**

**Submitted by Amber Kargol (akargol@iastate.edu) and Wendy Schindler (wkschindler@gmail.com)**

Columns 7 and 8 are completed for the progress report due September 1, 2021. Please send your report to the Executive Director, President, and Vice President.

| 1. **NACADA Strategic Goal(s)** *(List strategic goal(s) related to the outcome)* | 2. **Specific desired outcome** *(What you want to occur as a result of your efforts; what you want someone to know, do, or value)* | 3. **Actions, activities or opportunities for outcome to occur** *(What processes need to be in place to achieve desired outcome)* | 4. **Outcome measurements & related data instrument(s)** *(How will you specifically measure the outcome and with what instruments? e.g. survey, focus group)* | 5. **Other groups or individuals (if any) to connect with in achieving this outcome** *(List opportunities for collaboration with other groups)* | 6. **Challenges (if any) anticipated in achieving this outcome** *(How will you address issues that arise as you work to achieve the outcome?)* | 7. **Progress toward achieving outcome** *(Only completed for September 2021 report)* | 8. **Future action(s) based on data** (Data-informed decisions) *(Only completed for September 2021 report)* |
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| 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 members when they join and/or change AC membership  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 and communication systems currently being used.  The Division Reps and EO Liaison will work with AC | 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)  There will be fewer e-mails regarding who is | EO Staff – for technology  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.  Additionally, working with each chair to provide personalized and timely messaging for new members may be a | Automated communication has been put on hold as there have been some changes to personnel in the EO  The ACD held virtual training for chairs beyond our Annual Division Meeting Topics covered for new chairs and current chairs included | Reassess automated communication plan in the future  Continue to hold virtual training as verbal feedback has been positive about the "just in time" approach.  Put the current |

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| | AC members prior to Annual Conference and other key events throughout the year for continual member engagement | Chairs to create a communications plan that compliments existing communication strategies within the EO. • • • • • • • • • • • • | responding to which questions, when, and how. There will be fewer listserv e-mails sent out, and e-mails will be more comprehensive on their information. | | challenge, simply given the number of AC Chairs. | items such as proposal reviews, communicating with AC members, creating a steering committee, etc. The ACD steering committee met monthly to provide cluster reps with timely information for chairs. Additionally, comprehensive emails were sent to all chairs with pertinent information. | communication plan in writing so that future leaders have a template to work from, rather than passing information by word of mouth. Develop the ACD Canvas shell to house information for chairs in one convenient location. |
| Goal #2. Provide professional development opportunities that are responsive to the needs of advisors and advising administrators | Review the organization of AC business meetings and sponsored sessions at the Annual Conference to determine most effective configuration for membership participation and engagement. Review the data and processes from the 2020 virtual business meeting format. | The Division Reps and EO Liaison will work with the Annual Conference Advisory Board & relevant EO Staff to discuss how to best obtain historical data to assess membership and meeting attendance, and use that data to make a well informed decision related to scheduling Develop a working group with the Cluster | Determine if any adjustments need to be made (Y/N) Determine if any adjustments can be made (Y/N) Were adjustments made that could be made (Y/N) Is additional data needed for further discussion (Y/N) and if so, what data is needed? | Annual Conference Advisory Board EO Staff, Cluster Reps | Changes were made to the AC business meetings this year due to the pandemic. How will that look moving forward with the 2021 Annual Conference? There are a limited number of conference sessions spaces available for business meetings and sponsored sessions to be held during annual conference. Even if data indicate that changes should be made, it may not be possible to create a | Due to the ongoing pandemic, the potential for considering a change to the current business meeting and sponsored session configuration has been put on hold. | Once the global health crisis surrounding COVID-19 is more stable, the ACD will revisit this issue and consider the best way to make business meetings available to all members, not just those who attend the Annual Conference. We have reserved dates in November for AC's to host optional meetings to connect with members if they did not attend the annual conference. |

| | | Reps to explore the format of business meetings and sponsored sessions moving forward. | | | perfect, overlap-free schedule, or even one that minimizes the current overlap reported by some members. •••••••••••••• | | |
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| Goal #6: Engage in ongoing assessment of all facets of the Association | Conduct a comprehensive review of the ACD Fair. | Establish clear and formal goals for the ACD Fair.

