NACADA Member Demographic Information, as of August 31, 2012

Fall Membership = 11,420 (plus 27 Allied organizations)

### Additional Membership Data
- **# Countries represented:** 24
- **% increase:** 8.3%
- **# Institutions represented:** 2024
  - **% increase:** 3.1%

### Gender
- **Female:** 8041
  - **% members:** 70.4%
  - **% increase:** 5.2%
- **Male:** 2222
  - **% members:** 19.6%
  - **% increase:** 1.8%
- **Blank:** 1157
  - **% members:** 10.1%
  - **% increase:** 9.3%

### Occupation
- **Faculty Advisors (FA):** 298
  - **% members:** 2.6%
  - **% decrease:** 54%
- **Advising Administrator (AA):** 1753
  - **% members:** 15.4%
  - **% decrease:** 20.3%
- **Academic Advisor/Counselor PA:** 4818
  - **% members:** 42.2%
  - **% decrease:** 21%
- **Counselor (CN):** 104
  - **% members:** 1%
  - **% decrease:** 41.3%
- **Non-institutional (NI):** 16
  - **% members:** 1%
  - **% decrease:** 31.3%
- **Student (ST):** 314
  - **% members:** 2.7%
  - **% decrease:** 62.7%
- **Other (OT):** 3986
  - **% members:** 34.9%
  - **% decrease:** 60.7%

### Institutional Type
- **Public Doctorate:** 277
  - **% members:** 46.0%
  - **% increase:** 14.7%
- **Public Masters:** 232
  - **% members:** 12.8%
  - **% increase:** 15.9%
- **Public Baccalaureate:** 121
  - **% members:** 3.7%
  - **% increase:** 8.5%
- **Private Doctorate:** 195
  - **% members:** 11.4%
  - **% increase:** 2.5%
- **Private Masters:** 276
  - **% members:** 7.7%
  - **% increase:** 2.3%
- **Private Baccalaureate:** 158
  - **% members:** 2.7%
  - **% increase:** 11.4%
- **Public/Private Two-year:** 599
  - **% members:** 18.5%
  - **% increase:** 11.3%
- **Other:** 126
  - **% members:** 2.3%
  - **% increase:** 9.1%
- **Proprietary – Doctorate:** 13
  - **% members:** 1.1%
  - **% increase:** 73.1%
- **Proprietary – Masters:** 12
  - **% members:** 4.4%
  - **% increase:** 26.7%
- **Proprietary – Baccalaureate:** 33
  - **% members:** 8.0%
  - **% increase:** 20.9%
- **Proprietary – Two-Year:** 12
  - **% members:** 2.2%
  - **% increase:** 42.9%

### Ethnicity
- **African American / Black:** 1256
  - **% members:** 11%
  - **% increase:** 9.2%
- **Native American:** 96
  - **% members:** 8%
  - **% increase:** 11.0%
- **Hispanic/Latino/a:** 594
  - **% members:** 5.2%
  - **% increase:** 7.7%
- **Asian American:** 254
  - **% members:** 2.2%
  - **% increase:** 9.8%
- **Caucasian / White:** 7017
  - **% members:** 61.4%
  - **% increase:** 14.3%
- **Pacific Islander:** 12
  - **% members:** 1%
  - **% increase:** n/a
- **East Indian:** 3
  - **% members:** 0.3%
  - **% increase:** n/a
- **Inter-racial:** 40
  - **% members:** 5%
  - **% increase:** n/a
- **Middle Eastern:** 13
  - **% members:** 1%
  - **% increase:** n/a
- **Other:** 258
  - **% members:** 2.3%
  - **% increase:** 15.1%
- **Blank:** 1877
  - **% members:** 16.4%
  - **% increase:** 14.9%

### Annual Conference Attendance
- **2000, Orlando:** 2480
  - **% difference vs. Previous Year:** 19%
- **2001, Ottawa:** 1657
  - **% difference vs. Previous Year:** 33%
- **2002, Salt Lake City:** 1790
  - **% difference vs. Previous Year:** 8%
- **2003, Dallas:** 1982
  - **% difference vs. Previous Year:** 11%
- **2004, Cincinnati:** 2103
  - **% difference vs. Previous Year:** 6%
- **2005, Las Vegas:** 3384
  - **% difference vs. Previous Year:** 61%
- **2006, Indianapolis:** 2592
  - **% difference vs. Previous Year:** 23% (up 23% vs '04)
- **2007, Baltimore:** 3136
  - **% difference vs. Previous Year:** 21%
- **2008, Chicago:** 3549
  - **% difference vs. Previous Year:** 13%
- **2009, San Antonio:** 2547
  - **% difference vs. Previous Year:** 28%
- **2010, Orlando:** 2766
  - **% difference vs. Previous Year:** 7.9%
- **2011, Denver:** 2825
  - **% difference vs. Previous Year:** 21%
- **2012, Nashville:** TBD
  - **% difference vs. Previous Year:** TBD
### Institutions with Greatest Number of Members:
- University of Minnesota-Twin Cities = 100
- Walden University = 100
- Florida International University = 91
- Kansas State University = 86
- University of Texas at Austin = 74
- Arizona State University = 74
- Oregon State University = 65
- Utah Valley University = 64
- University of Akron = 64
- University of Central Florida = 64
- Excelsior College = 59
- University of Iowa = 59
- University of South Florida = 59
- Penn State University = 57
- Drexel University = 56
- University of Colorado-Boulder = 57
- University of Southern California = 56
- Texas A&M University = 55
- University of Nebraska, Las Vegas = 51
- University of North Texas = 51
- Temple University = 51
- University of Utah = 50
- University of Louisville = 50
- Indiana University Bloomington = 49
- University of North Carolina-Charlotte = 49

