

The MACADA NEWS

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President's Corner

Those of us who have worked in higher education for longer than a probationary employment period have adapted to the opportunities provided to us by technology. Our libraries have added databases, SmartBoards and their ilk are in our classrooms, and our office computers have added email. (No one said every addition was a welcomed improvement.) The opportunities support our institutional missions. While we may be using different words to say so, at the heart of these changes is the opportunity to find, organize and share more information.

Sharing information with the membership has been a frequent discussion topic at MACADA board meetings during the past several years. We have been encouraged by the content of our annual conferences and of our twice-yearly newsletters. The feedback you and other members have given us indicates that you generally agree.

Your board wants to share information with you more efficiently and more readily than we have before. This newsletter, arriving in your email box instead of your snail mail box, is an attempt at that effort. This document's content is focused on general news; information about September's MACADA conference will come to you separately. It's not our intent to fill up your email with weekly – or even monthly – missives for the sake of "having a presence." Our goal is to have more control over when news reaches you and to organize it so that it can be accessed and used as easily as possible.

We know that distributing an electronic newsletter in 2007 is not akin to inventing the wheel. Many of these animals are out there, some much better than others. We are new to the medium and we will learn as we go. Your suggestions are always welcome. You can even send them via email.



*Tom Frankman, President
William Woods University
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Find MACADA Online at:
<http://associations.missouristate.edu/macada/>



President Rose Bell resigns

For the past six years I have enjoyed working with Rose Bell on the MACADA board. As Vice President of Programs and Professional Development for four years, she took the lead in organizing our annual conferences. She presented a strong case for having the membership come together for dinner during the first night of the event; we have her to thank for that extra opportunity for community.

Rose was chosen President Elect at our 2005 conference and looked forward to serving as MACADA president in 2006-07. She then put the organization before herself in December when she sent board members a letter of resignation, citing challenges with her health.

She remains an active member of our board's listserv. The MACADA board will miss her at our meetings this year, and we look forward to seeing her at the September conference.

Tom Frankman
William Woods University
MACADA President

2006 Conference Review

Thank you to all MACADA members! You helped make the MACADA Conference 2006: Setting the Pace for Advising at Tan-Tar-A Resort a huge success. As you may have noticed we had a huge crowd, much larger than anticipated: 129 conference attendees! Due to our organization's growth in the past couple of years we will be making some changes to our conference facility choices for 2007. We can all look forward to a bit more elbow room next year as MACADA works with Tan-Tar-A to accommodate our growing pains.

An additional thanks is deserved by each and every one of our conference presenters. The 2006 presentations ranged from listening skills to understanding and working with learning disabilities to multiculturalism. The honor of Best of Conference was awarded to Cindy Fiedler and Joe Morris of Missouri State University for their presentation "Parasitic or Symbiotic: Perceptions of Parental Involvement." I believe that the 2006 presentations were some of our best and I look forward to the presentations for 2007. The quality presentations brought to the conference are true reflections of the high quality and professionalism of our membership. Thank you!

The 2007 Conference will be held again at Tan-Tar-A Resort at Osage Beach on September 13 & 14, 2007. Look for additional information regarding registration and conference presentation proposals in future editions of the MACADA newsletter.

Amy Marie Aufdembrink
Missouri State University
Vice-President of Programs

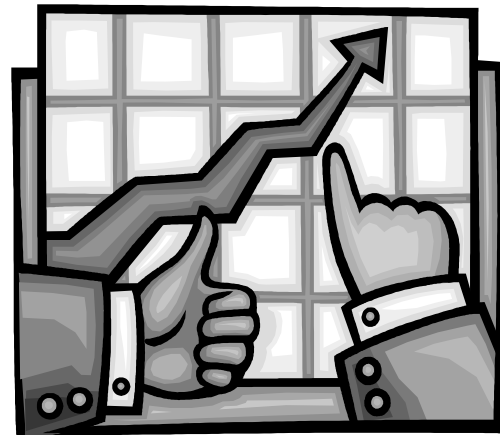
MACADA Membership at an All-time High!

