

Academic Coaching and Advising Division
Submitted by Linnette White
2019-2020

NACADA Strategic Goal(s) (List strategic goal(s) to which the outcome is related)	Specific desired outcome (What you want to occur as a result of your efforts; what you want someone to know, do, or value)	Actions, activities or opportunities for outcome to occur (What processes need to be in place to achieve desired outcome)	Outcome measurement s & related data instrument(s) (How you will specifically measure for the outcome and any instruments you will specifically use e.g. survey, focus group)	Other groups or individuals (if any) to connect with in achieving this outcome (List any plans or opportunities for collaboration with other Committees, Advisory Boards or units regarding this outcome)	Challenges (if any) anticipated in achieving this outcome (How you plan to address difficulties that may arise as you work to achieve the outcome)	Progress toward achieving outcome (Only completed in August 2019 report)	Future action(s) based on data (Data-informed decisions) (Only completed in August 2019 report)
AC holds Business Meeting at Annual Conference, attends AC Division Fair and provides an opportunity for Meet and Greet during conference.	Opportunity to gather input from members in attendance and provide opportunities to engage membership.	Enrichment activities at conference. Agenda provided in advance of conference. Time provide for meet and greet. Handouts for AC Division Fair.	Survey will be completed with participants relative to specified outcomes.	Steering Committee members will be in attendance.	Gauge audience participation.	Over 75 in attendance. Several awards provided and meet and greet was well received. First-time implemented.	Will repeat the events again for the 2019 conference this year.
Steering Committee members are collectively responsible for communicating information. A variety of social media avenues will be used to share information.	By using social media and listserve, members are kept abreast of daily operations related to national conferences. Spotlights and other research initiatives	Updated information and active participation of membership to register for accounts and willingness to converse using social media	Survey participants use of a variety of platforms (i.e. Facebook, Twitter, phone calls, and Zoom)	Plans to connect with other regions to deliver presentations, white papers, etc. on topics of interests to group.	Reach out to constituents and steering committee to discuss.	First time using Zoom for Spotlight, Series and attendance topped over 100 each event. Had the largest Webinar in NACADA history. Twitter	Will use membership again in the same way. Plans are set for Webinar 2.0 in February 2020!

						outreach went well. Great success this year!	
AC has created a steering committee and developing members. Working to create a cycle of members that include succession planning and cycling members to leadership roles.	Members are engaged in willingness to become empowered and seek opportunities to take the lead on initiatives within the organization.	Empower members to take the lead on projects based on skills and abilities	Poll the leaders to inquire with what expectations and time they have available for various leadership responsibilities.	Seek new membership that may be interested in taking on new leadership roles.	Replace members that may not be active.	A couple members stepped down due to new roles outside of advising and one retired from advising.	Sought new steering committee members.
Professional Development Opportunities <ul style="list-style-type: none"> • Publications • Sponsored sessions • Webinars 	Encourage the use of members to “spotlight” what campuses are doing and regionally as it relates to advising and coaching. Increase the body of knowledge in this area through blog posts, publications, white papers, workshops, etc.	Promote and encourage development of NACADA members in the area to become involved and continue to explain the meaning behind what the AC holds true in this area.	Continue to provide workshops, spotlights and surveys around “hot topic” related to areas of interest to membership.	Possible opportunities to collaborate with AI	Reach out to steering committee	Plans to use regional spotlights this year to provide topics and make it a challenge. Hope to have more engagement from across the globe.	Plan to kick-off the idea at the national conference.

Post-Conference Report, Annual Report and other Deadlines	Work to submit post conference reports in a timely manner	Pre-fill information	Monitor goals and achievements prior to deadlines	N/A	Reach out to my assistant chair this year for support.	Completed before September this year!	
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