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## Events & Deadlines:

*Feb 20th—Deadline for March newsletter submissions*

*Feb. 26th—Webinar: Soldiers to Students: Academic Advising for Returning Veterans*

*Feb. 27th— Early registration deadline for Region 1 Conference*

*Feb 28th—Proposal deadline for NACADA 2014 Annual Conference*



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# ADVISING MATTERS

## REGION 1 NEWSLETTER

### MESSAGE FROM THE REGION 1 CHAIR

Greetings Region I

It is safe to say that January 2014 has been a challenging month for our communities across the country. Trying to put some sense to it all, I was struck by a phrase used in my high school typing course to test our typing speed. "Now is the time for all good men to come to the aid of the party." Back then, the only thought I gave to this phrase was that I could type it 20 times in thirty seconds with a few errors, but enough to earn an A for the class. So, why now would this phrase be stuck in my head?

So our students are stressed because they are trying to make ends meet while going to school, all in hopes that their college degree will be the quick fix to financial stability. We as advisors/administrators are stressed because we are being forced, in many cases, to provide more services to students with fewer resources. Leaving us with the constant question, "How do we do more with less?"

Maybe it is not 'doing more' that we should be looking at as we review our efforts. Maybe it's doing it differently. We are the men and women to come to the aid of the party. We are the advisors who can help our students navigate their journey. We are the men and women who can work together to find new ways to connect with students, to share information and provide them the map towards success.

The good news is we do not have to figure this out alone, we have NACADA. A network for professionals from all around the world, who can share experiences, technology and best practices. Our conference is an excellent opportunity to learn how other schools are approaching the same challenges. Learn how to utilize technology to connect with our students and provide them with helpful information and resources. We can network with other professionals and share our personal stories and create new ones. All in just a few days.

However, NACADA is not just about the conferences, it is about the people. The collective years of experience and the network that can bring people together to discuss a common topic. So, I challenge you to reach out and make the connections. Check out the vast Resource Section NACADA has to offer. Consider sharing your work with your colleagues and write for the journal or this newsletter. Check out the events being offered throughout the year. Contact your State Representative (see list on page 5) and consider pulling together a group from your area to meet for coffee and talk 'best practices.'

We are in tough times and it feels like we are alone trying to survive, but as a member of NACADA, you have a family of over 10,000 to help make it through. Reach out! Share! Come to the aid of the party!

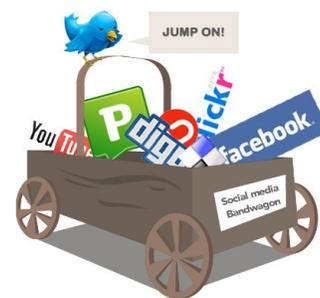
Hope to see you in Newport in March.

Rodney Mondor  
University of Southern Maine  
Region I Chair 2013-2015

# Advising and Technology

The theme for the 2014 Region 1 Conference is “Advising Goes Electric.” This theme can have many meanings to many members. One meaning we wanted to focus on was how advisors use technology in their advising practice. We hope this article jump starts your thinking about the conference theme and excites your interest to attend this year’s conference in Newport, RI.

“Today’s students are twenty-four-hour, seven-day-a-week customers who reject the disadvantages of traditional nine-to-five administrative practices. Technology provides extended access to information, interaction, and client-centered application “  
(Multari, 2004)



If our students are becoming larger consumers of the social media with more access to information, can advisors adapt some of their practices to connect with more students? New technologies such as social media should supplement and encourage face-to-face meetings but not replace the valuable interactions. There are two main ways an advisor can use social media. The first is to include applications to reinforce your advising techniques, knowledge and practice. The second is the promotion of yourself, center, department or other advising initiatives. Social media outlets such as Facebook, Twitter, Instagram, just to name a few, are helpful in disseminating information but also in creating an interactive platform where students and advisors can connect in meaningful ways.

As advisors, there are sensitivities to privacy and the comfort of using technology in advising. Advisors should look toward their institution’s policies on social media usage and FERPA to determine how they can integrate social media into their practices. Advisors should also remember that social media is not representative of all your students, so using of multiple outlets including traditional forms of communication, to reach as many of your students might be best. As Steele and Carter noted (2002), “[c]onsistent information is a necessary and important part of good academic advising, even when the message is repetitive and is published in several locations.” Social media can be that additional measure to spread your message in different ways to your student population.

There are many sites to choose when looking to delve deeper into social media. Each site provides different context and information output. As advisors, you would want to look at your student population to make the best informed decision about which social media sites to use. For example, LinkedIn might be a good platform for alumni affairs or career services due to its focus, whereas a Facebook page which be more effective for an advising office. For whichever platform(s) you choose, each advisor should consider their purpose, audience and student learning outcomes to better assess where to start.

Managing all these different sites might be overwhelming for a professional that is trying to add this to their already growing caseload. Many sites exist that help one manage social media profiles. For example, Hoot Suite helps manage multiple Twitter, Facebook and LinkedIn profiles at the same time. Using site management tools allows an advisor to be more effective by streamlining all communication efforts in one site. Overall, advisors should consider how social media can be adapted in their practices and with their students. Social Media also offers professional development opportunities to connect with other advising professionals to exchange ideas and build strong collaborations to better our advising practices.

