

The National Academic Advising Association achieved tremendous success in **2010**, which was the association's **31st year**. President Jayne Drake presided over a year of successful programs and resources for members and the field of academic advising to enhance student success. NACADA continues to be **financially secure** while striving to hold down the cost of membership, member resources, and event registration fees. The Board of Directors continues to require that registration fees be held to the minimum necessary to ensure successful events are within the financial reach of most advisors.

MEMBER SERVICES:

REGIONAL CONFERENCES – The NACADA **Regional Conferences** continue to offer vital professional development opportunities to the members. The 2010 Regional Conferences hosted 2963 participants (**up from 1905 in 2009**). In addition, many states, allied and institutional member associations hosted NACADA **Drive-In Conferences** to expand the NACADA reach locally. Regions 4 and 2 co-hosted **Research Symposiums** with the Research Committee. Regions 3 and 8 co-hosted Technology Seminars. Region 9 hosted three separate one-day drive-ins to assist the states in the region with the severe financial restraints they were experiencing.

MEMBER PUBLICATIONS – The *NACADA Journal* published manuscripts by 32 authors this year; an additional 81 members authored book reviews. The fall 2009 *Journal* issue focused on the past, present and future of academic advising. Three **monographs** were published this year: *Scholarly Inquiry in Academic Advising*, *Comprehensive Advisor Training and Development: Practices That Deliver*, and the second CD edition of *Guide to Assessment in Academic Advising*. Included were articles by more than 70 NACADA members; an additional 25 members served as reviewers. **Pocket Guides** included a second edition of *Academic Advising Syllabus: Advising as Teaching in Action*, the new *Faculty Guide to Academic Advising* and the new *The Role of Academic Advising in Student Retention and Persistence*. *Academic Advising Today* (electronic quarterly) provided a publishing opportunity for over 50 members this year in its content-based articles, while the monthly “**NACADA HIGHLIGHTS**” covers the Association news.

ACADEMIC ADVISING SUMMER INSTITUTE – 309 participants (**up from 189 in 2009**) intensely studied the foundations of academic advising and developed an action plan to effect change on their campuses during the week-long Institutes this summer in St. Louis and Philadelphia. We have noted a strong trend for teams to attend, some with reps from administration, advising and faculty. Institutes are being planned for Colorado Springs, CO and New Orleans, LA in 2011.

ADVISING ADMINISTRATORS' INSTITUTE – The eighth annual Advising Administrators' Institute was a success despite losing some attendees to inclement weather; there were **89** participants meeting in Clearwater Beach, Florida.

ASSESSMENT OF ACADEMIC ADVISING INSTITUTE – The Assessment Institute drew **98** participants to Clearwater as well.

NATIONAL SEMINAR – The sixth National Seminar in conjunction with the Administrators' Institute focused on Retention and Persistence and drew an astonishing **171** participants.

ANNUAL CONFERENCES – San Antonio Annual Conference drew 2,547 participants to over 330 concurrent sessions, 30 pre-conference workshops, and 40 poster sessions. Everyone truly enjoyed the River Walk experience.

CLEARINGHOUSE – The NACADA *Clearinghouse of Academic Advising Resources* continues to expand its role as the **one-stop resource** in higher education on over 170 issues related to advising and student success; 14 new authors published within the Clearinghouse this year. The Clearinghouse partnered with the Technology Commission to revamp the Clearinghouse's technology in advising resources.

EMERGING LEADER PROGRAM – All ten members of the second ELP Class (2008-2010) will receive their Certificates of Completion during Annual Conference in Orlando. Just three years after the program's beginning, members of the Emerging Leaders Classes chair a number of our Commissions, Interest Groups, and Committees, as well as one Region, while others have become active members of these groups. A number of Emerging Leaders have presented (some with their Mentors) at Regional/Annual Conferences, and an Emerging Leader is chairing this year's Annual Conference. Others have written for NACADA publications and/or taken part in Webinar broadcast presentations.

ADVISOR TRAINING AND DEVELOPMENT DVD – Volume 2 of *Scenes for Learning and Reflection: An Academic Advising Professional Development DVD* debuts in Orlando. Filmed at Temple University this summer, Volume 2 features 10 vignettes developed by the Video Advisory Board with the assistance of Commissions and Interest Groups.

WEBCASTS – The 2009-2010 Webinar Series saw record attendance with over 12,000 viewers at more than 475 institutions worldwide. The “Reaching and Retaining Students” theme featured topics such as *The Role of Academic Advising in Student Retention*,

Advising Undecided/Undeclared Students for Academic Success, Advising Students on Academic Probation, and The Role of Faculty Advisors in Student Success.

