

## Webcast Advisory Board Meeting Minutes

### Denver Conference - Tuesday, October 4, 2011

#### Present

Terry Musser, Chair, Penn State University (2009-2011)  
José Rodríguez, Incoming Chair, Florida International University (2011-2013)  
Nora Allen Scobie (Advisor Training and Development Commission Chair), University of Louisville (2009-2011)  
Sam Murdock (Advisor Training and Development Commission Chair-Elect), Texas A&M University (2011-2013)  
Laura Pasquini (Technology in Advising Commission Chair-Elect), University of North Texas (2011-2013)  
Joanne Conlon, West Chester University (2010-2012)  
Yvonne Halden, University of Manitoba-Canada (2010-2012)  
Paul Hesterman, Metropolitan State University (2010-2012)  
Rob Mossack, Lipscomb University (2010-2012)  
DaNay Phelps, Texas Tech University (2010-2012)  
Maura Reynolds, Hope College (2010-2012)  
Ari Rozenzweig, University of California-Berkeley (2010-2012)  
Cindy Berry, Richland College (2011-2013)  
Brian Buckwald, Georgia State University (2011-2013)  
Tyann Cherry, Webster University (2011-2013)  
Adam Duberstein, Ohio Dominican (2011-2013)  
Art Esposito, Virginia Commonwealth University (2011-2013)  
Susan Fread, LeHigh Carbon Community College (2009-2011)  
Leigh Cunningham, Ex Officio, NACADA Executive Office  
Gary Cunningham, Ex Officio, NACADA Executive Office

#### Absent

Karen Thurmond (Immediate Past Chair) University of Memphis (2009-2011)  
Peggy Jordan (Publications Chair), Oklahoma City Community College (2010-2012)  
Patrick Godbey, Tulane University (2009-2011)  
Linda Hapsmith, University of Alaska-Fairbanks (2009-2011)

#### Agenda Items

- Feedback on first AdvisorConnect Webinar
  - viewers definitely liked the new format – really liked being able to see the presenters – even if reception was imperfect, preferred to old Wimba slidecast format
  - Gary explained how the new platforms works – that each part (each visual stream, audio stream, slides, etc) goes out AND comes back individually – it is never one unit until we capture afterwards in Camstasia – so every receiver has an individualized viewing experience depending on their Internet connection.
- Brainstorm marketing strategies for informing potential viewers of new platform capacities
  - Record a brief panel discussion presentation with ideas on how to use on campus that can be posted on our webpage and/or Utube channel.
  - blog posts
  - reach out to C/IGs
  - Administrators' Institute
  - Regional presentations
  - article for AAT
- Feedback on updates to RECORDINGS webpage (<http://www.nacada.ksu.edu/Webinars/Recordings/index.htm>)
  - like the new groupings by topic
  - pictures of presenters should be added
- Ideas for potential new products
  - direct-to-recording on Appreciate Advising (Bloom & Doyle) is scheduled to begin production in December
  - direct-ro-recording on Blogging is being discussed (Schulze & McFaddin)
- Ideas for topics for 2012-13 season
  - webinar to accompany new peer advising monograph debut for late fall 2012 or early spring 2013
- Identify **GOALS for 2011-2012**
  - [bring forward from last year] Submit an article on how to use web events on local campuses to *Academic Advising Today*
  - Develop training materials for presenters/panelists
  - Explore the possibilities for developing a proposal system
  - Record and post panel chat on how to use web events for campus professional development

**Action Items**

- Jose will schedule an AdvisorConnect meeting for the group for sometime in February
- Leigh will add presenter photos to Recordings page and change red text to black
- Jose will recruit an author to write an article for AAT re how web events are used at their institution
- Subcommittee headed by Terry (with Adam, Tyann, Joanne, Art, Rob, Brian and DaNay) will discuss ideas for a proposal system. Will consult with Gary about technology options.
- Subcommittee headed by Laura (with José and Yvonne) will work on developing training materials for presenters/panelists
- Art will do an update of his previous recording on using Facebook in advising
- Jose will recruit a presenter(s) to record a brief chat on how to use web events for campus professional development