Assess the viability of the ACD Fair as an activity

If the decision is made to continue the ACD Fair, in what ways can the fair experience be digitized and the information shared be made more accessible to more/all members? | ACD Fair was determined to be a viable AC activity (Y/N)

If yes, clear and formal goals are established for the ACD Fair (Y/N)

A method of internal assessment is established for chairs to review the effectiveness of the ACD Fair as it meets their chair needs and the established goals (Y/N •••••••••••••• | Cluster Reps in working groups

Council – for input | It will be challenging to obtain a consensus around the idea of the ACD Fair, as preliminary polls indicate it means different things to different people and goals among ACs vary. | After considering goals for the ACD fair (increased awareness of the division as a whole), the ACD has changed the format for 2021 to include posters about the division rather than about each individual AC. | The ACD will assess the success of the updated ACD fair format after Annual 2021 and make appropriate updates in the future. |

| Goal #1: Expand and communicate the scholarship of academic advising | Gain feedback from chairs regarding the proposal reading process. | The Division Reps and EO Liaison will work with the Annual Conference Advisory Board & relevant EO Staff to discuss and determine the feedback needed from chairs to streamline this process. | Was feedback solicited from ACD Chairs (Y/N) | Annual Conference Advisory Board<br><br>EO Staff<br><br>Cluster Reps | Crafting a survey that will glean information needed for this goal.<br><br>Another challenge will be for brand new chairs who have not been involved in this process in the past. | This goal was also put on hold due to the pandemic. | ACD leaders have plans to schedule a meeting with EO staff after Annual 2021 to discuss options for changes to the proposal reading process.<br><br>ACD leaders will hold a town-hall style meeting for AC chairs to express their feedback about proposal reading. |
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| Goal | | | | | | | |
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| Goal #2: Provide professional development opportunities that are responsive to the needs of advisors and advising administrators | Provide more education to the general NACADA membership to increase visibility for the ACD as a whole.<br><br>Create a template a concurrent session that can be presented at regional/annual conferences, a handout to educate others on how to find the four communities of which they are a member, and/or create and provide a small tool to put into conference materials (handout, ad for conference program, etc). | Connect with the EO and regional conference chairs to determine how best to communicate our message through the online conference format.<br><br>Connect with the Annual Conference Advisory Board & relevant EO Staff to determine how best to communicate our message at the Annual Conference. | Were ACD educational materials created (Y/N)<br><br><br>If yes, were those materials distributed/implemented at 2021 conferences? | Cluster Reps in working groups<br><br>EO Staff<br><br>Region Division Reps | The challenge will be to determine how to best distribute these materials due to the changing format of regional conferences this year.<br><br>Another challenge will be determining the best times to utilize these for future opportunities. | ACD leaders met with Region Division leaders to discuss potential tabling for the ACD at future region conferences. This was unable to take place in 2021 due to the virtual format of the conferences.<br><br>Creating a concurrent session template was put on hold due to the pandemic and the uncertainty of virtual vs in-person conferences for 2021. | Consider tabling for the ACD at 2022 region conferences.<br><br>Consider creating a concurrent session template in the future. Also consider alternatives such as a video that can be sent out to new NACADA members and information that can be provided via conference apps. |
| Goal #5: Develop and sustain effective Association leadership. | Structure clear, consistent, and transparent expectations for division roles through the development of sustainable training materials | Continue to develop the Canvas course created in 2020.<br><br>Create a working group with Cluster Reps to set goals for content creation and distribution. | Were goals set? (Y/N)<br><br>If yes, were any of those goals met? | Cluster Reps in a working group | The pandemic and workload for advisers will be a challenge as volunteers have less time available.<br><br>Creating content that will last multiple years will also be challenging. | The ACD held virtual training for chairs beyond our Annual Division Meeting Topics covered for new chairs and current chairs included items such as proposal reviews, communicating with AC members, | Continue to hold virtual training as verbal feedback has been positive about the "just in time" approach.<br><br>Consider developing the Canvas course as a future goal, once information is more |

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| | | | | | Another challenge will be creating content as processes within NACADA are changing (such as reviewing proposals for online conferences and hosting virtual business meetings instead of in person). | creating a steering committee, etc. Due to the pandemic and ever-changing information, training through Canvas was put on hold. | stable (as the global crisis around COVID-19 subsides). |