Technology is but one way to think about this year’s theme. As the Region 1 Conference gets closer, we want you to consider: **How can “advising go electric”?**

## Resources

Multari, R. J. (2004). Technology in higher education academic advisement. *The Mentor: An Academic Advisement Journal*. Retrieved September 1, 2010, from <http://www.psu.edu/dus/mentor/040107rm.htm>

Steele, G., & Carter, A. (2002, December). Managing electronic communication technologies for more effective advising. *Academic Advising News*, 25(4). Retrieved from <http://www.nacada.ksu.edu/Clearinghouse/AdvisingIssues/electronic.htm>

**Region 1 Conference  
Newport, Rhode Island  
March 19-21, 2014**



Start your toes tapping, get your fingers snapping, feel the beat, jump out of your seat and find your rhythm at NACADA's Global Community and Region One's Conference, which is themed, NACADA Fest: Advising goes Electric! NACADA's Region 1 Conference will be taking place from March 19-21, 2014 in the eclectic city of Newport, RI at the Newport Marriott, right in the heart of the city.

From the beating of the bass, to the melody of a song there's a rhythm that each of us brings to advising. Dust off the old LP's, CD's and let's plug-in to some new sounds of advising.

***HAVE YOU REGISTERED?***

**Early registration before February 27th 2014 is only \$140 (member pricing)!**

Register at <http://www.nacada.ksu.edu/Events-Programs/Events/Region-Conferences/Region-1/Registration-Information.aspx>

**Lodging**

The Region 1 Conference and all meetings will be held at the Newport Marriott (25 America's Cup Avenue Newport, RI 02840). NACADA has arranged for a block of rooms at the conference rate at the Newport Marriott hotel. We have a great rate at the Newport Marriott of \$119 a night (+ tax) but that rate goes away on February 26th 2014 or sooner if we sell out our block.

Parking: Valet parking is currently \$26.00 per day.

Hotel Information: <http://www.nacada.ksu.edu/Events-Programs/Events/Region-Conferences/Region-1/Hotel-Information.aspx>

For a tentative conference schedule, please visit, <http://www.nacada.ksu.edu/Events-Programs/Events/Region-Conferences/Region-1/Schedule.aspx>

**Check the Region 1 website for up to date information about registration, hotels, schedules and events!**  
<http://www.nacada.ksu.edu/Events-Programs/Events/Region-Conferences/Region-1.aspx>

## PRE-CONFERENCES AT REGION 1

Come early and participate in one of the great pre-conferences offered by Region 1. The following Preconference Workshops are \$25 apiece. Registration for a preconference can be made at the time of Region 1 Conference registration.

### **Plug In: Introduction to Developmental Advising and Learning**

**Patrick Cate, Plymouth State University**

**Wednesday March 19, 2014 10AM- NOON**

This preconference session is designed for everyone from new advisors who are not as familiar with developmental advising and the field of advising, to anyone who wants to learn about the history, theories and have a chance to practice what we do. The workshop will start by examining an overview of the history of higher education, how advising has been a part of it and how we can use this in our offices. From theories and history to case studies and practice, we will go over the basics of what you need to know to be a well-informed advisor!

So come to the session, plug-in and be ready to make some noise!

### **Subterranean Staff Meeting Blues**

**Susan Kolls, Northeastern University**

**Wednesday March 19, 2014 9AM- NOON**

This workshop is designed to breathe life into meetings held with staff, students or faculty.

It is difficult to devote time to staff development, however, it is essential that we provide low cost opportunities to enhance and support our office performance and objectives. Do you hold regular meetings with your staff? Are these viewed as time for updates, facts and reporting? It is important to capitalize on this face-to-face time with your staff. In this presentation we will examine the purpose of staff meetings and move toward viewing these as professional development opportunities. This will be an active session. Materials will be provided and activities conducted. Participants will leave with creative activities and exercises guaranteed to bring their staff together, improve staff attitude and perfor-

## NACADA RESEARCH SYMPOSIUM IN NEWPORT, RI

*Join us for 24 hours of research at the NACADA Research Symposium Friday March 21 - Saturday March 22, 2014*

**Come with Research Ideas – Leave with an action plan.**

*Research Symposium will be held in Conjunction with the Region 1 Conference in Newport, RI*

The Research Symposium:

- The Purpose of the Symposium is to build a community of scholars. It is open to all those in the academic advising profession.
- The Program is designed for researchers at all levels who are ready to transform their ideas into scholarly works.
- The Agenda will include: large group discussions, small group interactions, independent work, and one-on-one time with research mentors.
- The Participants will receive materials including pertinent articles related to research in advising, among other useful tools.