We are pleased to announce that our state membership is currently at 148 members, representing 31 different institutions. This is an all-time high for our organization and is up from the 2005-2006 membership year which was at 133 members from 25 institutions. The MACADA Executive Board has done a great job of recruiting 65 new and returning members from past years. However, we had 53 members who chose not to renew their membership with MACADA. If there are former MACADA members at your institution we hope you will invite them to renew.

While we are very proud of our growing numbers, we strive to make connections with other institutions across the state. There are over 50 additional higher education institutions in Missouri from which we have no members. We hope that you will consider sharing this newsletter with colleagues both at your institution and neighboring schools to help us in our goal!

Membership inquiries can be sent to the VP of Membership, Lisa Runyan at runyan@ucmo.edu or (660) 543-4994. Our membership brochure is available on the MACADA website at: http://associations.missouristate.edu/macada/Membership/macada_membership.htm

Lisa Runyan
University of Central Missouri
Vice-President for Membership



Summary of the 2006 *Best of Conference* Presentation: Preparing Advisors to Respond to Helicopter Parents

“Advisors could gain a valuable ally in supporting students by listening to parent concerns and responding with helpful information.”

Regardless of the method—email, telephone or personal visits—faculty and staff on today’s campuses should expect to hear from concerned parents. While it is easy to hide behind FERPA, stating federal law prohibits discussion of protected information and ending a conversation before it begins, advisors could gain a valuable ally in supporting students by listening to parent concerns and responding with helpful information. In fact, because the “millennial generation” seems to value the opinions of their parents so highly, many parents will have more credibility with students than advisors.

When planning advisor development on campus, consider starting a conversation among faculty and staff about how to respond to parent concerns. Faculty and staff can:

- Apply customer service techniques to strained conversations. Listen to parent concerns without interruption, identify the underlying concerns, then offer helpful suggestions or provide information about campus resources.
- Respond without referring to a specific student’s record. Assist the parent in understanding university or course-specific policies, appeal procedures and campus deadlines without revealing federally protected information. Refer them to printed materials and web sites when appropriate to increase your credibility and their understanding.
- Review information provided to parents through orientation and on campus bookstore shelves. Interesting websites include: www.collegeparents.org & <http://www.mofchat.com/>. These sources support parents who are trying to understand their student’s perspective on issues. Advisors may glean helpful solutions to share with parents by becoming familiar with these materials.
- Encourage parents to help students become responsible and problem-solve for themselves. Enlist help from the parents in getting the student to communicate



with instructors and the advisor. As gently as possible, help the parent understand how differently a student is viewed by a higher education professional when the student makes contact rather than the parent.

- Familiarize yourself with mailings sent to students, even if they originate in other departments, to be ready to respond to student and parent concerns. (ex. admissions information, orientation requirements, housing contracts, suspension letters, disciplinary action)
- Encourage parents to discuss concerns with their own student. Involve the student in the discussion at any given opportunity. Avoid promising confidentiality to parents, as it can negate the advisor’s credibility with the student.
- Document responses to parents (copies of e-mail responses, summaries of telephone or in-person conversations) to improve accountability.
- Prepare case studies for discussions among advisors, drawing on the experience of real situations faced by current advisors at your institution.
- Discuss ways to provide meaningful information to parents in the form of newsletters, on-line resources, hotlines, parent organizations or parent advisory boards.

Most parents have 18 or more years of experience helping their student, as opposed to many instructors who have less than a semester or advisors who may have only spent 20 minutes with the same student. Who better to join us in our retention efforts?

Cindy Fiedler
Missouri State University



Setting the Pace; Winning the Race! 2006 MACADA Award Winners

2006 MACADA Outstanding Advisor *Debbie Goodale*

I have known Debbie since she began working as an Academic Advisor/Retention Specialist in the Advisement Center for the College of Business Administration at Missouri State University in 1998. It immediately became apparent that Debbie had the students' best interests at heart. She put long hours into learning the curriculum and continues to keep up-to-date on changes. Debbie is the primary advisor for Business Education majors and she attends many committee meetings to keep abreast of the newest changes that are to be im-

plemented. She is vigilant about being current on the evolving Education field. She also regularly attends Advisor Workshops and Seminars to expand her advising knowledge.

