



Division Unit Report for Career Advising
Submitted by Dana Hebreard, Ph.D.

| <p>1. NACADA Strategic Goal(s)</p> <p><i>(List one of NACADA's 7 strategic goal(s) related to the specific desired outcome in #2)</i></p> | <p>2. Specific desired outcome</p> <p><i>(What you want to occur as a result of your efforts; what you want someone to know, do, or value)</i></p> | <p>3. Actions, activities or opportunities for outcome to occur</p> <p><i>(What processes need to be in place to achieve desired outcome)</i></p> | <p>4. Outcome measurements & related data instrument(s)</p> <p><i>(How will you specifically measure the outcome and with what instruments? e.g. survey, focus group)</i></p> | <p>5. Other groups or individuals to connect</p> <p><i>(List opportunities for collaboration with other groups)</i></p> | <p>6. Anticipated challenges</p> <p><i>(How will you address issues that arise as you work to achieve the outcome?)</i></p> | <p>7. Progress toward outcome</p> <p><i>(Complete in August 2022 report)</i></p> | <p>8. Future action(s) based on data</p> <p><i>(Data-informed decisions)</i></p> <p><i>(Complete in August 2022 report)</i></p> |
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| <p>Build active and diverse steering committee</p> | <p>Engaging and interactive dialogue on social media and listserv; active participate in Zoom and in-person conference meetings</p> | <ul style="list-style-type: none"> • Subcommittees that are empowered to create their own goals • Consistent communication | <p>Develop pulse survey to be sent out quarterly to gauge participation. Scheduled a follow up meeting on Thursday, November 4 for members not able to attend national conference</p> | | <p>Time – it feels that many advising professionals are taking on additional responsibilities at their organizations.</p> | | |
| <p>Expand and communicate the scholarship of academic advising</p> | <p>Advisors will know the impact of integrating academic and career advising concepts in an effort to support students as they make meaning of their curricular and co-curricular activities</p> | <p>Contribute to the expanding professional literature base by writing articles that feature research, theory, and practice related to the integration of academic and career advising</p> | <p>Choose the appropriate publication venue within NACADA, and produce 2 publications.</p> | <p>Billie Streufert, Steering Committee Member, from Augustana University has really taken the lead with publications. The 2020-2021 community submitted several articles for publication – goal would be to continue that momentum for 2021-2022.</p> | <p>Effectively communicating these opportunities broadly and to a diverse group of members and encourage collaborative writing groups.</p> | | |

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| Develop webinar series on career advising | Collaborate with other ACDs to expand knowledge and audience of career advising concepts. | <ul style="list-style-type: none"> Scheduled meeting on Friday, October 29 with Liberal Arts Advising Community (Leslie Ross) and George Steele to discuss flipped advising and an integrated webinar in March 2022. | Have three webinars over the course of the year in collaboration with other ACDs | Yes (Liberal Arts Advising Community for example) | | | |
| Expand knowledge of career development theories and information to the NACADA Community | Advisors will be able to access the Career Advising Community website and social media sites to explore resources related to career advising. | <ul style="list-style-type: none"> Website will be reviewed and updated. Social media site will be set up. | | | | | |

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