

**NACADA: The Global Community For
Academic Advising**

**Webcast
Advisory Board
Outcomes**

Prepared by:
Terry Musser, Chair
Leigh Cunningham, Staff Liaison

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Background

NACADA's Vision Statement

Definition The Vision Statement for NACADA captures the aspirations of an Association that has made significant inroads, through collaborative programming, toward achieving international recognition for excellence and leadership in academic advising

Statement NACADA is the leader within the global education community for the theory, delivery, application and advancement of academic advising to enhance student learning and development.

NACADA's Mission Statement

Definition The Mission Statement for NACADA guides the pathway toward the vision statement

Statement Shaping a holistic view of the Association's multiple roles and responsibilities to the students it serves:

- Addresses the academic advising needs of higher education
- Advances the body of knowledge of academic advising
- Champions the educational role of academic advising to enhance student learning and development.
- Affirms the role of academic advising in supporting institutional mission and vitality
- Encourages the contributions of all members and promote the involvement of diverse populations

NACADA's Strategic Goals

Definition The five Strategic Goals of NACADA are derived from and support the mission of the Association. These broad goals are intended to provide general guidance for the leadership of the Board of Directors, the NACADA Council, the Divisions, and of the Regions regarding the key pillars upon which the growth and sustainability of the Association rests. These pillars are both general and specific in order to provide a flexible yet structured framework through which the Association leadership and membership might exercise creativity in the development its initiatives to support student learning and development. These goals and resulting initiatives are supported and furthered by a strong Executive Office whose work is guided by the Executive Director.

Goals	Strategic Goal #1	Address the Academic Advising Needs of Higher Education
	Strategic Goal #2	Advance the Body of Knowledge of Academic Advising
	Strategic Goal #3	Champion the Educational Role of Academic Advising to Enhance Student Learning and Development in a Diverse World
	Strategic Goal #4	Educate College & University Decision Makers about the Role of Quality Academic Advising
	Strategic Goal #5	Ensure Effectiveness of the Organization

Explanation of Roles

Advisory Boards

Advise the Executive Office on strategies and activities for providing services to members and for organizational operations. The President appoints Advisory Board chairs and consults with them to appoint committee members. The work of advisory boards will be coordinated by the Executive Office. Advisory Boards may meet during the Annual Conference each year. Advisory Boards review and recommend changes to the Executive Office in format and content of activities in support of the Advisory Board's charge. They are part of the Administrative Division for communication purposes.

Executive Office

Supports the association in all activities and provides services to the members. This includes establishment of procedures and the implementation of all approved activities designated by the Board of Directors. In addition, the Exec Office staff will maintain the Archives of the Association, act as the fiscal agent of the Association, provide web services to all units of the Association, and lend expertise in meeting planning, contract negotiations, service contracts, marketing and promotion, copy editing, grant writing in support of Association activities, research efforts, and clerical support as needed. The Executive Office has been given more responsibility for the implementation of Association activities to lessen the burden on the volunteer leadership of the association. This includes coordination of publications and events, marketing of all activities and the association in general, conference planning support, tech services, and other tasks as assigned. The Executive Director serves on the Board of Directors without voting privileges and meets with the Council.

Advisory Board Chair

Advisory Board Chairs are appointed by the President-Elect and provide leadership for Advisory Boards whose function is to provide the Executive Office with guidance and recommendations concerning the conduct of NACADA programs and the development of resources. Advisory Board Chairs report to the Executive Office.

Major Leadership Responsibilities:

- Coordinate the various activities of the advisory board and lead advisory board meetings during the Annual Conference.
- Work with the Executive Office staff to identify issues that need attention and discussion.
- Work with the Executive Office and President to identify new members of the advisory board annually.
- Coordinate communication with the Division Representatives and the Executive Office.
- Provide written reports to the Board of Directors twice annually.
- Manage the advisory board web site.

Leadership Opportunity

- appointed by the President-Elect
- serves a 2-year term

- Management Team** The Management Team [which, in addition to the current AB Chair, includes the immediate past AB Chair, the President, the Executive Director, and the EO Liaison] supports the efforts of the Advisory Board Chair in development and achievement of direct event outcomes and the overall achievement of NACADA's Strategic Goals.
- The Webcast MT determines seasonal broadcast topics, considering suggestions provided by the Advisory Board, and
 - Selects/invites presenters based on:
 - Topic expertise
 - Contribution and presentation experience
 - Communication skills necessary for this medium
 - Adherence to NACADA's Diversity Statement
 - **NACADA Diversity Statement:** NACADA values diversity within our leadership in regard to institutional type, size, and employment position as well as diversity in regard to ethnicity, gender identity, age, culture, and sexual orientation.

- Executive Office Liaison** Supports the Advisory Board Chair, Management Team and Presenters
- Provides guidance to Chair in fulfilling his/her responsibilities
 - Assists in the identification of future Chairs and in the transition of a new Chair
 - Develops a plan for continued communication with the Chair
 - Establishes a calendar for meeting deadlines and responsibilities for Liaison and Chair
 - Provides guidance to Chair and management team in the achievement of the Strategic Goals
 - Provides guidance in the achievement of event outcomes
 - Facilitates and communicates with selected presenters regarding duties, timelines, expectations etc.

Webcast ADVISORY BOARD –Outcomes and Measurements

Purpose The Webcast Advisory Board's role is to develop and coordinate a process for submission, recruitment, review, and selection of topics for webcast programs, to develop the annual webcast series topics and recommend presenters for webcasts, to review participant evaluations on a regular basis and make recommendations for changes or improvements in the process or the delivery, and to oversee or facilitate the content review for specific webcasts when needed.

- Outcomes and Measures**
1. Webinars are successfully marketed to members and institutions
 - 90% of available spaces are sold for the entire series
 - Data collected from registrations
 - An average of 1,800 individual participants per live broadcast
 - Data collected from registrations
 - An average of 160 "seats" sold per session
 - Data collected from registrations
 - Webinar Web site contains current information and is attractive and easy to navigate
 - Website constantly reviewed and updated by WAB and EO liaison
 - Management Team constantly looking for improved technology for delivering distance professional development opportunities
 - Management Team meets at least once per year to discuss future of Webinar technology

2. High quality presentations are developed and delivered that address the Strategic Plan
 - A 3.0 or higher mean achieved on evaluation Likert scale for satisfaction
 - Data collected from post-Webinar evaluations
 - A yearly review of all evaluations, including the instrument itself, conducted by WAB
 - Data collected from post-Webinar evaluations
 - 85% or higher of attendees state the webinar met their expectations
 - Data collected from post-Webinar evaluations
 - Management Team brainstorms possible series and topics for future Webinars with Strategic Plan driving the decisions
 - Series for next year is in the works at least 11 months in advance
 - List of potential topics, ideas and presenters is collected and constantly updated
 - Online materials developed to support a site coordinator for each institution subscribing to Webinars
 - EO liaison works with every presenter to ensure high quality scripts and delivery
 - Script is reviewed and edited by EO liaison
 - Rehearsals are planned and implemented
 - Technology is tested before each presentation
 - Evaluation is shared with presenter
 - EO liaison provides technical expertise for graphics and presentation design as well as pre-Webinar online support materials

3. The WAB is fiscally responsible in planning and budgeting programming
 - Topics and presenters selected to provide popular and high-quality programming
 - Cost to provide Webinars kept as low as possible
 - Budget reviewed annually
 - Management team constantly looking to the future for possible income-generating uses of the technology (CD's, bundling of publications, pocket guides, etc.)