NACADA/NCAA PARTNERSHIP – The non-credit online course **Academic Success and the Student-Athlete** drew a class of 59 participants. A one-day **Advising Student-Athletes: A Model for Academic Success Seminar** was held in St. Louis on June 27 with a total of 54 people in attendance. A shortened version of the seminar is being presented as a pre-conference workshop at the 2010 Annual Conference. The *Effective Academic Advising and Support Strategies for Student- Athletes Pocket Guide* serves as the first joint venture between NACADA and the National Association of Academic Advisors for Athletics (N4A). The publication is scheduled to be completed by the end of the year. Authors are Ruth Darling and Carrie Leger.

2010-2011 ASSOCIATION INITIATIVES:

NATIONAL SEMINAR – Utilizing Research and Data to Increase Student Persistence and Retention Seminar is the topic for NACADA’s 7th national seminar to be held in Clearwater Beach, Florida, February 21-22, 2011.

ACADEMIC ADVISING ADMINISTRATORS’ INSTITUTE – The Institute will be held in Clearwater Beach, Florida, February 17-19, 2011.

ASSESSMENT OF ACADEMIC ADVISING INSTITUTE – The Institute will be held in Clearwater Beach, Florida, February 23-25, 2011.

THE FIFTH ANNUAL INTERNATIONAL CONFERENCE ON PERSONAL TUTORING AND ACADEMIC ADVISING will be held May 5-6, 2011 in London, England.

RESEARCH SYMPOSIUMS are planned in conjunction with the Regions 3 and 5 conferences.

GRADUATE EDUCATION “AT A DISTANCE”- The **Graduate Certificate Program and Masters Degree in Academic Advising** at Kansas State University continue to grow.

NACADA JOURNAL – Co-editors Rich Robbins and Leigh Shaffer are planning a themed issue for Fall 2011 around research in Perspectives from Personality and Social Psychology on Academic Advising; manuscripts are due by March 15.

PUBLICATIONS – Editors Jennifer Joslin and Nancy Markee are working with 32 authors towards 2011 publication of the Advising Administration Commission-sponsored monograph. Editors Tom Grites and Cathie Duncan have been named for the second edition of the Transfer Commission-sponsored monograph for publication in 2012; author recruitment will begin in Orlando.

POCKET GUIDES – A second edition of our highly successful foundational Pocket Guide, *What is Academic Advising*, featuring authors from the 2010-2011 Foundations of Academic Advising Webinar Series, is planned for 2011.

WEBCASTS – Nine Webinars, grouped in two Series, are planned for 2010-2011. *Building the Framework: Advising as a Teaching and Learning Process* opened the **Foundations of Academic Advising** Series on Sept 16th and will be followed on Nov 3rd with *The Conceptual Component of Advising: Developing the Purpose, Values, and Frameworks for Why We Do What We Do*. The **Academic Advising for Student Retention and Persistence** Series will begin on Nov 18th with *Tips and Tools for Advising as a Teaching and Learning Process*.

NATIONAL SURVEY OF ACADEMIC ADVISING: Bobbie Flaherty and Marsha Miller are working with a member Task Force to draft a survey of academic advising practices at institutions across the U.S. K-State professor Aaron Carlstrom will analyze the data. We anticipate publishing the results of this effort as a CD by the end of 2011.

UPCOMING EVENTS:	
2011 Regional Conferences	Other 2010 Events
Region 1 – March 9-11, Burlington, VT	Retention Seminar – Feb. 21-22, Clearwater Beach, FL
Region 2 – April 6-8, Charlottesville, VA	Administrators’ Institute – Feb. 17-19, Clearwater Beach, FL
Region 3 – May 18-20, Knoxville, TN	Assessment Institute – Feb. 23-25, Clearwater Beach, FL
Region 4 – March 13-15, Birmingham, AL	Summer Institute – June 26-July 1, Colorado Springs, CO
Region 5 – April 17-19, Bloomington/Normal, IL	Summer Institute – July 31-Aug. 5, New Orleans, LA
Region 6 – May 18-20, Winnipeg, MB, Canada	Research Symposium – April 16-17, Bloomington, IL
Region 7 – March 6-8, Oklahoma City, OK	Research Symposium - May 17-18, Knoxville, TN
Region 8 – March 10-12, Calgary, AB, Canada	International Conference on Academic Advising – May 5-6, London, England
Region 9 – March 2-4, San Diego, CA	
Region 10 – February 28-March 2 – Albuquerque, NM	