National Academic Advising Association

Administrators’ Institute Advisory Board
2012 Outcomes

Also included:
Administrators’ Institute EVENT outcomes and the Winter Seminar EVENT outcomes

Prepared by:
Casey Self, outgoing Chair
Bill Torgler, incoming Chair

Date Completed: July 8, 2011
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**
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 National 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**
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 Executive 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.

**Leadership Opportunity**
- appointed by the President-Elect
- serves a 2-year term
Management Team

The Management Team 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.

- Implements the curriculum provided by the Advisory Board.
- Solicits applications from qualified NACADA members who are interested in serving as faculty for assigned events.
- Selects and invites the appropriate faculty based on:
  - Topic expertise
  - Contribution and presentation experience at conference etc.
  - Communication skills in small group facilitation, teaching to both large and small groups, and providing individual and team consultations
  - 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.
- Facilitates and communicates with selected faculty regarding duties, timelines, expectations etc.

Executive Office Liaison

Supports the Advisory Board Chair, Management Team and Event Faculty

- 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.
<table>
<thead>
<tr>
<th>Purpose</th>
<th>Advise the Executive Office on strategies and activities for providing services to members and for organizational operations.</th>
</tr>
</thead>
</table>

**Advisory Board meets during the National Conference each year**

**Outcomes**
- Assess and evaluate previous year’s Administrator’s Institute and Winter Seminar.
- Plan upcoming Administrator’s Institute and Winter Seminar.
- Evaluate past accomplishments for the purpose of developing future initiatives.
- Evaluate outcomes and measures (and adjust where necessary) to increase the effectiveness of the Advisory Board.
- Strategic planning for the purpose of meeting specific Administrator’s Institute goals and objectives.
- Strategic planning to support the NACADA Executive Office’s vision, mission, goals and objectives.

**Measures**
- Utilization of Administrator’s Institute and Winter Seminar data to improve planning for each Institute.
- Specific details completed in planning for upcoming Administrator’s Institute.
- Development of an electronic library of Board minutes for longitudinal planning purposes.
- Board strategic goals both serve the needs of academic advising administrator’s and mirror the goals and objectives of the NACADA Executive Office.
- Attendance at the Advisory Board’s Annual Conference Meeting.

**Advisory Board meets all deadlines and communication requirements**

**Outcomes**
- Utilizing the Board list-serve to solicit feedback, ideas, and information from Board members.
- Utilizing the Board list-serve to communicate information and to share ideas with Board members.
- Submit a post-Annual Conference Leadership report.
- Submission during the summer of an annual leadership report.

**Measures**
- Deadlines for submission of reports are met.
- Completion of a quarterly or biannual report to the President of the Board of Directors to increase awareness and progress toward completing annual planning matrix.

**Review and recommend changes in format and content of the Annual Academic Advising Administrators’ Institute & Winter Seminar in support of NACADA’s Strategic Goals.**

**Outcomes**
- Assessment of previous Administrator’s Institute and Winter Seminar utilizing post-event surveys. The purpose is to effectively meet the needs of advising administrator’s, academic advisors, faculty, and other higher education administrator’s.
- Propose changes to the Institute’s theme, advertising, website enhancements, among others, for the purpose of increasing attendance at the Institute.
- Develop curriculum for the upcoming Administrator’s Institute and Winter Seminar.

**Measures**
- Use of pre-Institute surveys and other assessment instruments to increase faculty awareness of individual’s needs, desired outcomes, baseline knowledge, among others.
- Use of post-Institute surveys to identify attendees feedback on areas for improvement, increase of knowledge in the subject matter, perceived connections between the topic and the development of an action plan, among others.
- Post-Institute surveys to identify feedback on individual faculty for the purpose of improvement or to deselect.
Appoint, hire, and manage faculty members that will lend their expertise and knowledge to the Administrators’ Institute and Winter Seminar.

**Outcomes**
- Utilize the strength of NACADA membership, in particular its commissions, interest groups, and boards for the purpose of identifying effective faculty.
- Identify faculty that will provide input into the development of the topic for that year’s Institute.
- Identify faculty that will meet all required deadlines leading up to the Institute.
- Identify faculty that will develop well prepared, powerful presentations based upon their areas of expertise. These presentations will be linked to the topic for that year’s Institute.
- Strategically identify potential faculty for future years that will help to meet NACADA Diversity representation.

**Measures**
- Pre and Post-surveys to attendees to measure baseline knowledge and subsequent knowledge gained.
- Post-survey to assess the effectiveness of faculty in small group format and during presentations.
- Selection of faculty based upon a broad criteria of diversity to represent the membership within NACADA.

*Outcomes for the Administrators’ Institute and Winter Seminar are prepared separately.*
<table>
<thead>
<tr>
<th>Purpose</th>
<th>The Administrators’ Institute will offer high quality professional development opportunities that will maintain NACADA’s status as experts in the field of Advising Administration. This Institute has served administrators, advisors, and faculty advisors establishing a reputation for excellence within the global community fulfilling the vision of NACADA to be the leader for the theory, delivery, application, and advancement of academic advising to enhance student development.</th>
</tr>
</thead>
</table>
| The Administrators’ Institute is designed to meet the needs of all levels of advising administrators. | **Outcomes**
- Provide a comprehensive knowledge base to participants new to academic advising administration.
- Provide specific information and strategies for experienced academic advising administrator’s seeking improvement in a specific area of management.
- Provide a foundational base of knowledge for higher level administrators who have academic advising units as their direct reports.
- Provide an environment for peer-to-peer learning and to cultivate networking opportunities.
- Provide specialized learning environments based upon specific institutional criteria (private versus public, size of institution, among others).

