

NACADA Publications Sales Comparison

MONOGRAPHS

Sales information available only since 2003.

"Sales Rating" based on money generated (no way to determine number sold)

"Sales Rating" of #1 generated the least amount of money between 2003-08; other ratings are in comparison to that. For example, M09 (best seller during this time period) generated 5 times the amount of money as M05 (2003-2008).

Fourth column shows what % of sales made in last year only--so 18% of total sales of M09 were made in the last year.

Sales Rating 1/1/03- 9/1/08	Title	Publ Year	% of Sales in Last Year	Recovered Publ Costs
5	M09 Advisor Training: Exemplary Practices in the Development of Advisor Skills	2004	18 %	Yes, 7x over
4	M12 Advising Transfer Students: Issues and Strategies	2004	22 %	Yes, almost 2x over
4	M16 The New Advisor Guidebook: Mastering the Art of Academic Advising Through the First Year & Beyond	2007	53 %	Yes, 2x over
3	M10 The Status of Academic Advising: Findings from the ACT Sixth National Survey	2004	24 %	Yes, almost 4x over
2	M08 Advising and Learning: Academic Advising from the Perspective of Small Colleges and University	2003	12 %	Yes, 4x over
2	M11 Giving Advice to Students: A Road Map for College Professionals	2004	16 %	Yes, 5x over
2	M14 Academic Advising: New Insights for Teaching and Learning in the First Year	2007	49 %	Don't know, pub. @ FYE
1.5	M07 The "e" Factor in Delivering Advising and Student Services	2000	13 %	NA
1.5	M15CD Guide to Assessment of Academic Advising	2005	31 %	20x over due to format
1.5	M13 Peer Advising: Intentional Connections to Support Student Learning	2005	36 %	2.5x over
1.5	M17 Advising Special Populations: Adult Learners, Community College Students, LGBTQ Students, Multicultural Students, Students on Probation, Undecided Students	2007	100 %	No, 2/3 of way there
1.5	M01 Reaffirming the Role of Faculty in Academic Advising	1995	11 %	NA
1.5	M02 Advising as a Comprehensive Campus Process	1995	14 %	NA
1	M05 Advising Students with Disabilities	1997	18 %	NA

POCKET GUIDES

Easier to compare since we have records of entire sales history. "Sales Rating" determined same way as for monographs.

Sales Rating	Title	Year Published	Printing Costs Recovered
6	PG01 What is Academic Advising?	2006	Yes – 3X (2 nd printing ordered)
2	PG02 Academic Advising Delivery Models	2006	Yes
2	PG04 Academic Advising Syllabus: Advising as Teaching in Action	2007	Yes
1.5	PG06 Student Learning Outcomes: Evidence of the Teaching and Learning Components of Academic Advising	2006	Yes, just
1.2	PG05 Components of a Successful Faculty Advising Program	2007	No (3/4)
1	PG03 Understanding Cultural Identify and Worldview Development	2007	No (2/3)

WEBINARS & CDs

Overall Income Rating	Title	Broadcast Date	# Registrants
12	W02 Academic Advising Syllabus: Advising As Teaching in Action	12/12/06	195
10	W03 Components of a Successful Faculty Advising Program: Institutional Commitment, Professional Development, Incentives, and Recognition	2/22/07	143
9.5	W01 Advising as Teaching	9/26/06	131
8.5	W15 Making Career Advising Integral to Academic Advising	5/13/08	188
8	W04 Student Learning Outcomes: Evidence of the Teaching and Learning Components of Academic Advising	4/4/07	142
7.5	W06 Academic Advising's Integral Role in the Academic Success and Persistence of Students	9/12/07	138
7.5	W08 College Student Mental Health: Information and Suggestions for Academic Advising	11/6/07	152
7	W09 - On the Horizon: The Future of Academic Advising and Technology	12/12/07	153
6.5	W14 - Ensuring Advisor Success: Mastering the Art of Advising through the First Year of Advising and Beyond	4/17/08	133
6.5	W07 - Legal Issues in Academic Advising	10/5/07	114
6	W05 - Expanding Your Comfort Zone: Strategies for Developing and Demonstrating Cultural Competence in Academic Advising	6/12/07	57
5	W13 - Swirling to a Degree: The Ups and Downs of College Transfer	3/14/08	121
4	W12 - Advisors Help Students SOAR to Academic Success: Selection, Organization, Association, and Regulation Learning Strategies are the Keys	2/29/08	89
4	W16 - Advising Student-Athletes on a College Campus	6/11/08	100
3.5	W11 - Shared Responsibilities: What Advisors and Administrators Need to Know to Better Assist GLBTQA Students	2/7/08	72
3	W19 - Academic Advising and Support in Residential Learning Communities	1/15/08	69
1.5	W17 - Save Time and Energy: Utilize Existing Resources for Advisor Training and Development	8/12/08	40
1	W18 - Proactively Planning for a Career in Academic Advising	9/18/08	32