



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>8. Future action(s) based on data</p>
<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 surveys 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>Added representation from multiple regions. Continue to reach out to members interested in career advising.</p>	<p>Scheduled social for annual conference Steering Committee.</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 encouraging collaborative writing groups.</p>	<p>Build collaborations with liberal arts and undecided/exploratory ACs. Presented for Eduology on two different occasions with career advising committee members.</p>	<p>Personally participated in a new initiative called the Presidential Podcast with Gavin Faber and Karen Lewis. Also, I co-authored a chapter of a new advising handbook.</p>

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)	Marketing and participation in the middle of the semester might be a challenge.	We had great success with our March 8, 2022 event featuring George Steele on Reflecting on the New Normal: Helping Students Reflect on Academic and Career Goals.	Continue to collaborate with the LA group with a September Webinar on the topic of career advising. Hot Topics Webinar on Wednesday, September 28, 2022.
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 sites will be set up. 			Still need to work on the website.	New steering committee member took on social media which has increased our presence on LinkedIn and Facebook.	Continue to grow these platforms to increase connections with members unable to attend in person meetings. We have 3,209 LinkedIn Members (see analytics). This is such a more strategic group than the 46 members in Facebook.

Additional Information:

I am co-author for Chapter Two of the Comprehensive Advisor Training & Development, 3rd Edition with Locksley Knibbs titled “Funding Advisor Training and Development.” In addition, I worked with Gavin Farber, Karen Lewis, and Matt Marklin on a new podcast series called NACADA Presents Podcast: Presidential Perspectives Reflection on the Past, Present and Future. I hope both of these enhance the work that I do for the Career Advising Community.

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

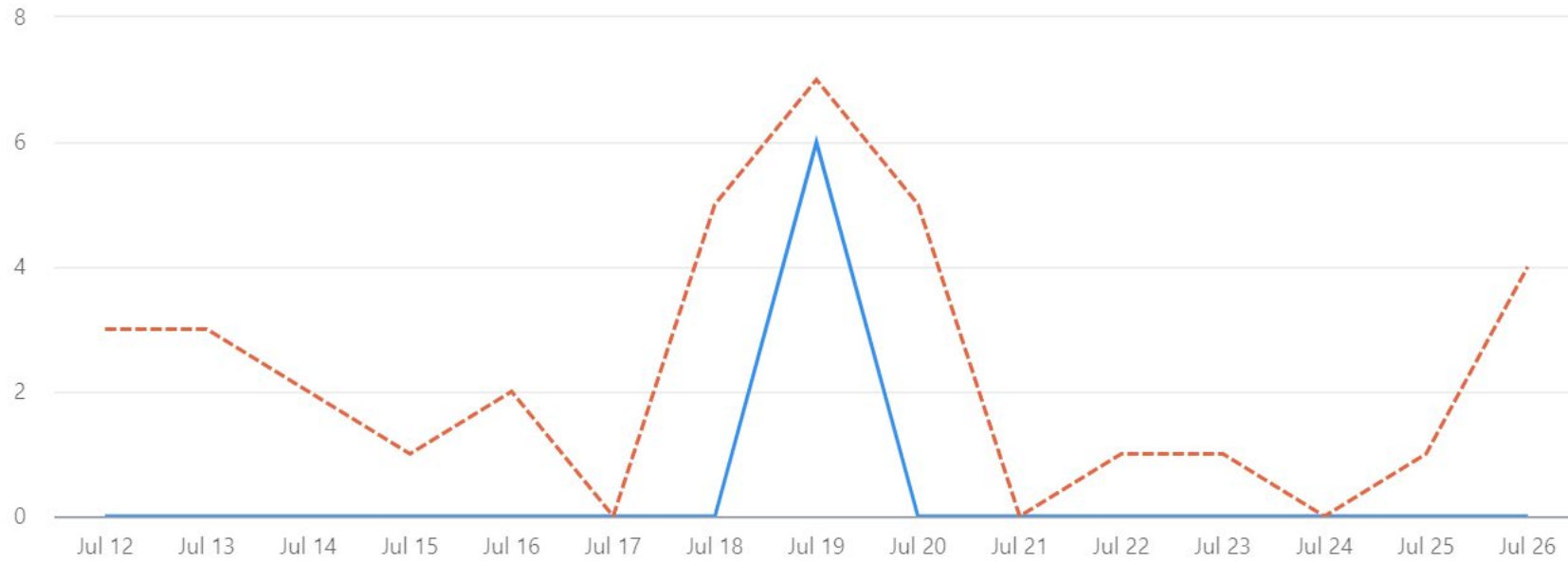
Advising Community Self-Assessment Rubric - <https://docs.google.com/document/d/1QRd4FTxuE72NDOMdcw8cnDP7k5pISRZIYhYzG-EgP0o/edit?usp=sharing>

Advising Community Chair Self-Assessment Rubric - https://docs.google.com/document/d/1Z-4O7ir_AzjM088vGNOsC5odtYOEMbNAYYseEUU6U88/edit?usp=sharing

Analytics

LinkedIn - as of July 28, 2022

Growth details ?



New members 0

Active members 0