**Tentative Schedule is:**

Friday March 21, 2pm- 6pm

Saturday March 22, 9am- 5pm

For more information visit:

<http://www.nacada.ksu.edu/Events-Programs/Events/Research-Symposium.aspx>

# Region 1 Giving Back

The Region 1 Conference will be partnering with the Women's Resource Center of Newport/Bristol Counties for our annual donation drive. The mission of the WRC is "leading domestic violence prevention through the empowerment of individuals and the community by providing advocacy, education and support services".

We are asking members to bring any of the following items for donation during the Region 1 Conference:

Diapers – all sizes (**expect for new born size**)

Pull ups – all sizes

Gift cards – Stop & Shop, Wal-Mart, Target, CVS and/or gas cards

Toilet paper

Paper towels

Kleenex

Laundry detergent

Fabric softener

Kitchen and/or bathroom cleaning products



## *State Representatives for Region 1*

### **Atlantic Provinces**

Beth Ryan, Memorial University of Newfoundland (bryan@mun.ca)

### **Quebec**

Lucy Doheny, Champlain College-Lennoxville (ldoheny@crc-lennox.qc.ca)

### **Connecticut**

Wanda Reyes-Dawes, Manchester Community College (wreyes-dawes@mcc.commnet.edu)

### **Maine**

Mary Fraser, University of New England (mfraser3@une.edu)

### **Massachusetts**

Brian Koslowski, Brandeis University (bkoslow@brandeis.edu)

### **New Hampshire**

Patrick Cate, Plymouth State University (pcate@mail.plymouth.edu)

### **New York-East**

Erik Colon, SUNY Binghamton (ecolon@binghamton.edu)

### **New York-West**

Nathan Hendrickson, Rochester Institute of Technology (njhiao@rit.edu)

### **Rhode Island**

Eric Dusseault, Mass College of Art & Rhode Island School of Design (edusseault@massart.edu)

### **Vermont**

Vacant (Interested? Contact Rodney Mondor)

# *NACADA 2014 Annual Conference*

Adventures in Advising:  
Explore, Discover, Collaborate, Transform



NACADA's 38th Annual Conference

October 8-11, 2014 Minneapolis Convention Center Minneapolis, MN -

See more at: <http://www.nacada.ksu.edu/Events-Programs/Events/Annual-Conference.aspx#sthash.F4WlwBUr.dpuf>

The [2014 Call for Proposals](#) is now open.

Submission Deadline: February 28, 2014

## **Webinars**

Wednesday, February 26, 2014 - *Soldiers to Students: Academic Advising for Returning Veterans* (DW54) - [Learn More and REGISTER](#)

Thursday, April 24, 2014 - *Balancing Academic Advising with other Faculty Responsibilities* (DW55) - [Learn More and REGISTER](#)

- See more at: <http://www.nacada.ksu.edu/Events-Programs/Events/Web-Events/Web-Events-Coming.aspx#sthash.IEuLzL3m.dpuf>



### CALLING ALL EXPERTS!

NACADA Region 1 is looking for experts on hot topics, trends, and issues facing advising and higher education. We are compiling a list of Region 1 NACADA members who are specialists in topical areas such as advising special populations, technology, evaluation/assessment of advising and programs, retention, etc. If you have an expertise in an advising topic(s) to share, please consider submitting your name to be part of the Region 1 Expert Database. Click below to add your name and expertise to the secure database:

<https://docs.google.com/forms/d/1DcdkJ1fFvTontqN43pHI23Pl4nseXfaibhLc2vA8D3M/viewform>

We will compile the topics and speakers to create a comprehensive listing for Region 1. Please use the NACADA Commission and Interest Groups as a guide for topics. If you have questions, email Stephanie Fernandez, [Stephanie.Fernandez@umb.edu](mailto:Stephanie.Fernandez@umb.edu).



### BUILDING GRADUATE CONNECTIONS

*Did you attend a master or doctoral program located in Region 1?*

*Do you work at a school with a masters or doctoral program in higher education, counseling or student affairs?*

Help us build a graduate program database that includes all Region 1 colleges and universities that offer masters and doctoral degrees in higher education, counseling, student affairs or related fields. Please



### GET INVOLVED IN REGION 1

Are you passionate about professional development? Are your organizational skills off-the-chart awesome? Are assessment and evaluation favored words in your vocabulary? Do you want to collaborate with fabulous folks from around the region? Have you always wanted to experience the thrill of conference planning? If you answered yes (or even maybe) to any of these questions, consider joining a committee in Region One conference. Contact Rodney Mondor, Region 1 Chair, ([rmondor@usm.maine.edu](mailto:rmondor@usm.maine.edu)) for more information on opportunities



### About the Newsletter

The NACADA Region 1 Newsletter is published monthly. Submissions are always welcome and can be sent to, [Stephanie.Fernandez@umb.edu](mailto:Stephanie.Fernandez@umb.edu), preferably in Microsoft Word format. Submissions are due the 20th of every month. We are looking for anything from best practices to new program and opportunities. Share your knowledge with the region by contributing an article or highlight your work/research. Feel free to include any images with your submissions and, when possible, include the names, titles, and institutions of all people featured. Electronic versions of past issues can be found ar-