Debbie is always willing to lend a helping hand to a student. She often has students sit at her computer and shows them how to access the Missouri State "My Information" website. The students seem to appreciate having an advisor who has the patience to teach them how to use this and other resources on campus. Debbie goes

above and beyond the call of duty to accommodate deserving students. If she believes a student has a unique situation, she will give up her lunch hour to assist him or her.

Debbie exemplifies the characteristics of an outstanding advisor by her sincere concern for students and her dedication to her work. I consider her to be a tremendous asset to Missouri State University and I feel she is very deserving of the MACADA Outstanding Advisor Award.

Sandy Culver
Missouri State University

2006 MACADA Outstanding Advising Administrator *Dr. Tia Marie Strait*

MACADA's 2006 Outstanding Advising Administrator is Dr. Tia Strait. Dr. Strait serves as Dean for the School of Technology at Missouri Southern State University. However, in addition to her administrative duties, she finds the time to advise a number of students not only within her School's program areas but also students who are enrolled as Health Science majors. Her open-door policy provides students with an unrestrained opportunity to seek her academic advice and enrollment assistance.

Dr. Strait leads by example and encourages her faculty to advance

our institutional commitment to student success. With more than fifteen years of service at Missouri Southern, she has developed a comprehensive knowledge of our University's programs and resources. Her thoughtful and caring approach permeates the decorum of her office and motivates her faculty and staff to emulate this commitment to a student-centered learning environment.

She has a sense of responsibility for the students she advises and frequently involves others in the process when the situation merits consultation. Her dedicated work

with numerous program advisory committees helps ensure curriculum relevance and the development of outstanding practicum's, internships and clinical experiences. Dr. Strait fosters best practice standards for academic advising and regularly monitors her students' progress toward career goals. Her vested interest in each student is visible during every Commencement ceremony when students routinely include her in their family photos.

Dr. Richard McCullum
Missouri Southern State University

2006 MACADA Outstanding Faculty Advisor Dr. Virginia Peterson

This year, MACADA awarded the Outstanding Faculty Advisor Award to Dr. Virginia Peterson, from the University of MO-Columbia. Dr. Peterson is an Associate Professor and Director of Undergraduate Advising in the Department of Biochemistry within the College of Agriculture, Food and Natural Resources.

She has been a cornerstone of Biochemistry's instructional activities and advising for 25 years. She advises the majority of the departments 300+ undergraduates including all freshmen, some sophomores and selected juniors and seniors. This quantitative measure is exceeded by the quality of her efforts. She serves with equal skill and enthusiasm, a broad range of students with an even larger array of concerns and problems. For many of the students she serves, Dr. Peterson has become a life-long re-

source to her students. Because of her rapport with students she teaches and advises, she is constantly "on-call", helping students who suddenly appear on her doorstep. It is common to find Dr. Peterson in her office both Saturdays and Sundays completing work or preparing for lectures because her normal working hours have been freely given to undergraduates in the Biochemistry department.

In addition to her regularly scheduled classes and advising appointments, Dr. Peterson has served as a Co-Facilitator for a Freshman Interest Group (FIG), advising and mentoring freshmen science majors.

Since 1994, Dr. Peterson has also taught a summer "transitions" course to entering at-risk freshmen minority students. She not only teaches content but also instructs students on adapting and adjusting

to academic life on a college campus.

Dr. Peterson is also the first departmental contact for most entering students during summer orientation sessions. She patiently and calmly describes the academic curriculum so the student and parents understand the rationale for the array of courses that are required and then explains the changes that college life will bring.

