

**Minutes of the Meeting of the Webcast Advisory Board**  
NACADA Annual Conference – San Antonio  
Friday, October 2, 2009

Present:

Karen Thurmond, Chair (2007-2009)  
Terry Musser, Incoming Chair (2009-2011)  
Leigh Cunningham, Ex Officio

Maura Reynolds, Nora Scobie, Jose Rodriguez, Roxie Catts, Melissa Lantta, Ned Muhovich, Susan Fread, Patrick Godbey, Linda Hapsmith.

Absent:

Yolanda Mathews, Remy Sotto, Josh Gaynor

The Advisory Board reviewed its charge and goals for 2008-2009.

Two action items were adopted.

- Facilitator Training - A small team was convened to prepare a training unit for local campus facilitators of live web casts. Advisory Board chair Terry Musser and Advisory Board member Melissa Lantta will work together to develop a course of study to be presented in a free webcast. The presentation of a pilot version of this project is expected in time for the final webcast of the 2009-2010 series May 13.
- *Academic Advising Today* article - Advisory Board members engaged in discussion of the use of web casts on their campuses. These discussions will be summarized by Advisory Board member Karen Thurmond and used as material for an article for *Academic Advising Today* (June 2010 issue – deadline March 15, 2010 to Leigh Cunningham).

Survey of NACADA members - Advisory Board member Susan Fread asked questions concerning the possibility of surveying NACADA members who DO NOT subscribe to web casts. Susan will work with Leigh Cunningham and Marsha Miller to conduct such a survey.

A discussion followed concerning the general work of the advisory board. The following notes summarize the main points of the discussion:

There were discussions concerning various ways to deliver recorded content outside of the live broadcast. The phrase “straight to download” was adopted as a general summary of the ideas from these discussions. There were many points made to the effect that the use of web casts does not have to be live.

- Karen Thurmond suggested the possibility of having an “Extreme Advising” series, which would look at ways advisors are operationalizing intrusive advising – stepping outside the office to engage students.

The notion that recorded webcast content may be combined with monographs and other NACADA produced content was discussed at length. In particular, new advisor publications were mentioned as an area of particular need. Commission sponsorship of curricular packages was mentioned as well.

The advisory board had several discussions about the advantages and disadvantages of the synchronous webcast. Both advantages and disadvantages were identified. It was clear that the advisory board recommends that a webcast series (7 live web casts maximum) continue to be the core element of the program.

Concerning marketing, it was recommended that snippets of recorded content along with testimonials be posted on the NACADA website.

There were various discussions concerning the need for live web casts be interactive and engaging.

- It was noted by one member that the pre- and post-webinar materials provided by Nutt & Campbell for the September event were particularly useful.
- Several members felt we should decrease the amount of time for a broadcast to 60 minutes.
- It was agreed that having the "Reaching and Retaining Students" theme for the 2009-2010 has been a good idea. The possible theme of "Efficiency and Effectiveness in Academic Advising" (first suggested by the EO's Marsha Miller) was endorsed.
- Two possible topic/presenter combinations for this theme include advising adult learners / non-trad students (Commission Chair and Past Chair Jen Varney and Lisa Peck) and working with at-risk students (Summer institute faculty Blane Harding and Marsha Miller). Additional possible topics to consider might be peer advising, group advising, working with military students and their families.

Several discussions about access to web casts centered around the challenges of the medium, and the way in which participants authenticate. One board member mentioned the need to capture evaluations from all viewers at a site, not just a single facilitator. The current software used limit's the possibility to do this electronically, but there is an option to collect evaluations from all participants at a site and fax them to EO.