**Measures**
- Longitudinal assessment of survey data to identify thematic trends among attendees new to advising administration, experienced advising administrators, and high level administrators who have academic advising as one of several direct reports.
- Development of a survey to all past attendees with the specific purpose of identifying possible topics, themes, knowledge base desired to be gained, among others.
- Pre and Post-surveys to attendees to measure baseline knowledge and subsequent knowledge gained.
- Qualitative research on post-event survey write-in comments. The purpose is to identify themes that will aid in the development of creating an Administrator’s Institute that better meets the needs of administrator’s at all career levels.

| Participants will develop an Action Plan for implementation on their campus. | **Outcomes**
- Utilize faculty in small group environments to oversee the development of individual and institutional team action plans. These action plans will focus on a key issue or concern that needs improvement or change.
- Utilize faculty to assist attendees within their small groups to identify significant changes leading to improvements at the participants institutions.

**Measures**
- Faculty feedback on individual and institutional team action plans during the final small group discussion session.
- Pre and Post-surveys to attendees to measure baseline knowledge and subsequent knowledge gained.
- Post-survey to assess the effectiveness of faculty in small group format and during presentations. |
The Institute will provide a foundation for participants to develop a clearer sense of their academic advising programs through hosted networking opportunities and Institute Faculty.

**Outcomes**

- Identify the latest issues within academic advising administration and facilitate a process in which attendees better understand these issues.
- Assist attendees by increasing the skills and knowledge base required to address these broad issues related to academic advising administration.
- Assist attendees resolve issues within their own academic advising units.
- Assist attendees to identify resources available to them.
- Assist attendees with expertise helpful in effectively administering their own program.
- Assist attendees to visualize how their academic advising unit fits within their institutions strategic plan and initiatives.

**Measures**

- Participation in Administrator’s Institute faculty consulting appointments.
- Attendance at pre-dinner hosted networking event.
- Attendance at sign-up sheet dinners attended by multiple institutions.
- Pre and Post-surveys to attendees to measure baseline knowledge and subsequent knowledge gained.
- Qualitative research on post-event survey write-in comments.

---

The Institute will provide an opportunity to meet with and learn from Institute faculty.

**Outcome**

- Provide faculty consulting times to all attendees. These consulting times may be with the attendee’s small group faculty member, or with another faculty member to gain a broad perspective on an issue and/or development of an action plan.
- Provide faculty time to attendees through faculty presence at included Institute meals and at the main NACADA Institute table.

**Measures**

- Provide sufficient consulting time availability.
- Post-event survey to assess the effectiveness of faculty consulting sessions, as well as availability during networking events, meals, among others.
Winter Seminar EVENT – 2012 Outcomes

Purpose
The Winter Seminar will offer high quality professional development opportunities that will maintain NACADA’s status as experts in the field of Advising. In the past, the Seminar has served administrators, advisors and faculty advisors establishing a reputation for excellence within the global community fulfilling the vision of NACADA to be the leader for the theory, delivery, application and advancement of academic advising to enhance student development.

The Winter Seminar is designed to meet the needs of academic advisors, advising administrators and faculty in relation to a specific topic selected by the Administrators’ Institute Advisory Board

Outcomes
- Research the previous Winter Seminar post-event survey to identify possible future Seminar topics.
- Research National Conference and/or regional conference surveys to identify thematic issues currently prominent in the field of academic advising.
- Inclusion of a discussion within Administrator’s Institute small group sessions of current issues within academic advising and their relevance to academic advising administration. Doing so would in effect serve as a focus group for possible Winter Seminar “hot topics” choices.
- Provide faculty that will offer a comprehensive examination of a given topic, as well as the most current and relevant information and data.

Measures
- Identifying attendance at a Winter Seminar within the context of the identified topic.
- Post-event survey responses measuring the relevance of the topic and the Seminar’s ability to provide applicable strategies to respond to the topic.

Appointing, hiring, and managing faculty members that will lend their expertise and knowledge to the chosen topic.

Outcomes
- Utilize the strength of NACADA membership, in particular its commissions, interest groups, and boards for the purpose of identifying effective faculty.
- Identify faculty that will provide input into the development of the topic for that year’s Seminar.
- Identify faculty that will meet all required deadlines leading up to the Seminar.
- Identify faculty that will develop well prepared, powerful presentations based upon their areas of expertise. These presentations will be linked to the topic for that year’s Seminar.

Measures
- Pre and Post-surveys to attendees to measure baseline knowledge and subsequent knowledge gained.
- Post-survey to assess the effectiveness of faculty in small group format and during presentations.
- Selection of faculty based upon broad criteria of diversity to represent the membership within NACADA.

The Winter Seminar will also provide a foundation for participants to develop a clearer sense of their academic advising programs through hosted networking opportunities and Seminar Faculty.

Outcomes
- Identify the latest issues and topics within academic advising and facilitate a process in which attendees better understand these issues.
- Assist attendees by increasing the skills and knowledge base required to address these broad issues and topics.
- Assist attendees resolve issues within their own academic advising units.
- Assist attendees to identify resources available to them.
- Assist attendees with expertise helpful in effectively respond to these issues/topics within their own program.
- Assist attendees to visualize how their academic advising unit fits within their institutions strategic plan and initiatives.

Measures
- Attendance at sign-up sheet dinners attended by multiple institutions.
- Pre and Post-surveys to attendees to measure baseline knowledge and subsequent knowledge gained.
- Qualitative research on post-event survey write-in comments.