Dr. Peterson has established a long and outstanding record of advising services to undergraduates in the Biochemistry department at MU. She exemplifies all that an undergraduate advisor should be, demonstrating that concern for and attention to the individual student is not only possible at a large public university, but can be achieved with exceptional effectiveness.

Rachael Cobb

University of Missouri-Columbia

NACADA Annual Awards Program

The goal of the NACADA Annual Awards Program is to encourage wider support and recognition for academic advising in colleges and universities by providing an opportunity for recognition of outstanding advising. An ultimate outcome of this program is to improve advising services for students. The deadline for the receipt of nomination materials for most award categories is **March 5, 2007**. Retiree recognition forms are due by June 4, 2007. All awards will be presented at the 2007 NACADA Annual Conference being held on October 18 - 21, 2007 in Baltimore, Maryland.

To present your nomination in the best possible light:

- Nomination forms should be typed (or printed)
- You must submit the exact number of complete sets of nomination materials requested. All materials must be collated into complete sets.
- It is best to submit only letters and materials that add substance to the nomination. Quality is appreciated more than quantity.
- It is recommended that nomination materials be sent by a shipping service for which delivery can be tracked. NACADA always sends an email confirmation upon the receipt of the submission.

Award Categories:

- * Outstanding Advising Awards
- * Outstanding New Advisor Awards
- * Outstanding Advising Program Award
- * Pacesetter Award
- * Gordon Award for Excellence in the Field
- * Service to NACADA Award
- * Advising Technology Innovation Awards
- * Summer Institute Scholarships
- * NACADA Scholarships
- * Student Research Awards
- * Retiree Recognition

Go to the NACADA website for more information!
<http://www.nacada.ksu.edu/Awards/AwardsCall.htm>

Soul Food

Affirmations of Diversity

Peggy Sherwin
 St. Charles Community College
 Vice-President Multiculturalism & Diversity

I was standing looking out the window glancing carefree at the barren trees, the hard cold putty – colored earth; and the lifeless blades of grass that appeared stiff and motionless against the cold winter breeze.

Suddenly I felt helpless and somewhat over whelmed as thoughts flooded my mind of all the things I needed to do and all the things I really wanted to accomplish this year. Moreover, how does one give a lesson when they are the lesson?

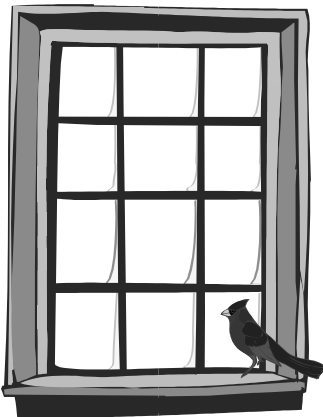
Like the barren tree and motionless blades of grass, I felt depleted of ideas and imagination, to introduce different ways of sharing and promoting a life style of inclusiveness.

I have listened to groups discussing issues related to employment, and social interaction and just recently, an “oops” on television made by Delaware, Senator Joseph Biden regarding Barack Obama, Senator from Illinois, supports those concerns that there are still many lessons to be taught in our multicultural society. Finding the combination to understanding differences might play a key role in becoming an inclusive society.

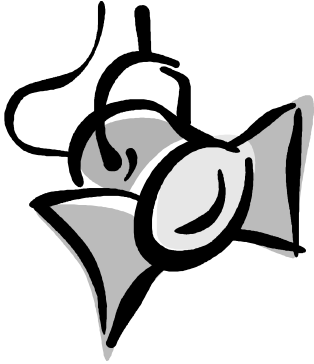
One of our initiatives for this year is the Speak Out program. This program teaches tolerance. My fear is that it will only reach those individuals who have had a grave assault inflicted upon them or upon someone, they love who has been victimized by a brutal attack.

The audience least likely to attend will be those individuals who believe that they do not have an issue with anyone, who believe that people can be or do whatever they choose as long as it does not appear at their door step. They say they do not see color; therefore, to them all people of color look alike. And like the blades of grass that loses its flexibility to bend and its luster to reflect the sun, they stand rigid and unyielding, with pulled down eyelids or faces turned away so they do not see.

