In Attendance: Members: Bruce Norris (Outgoing Chair), Tom Mabry (Incoming Chair), Lizette Bartholdi, Beverly Childress, Evelyn Felina-Castillo, Susan Fread, Gayle Juneau-Butler, Karen Lewis, Rodney Mondor, Clint Moser, Penny Robinson, Amy Sannes, Barbara Smith, Jessica Staten, Dan Turner, Oscar van den Wijngaard, Rhonda Baker (EO Liaison), Guests: Kerry Kincannon, Casey Self.

Bruce Norris called the meeting to order at 12:40 p.m. Those in attendance introduced themselves.

Review of our Purpose: The purpose of the Advisory Board is to oversee the curriculum and activities of the Annual Conference in order to advance the academic advising field globally – includes keynote session, concurrent presentations, pre-conference workshops, poster sessions, and other program formats to assure a successful event.

Minneapolis Conference Summary: Amy and Rhonda: There are 3105 members attending this year’s annual conference. The two keynote addresses were excellent, although attendance was less than hoped for at those events. General session attendance has been strong. The local program committee has been very pleased that their efforts to add their unique elements (i.e. photo space, yoga break) have been a huge success.

Las Vegas Conference: Gayle reports that her committee has been named, a theme has been established and a keynote speaker (Casey Self) has been selected and confirmed. Expect possible record numbers to this conference. Rhonda will need to commit soon to total sleeping rooms to Caesar’s.

Old Business:

1. Conference APP: Bruce and Rhonda: general feedback on the app has been positive. Most survey respondents indicate their preference that we continue issuing the conference program in print form and not rely solely on the app. Primary criticism centered on the inability to access presentation handouts via the app. It seemed that the use of the app was not “pushed” as hard this year as last. We should promote the app use more heavily for 2015.

2. Experienced Advisor Program: Susan Fread: 22 conference attenders participated in the program tracks. The target had been 70. Discussion ensued regarding scheduling issues, as the track schedules did not mesh well with the session of the general conference. Discussion also took place around the cost issue ($50). Cost was assessed due to costs incurred for use of additional space (as with Pre-Conferences), and for accountability (if I pay for it, I will more likely show up and participate.). Motion made by Sudan, seconded by Rodney: “The advisory Board endorses and supports a second year of the Experienced Advisor track, taking into account input from this year’s participants.” Following discussion, motion carried by unanimous voice vote.

3. Tables for Regions, Affiliated Groups and others: Rhonda reported that no region or other entity requested a special table for use during the conference this year, unlike in years past. There are costs associated with the use of these tables, along with the logistics of where to place them.

4. Summary points from 2013 Post Conference Evaluations: Bruce highlighted some interesting observation made from the data submitted following the 2013 annual conference: Approximately 40% of attenders submitted the evaluation. Approximately 2/3 of respondents had only attended 0-2 annual conferences
prior to 2013. The primary reasons of importance for the cohort were, in order of importance, Professional Development, Institution paid expenses, Interaction with Professional Colleagues, and a Need for Information to amend existing programs or initiate new ones. Many respondents suggested the development of a system to gauge interest in specific topics and sessions in order to better utilize seating for those sessions. A suggestion was made by multiple respondents to create “roundtable” discussion opportunities during the open lunch periods.

New Business:


2. Conference Tracks: Bruce led a discussion regarding the use of “tracks” for organizing the conference presentations. He reviewed existing tracks with few presentations as well as the tracks with the most presentations this year. Tom will appoint a small committee to look at this issue. The committee will include members both from the Advisory Board as well as representatives from other affected stakeholders.

Meeting was adjourned at 1:45 p.m.