



ADVISING  
COMMUNITIES

**Division Unit Report for Business Majors Advising Community  
Submitted by Stacy Outlaw**

Please complete Columns 1 through 6 and return by November 15, 2018.

Columns 7 and 8 are completed for the progress report due August 15, 2019. Please send your report to ACD Reps: Rebecca Hapes ([rhapes@tamu.edu](mailto:rhapes@tamu.edu)), Kyle Ross ([kwross@wsu.edu](mailto:kwross@wsu.edu)) and EO Liaison Dawn Krause ([dawnkrause@ksu.edu](mailto:dawnkrause@ksu.edu)). Please copy your unit's Steering Committee member (Cluster Rep) as well. 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 2019 report)</i></b>	<b>8. Future action(s) based on data</b>  (Data-informed decisions)  <b><i>(Complete in August 2019 report)</i></b>
Expand and communicate the scholarship of academic advising	Continue to increase the number of Business-related presentations at annual conferences	Encourage Advising Community members to submit proposals for annual conferences	View number of proposals submitted by Business Majors Advising Community	Steering Committee outreach to Advising Community members (we have a subcommittee dedicated to finding ways to connect members and encourage them to present at conferences)	Participants may not feel comfortable presenting in front of a large group or may fear rejection of conference proposal  Steering Committee subcommittee will maintain consistent communication with those interested in an effort to overcome any barriers/hesitations that members have about submitting a proposal	Sent listserv emails as well as posting on our AC's LinkedIn and Facebook pages encouraging collaboration and presentations. There were approximately 10 business-related proposals submitted. 2 were selected as Business Majors AC sponsored sessions.	Continue to encourage members to submit proposals for regional and annual conferences via listserv and social media.  Continue to encourage members to submit articles for publication via listserv and social media.

							Explore methods to recognize members who present on Business Major topics at regional conferences.
Provide professional development opportunities that are responsive to the needs of advisors and advising administrators	Establish Lunch & Learns for community members for those not actively attending conferences (or are unable to attend conferences due to institutional and/or personal financial constraints)	Encourage members to host a Lunch & Learn	Report number of Lunch & Learns hosted by members. Provide quick assessment to advising community members who participated after each Lunch & Learn	Will reach out to Career Advising Community to discuss opportunities for cross-collaboration	Participants may be hesitant to conduct a Lunch & Learn—may feel they don't have the expertise to conduct a session or know how to go about doing one (technology concerns). It will be important for our steering committee to dispel myths regarding Lunch & Learns and encourage members, regardless of how long they've been advising business majors, to host a session.	The Business Majors AC hosted 2 Spotlight Series. The first was held on Feb 12 <sup>th</sup> titled, "Establishing Connections: Utilizing Inverted pre-arrival and remote advising" which had 70 participants. The 2 <sup>nd</sup> Spotlight Series was held on March 12 <sup>th</sup> entitled, "Talking to your students about Graduate Business School & the GMAT exam" and was hosted by GMAT. There were 25 participants.	Continue to encourage members to host Spotlight Series & dispel myths associated with hosting a series.  Continue to encourage members to participate in any spotlight series held by the Business Majors AC utilizing the listserv and social media to get the word out.  Collaborate with other Advising Communities to discuss cross-collaboration for Spotlight Series.

Provide professional development opportunities that are responsive to the needs of advisors and advising administrators	Increase Business Majors community members involvement at the regional level	Our community recruited a couple of volunteers to serve as regional liaisons for the Business Majors Advising Community so that they can encourage business community members to get involved within their respective region whether that be planning a social event at their regional conference and/or encouraging members to attend their regional conference or present at their regional conference.	Self-report from regional liaisons and/or advising community members	N/A	Since there is no way to access the number of business-related proposals submitted for regional conferences, will ask members to self-report (numbers will possibly be skewed)  We don't have liaisons to represent all regions	We were able to recruit a couple of members to serve as regional liaisons at the 2018 annual conference but our steering committee's subcommittee was unable to find utilize these liaisons due to lack of communication. In addition, we are no longer able garner financial sponsorship from AICPA (Association of International Certified Public Accountants) for regional conference social events as in the past.	Determine if there is a "need" for regional liaisons and be specific in defining their roles and responsibilities. If role cannot be specifically defined, consider eliminating.  If keeping regional liaisons, find representation across all regions.
---	--	---	--	-----	---	--	---

**Resources:**

MACADA 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-EqP0o/edit?usp=sharing>