I want to see your face, eyes, lips and ears. I want to hear your words and restate them to make sure we have the same understanding. I want to learn as much from you as I can and I will work hard not to appraise you according to my own beliefs and attitudes. Moreover, if I appear too inquisitive about you, please understand that I am a work in progress of understanding and learning.



Missouri Hosts the 2008 NACADA Region VII Conference



MACADA is excited to host the spring 2008 NACADA Region VII Conference in Branson, Missouri, March 3-5, 2008. The conference will be held at the Chateau on the Lake Resort Spa and Convention Center - Branson's only AAA four-diamond lodging and conference site. The conference theme is "Setting the Stage for Student Success: Academic Advising in the Spotlight". We hope you will be able to join your colleagues from our six-state region to take in the many sights and shows that Branson has to offer! More information regarding location and presentation proposals will be included in the next MACADA newsletter and on the NACADA website.

The MACADA Executive Board is in need of many volunteers for both pre-conference planning and for various duties during the three-day conference. We hope you will consider taking on a leadership or volunteer role. For additional conference information or to get involved with the planning efforts please contact the Conference Chairperson, Lisa Runyan at runyan@ucmo.edu or (660) 543-4994. Many thanks to those who already signed up to volunteer.

Upcoming Professional Development Opportunities

South Central Region 7 Academic Advising Conference, March 8-10, 2007 in Austin, TX, "Creating Harmony: Getting in Tune with your Students."

Learning Outcomes Webinar, April 4, 2007. Tomarra Adams from University of Louisville will present "Student Learning Outcomes: Evidence of the Teaching and Learning Components of Academic Advising" in a 90-minute live Internet presentation sponsored by NACADA. The Webinar will provide a foundation for the development of student learning outcomes as well as hands-on strategies for teaching these outcomes, activities and experiences for students, and strategies for measuring the outcomes.

International Personal Tutoring and Academic Advising Conference, May 3, 2007, Edinburgh, Scotland. This international conference on Personal Tutoring and academic advising is being co-sponsored by NACADA and the Higher Education Academy in the United Kingdom in conjunction with the London College of Communication and Southampton Solent and Westminster universities. Conference topics will range from evidence of informed practice to providing resources for personal tutoring/academic advising and NACADA's involvement will ensure an international perspective.

Effectively Engaging Faculty in Academic Advising Seminar, June 21-22, 2007 in Burlington, VT.

Since faculty play such an integral role in academic advising, it is imperative that faculty and administrators work together to assure that faculty have the information, tools and resources to effectively engage in the advising process. This seminar will provide participants with the opportunity to enhance faculty advising and programs as well as gain essential insights on ways to foster collaboration between faculty and administrators responsible for advising.

Annual Academic Advising Summer Institutes, June 24-29, 2007 in Burlington, VT and July 29-August 3, 2007 in Salt Lake City, UT. Research in the area of retention, in nearly all instances, concludes that the single most important contributor to student persistence is the development of strong relationships between students and members of the faculty and staff. Because academic advising is the only structured service on the campus in which all students have the opportunity to develop an ongoing, one-to-one relationship with a concerned member of the college community, quality academic advising should be a major strategy in every college's retention planning. The institute utilizes an effective integration of expert group presentations will small group discussions, workshops, and topical sessions led by skilled practitioners and organized by the institutional type. Through these activities, you will develop a network of supportive colleagues throughout the nation.

For more information about professional development opportunities, visit the NACADA website at: <http://www.nacada.ksu.edu/>

Lisa Runyan
MACADA VP of Membership
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The MACADA News
The Voice of the Missouri Academic Advising Association Since 1993

Your MACADA Executive Board is here for you. Don't hesitate to contact us.

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Thanks to our contributors for this issue: Tom Frankman, Amy Marie Aufdembrink, Lisa Runyan, Cindy Fiedler, Sandy Culver, Dr. Richard McCullum, and Peggy Sherwin.

The Spirit of MACADA