### Number of institutions with:
- only one member = 710 (4.8%)
- 2-5 members = 797 (1.1)
- 6-10 members = 272 (2.2)
- 11-20 members = 133 (6)
- 21-30 members = 47 (10.6)
- 31-40 members = 31 (9.7)
- more than 40 members = 34 (20.6)
### REGIONAL CONFERENCE STATS

<table>
<thead>
<tr>
<th>RN</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>12 vs. 11 FINAL # Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>278</td>
<td>382</td>
<td>379</td>
<td>440</td>
<td>↑13.9%</td>
</tr>
<tr>
<td>2</td>
<td>214</td>
<td>355</td>
<td>315</td>
<td>406</td>
<td>↑22.4%</td>
</tr>
<tr>
<td>3</td>
<td>119</td>
<td>346</td>
<td>278</td>
<td>347</td>
<td>↑19.9%</td>
</tr>
<tr>
<td>4</td>
<td>165</td>
<td>350</td>
<td>254</td>
<td>408</td>
<td>↑37.7%</td>
</tr>
<tr>
<td>5</td>
<td>276</td>
<td>172</td>
<td>344</td>
<td>412</td>
<td>↑16.5%</td>
</tr>
<tr>
<td>6</td>
<td>136</td>
<td>262</td>
<td>153</td>
<td>403</td>
<td>↑62%</td>
</tr>
<tr>
<td>7</td>
<td>253</td>
<td>215</td>
<td>296</td>
<td>235</td>
<td>↓26%</td>
</tr>
<tr>
<td>8</td>
<td>159</td>
<td>333</td>
<td>152</td>
<td>408</td>
<td>↑62.7%</td>
</tr>
<tr>
<td>9</td>
<td>174</td>
<td>353</td>
<td>271</td>
<td>152</td>
<td>↓78.3%</td>
</tr>
<tr>
<td>10</td>
<td>131</td>
<td>195</td>
<td>249</td>
<td>174</td>
<td>↓43.1%</td>
</tr>
<tr>
<td>Total</td>
<td>1905</td>
<td>2963</td>
<td>2691</td>
<td>5397</td>
<td>↑50.1%</td>
</tr>
</tbody>
</table>

### INSTITUTE/SEMINAR ATTENDANCE STATS

<table>
<thead>
<tr>
<th>INSTITUTES/SEMINARS ATTENDANCE INFORMATION</th>
<th>2012 Attendance</th>
<th>% Difference vs. Previous Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrators’ Institute</td>
<td>132</td>
<td>↑17.4%</td>
</tr>
<tr>
<td>Assessment Institute</td>
<td>140</td>
<td>↑20.7%</td>
</tr>
<tr>
<td>Persistence Seminar</td>
<td>132</td>
<td>↓3.8% (2011 Retention Seminar)</td>
</tr>
<tr>
<td>Summer Institute (early)</td>
<td>221</td>
<td>↑39.8%</td>
</tr>
<tr>
<td>Summer Institute (late)</td>
<td>129</td>
<td>↓27.1%</td>
</tr>
</tbody>
</table>

### WEBINAR PARTICIPATION STATS

<table>
<thead>
<tr>
<th>WEBINAR PARTICIPATION INFORMATION</th>
<th>Total # of Registrants</th>
</tr>
</thead>
<tbody>
<tr>
<td>DW29-Advising Students on Academic Probation</td>
<td>54</td>
</tr>
<tr>
<td>DW30-Effective Academic Advising Strategies</td>
<td>61</td>
</tr>
<tr>
<td>DW31-Breaking Bad News: Delivery Techniques</td>
<td>78</td>
</tr>
<tr>
<td>DW32-Role of Faculty Advisors in Student Success</td>
<td>79</td>
</tr>
<tr>
<td>DW33-Building the Framework: Advising as a Teaching and Learning Process</td>
<td>71</td>
</tr>
<tr>
<td>DW34-The Conceptual Component of Advising: Developing the Purpose, Values, and Frameworks for Why We Do What We Do</td>
<td>87</td>
</tr>
<tr>
<td>DW35-Tips and Tools for Advising as a Teaching and Learning Process</td>
<td>153</td>
</tr>
<tr>
<td>DW36-Cultivating the Potential in At-Risk Students</td>
<td>177</td>
</tr>
<tr>
<td>DW37-Understanding and Addressing the Needs of Adult Learners</td>
<td>121</td>
</tr>
<tr>
<td>DW38-The Informational Component of Academic Advising: Policies, Procedures and Beyond</td>
<td>71</td>
</tr>
<tr>
<td>DW39-A Strengths Development Approach</td>
<td>112</td>
</tr>
<tr>
<td>DW40-Strategies for Increasing Advising Effectiveness with Decreasing Resources</td>
<td>133</td>
</tr>
<tr>
<td>DW41-The Relational Component of Academic Advising: Strategies for Effective Communication, Rapport Building &amp; Student Engagement</td>
<td>104</td>
</tr>
<tr>
<td>DW42-Leading Forward: Technology Planning for Sustainable Advising</td>
<td>98</td>
</tr>
<tr>
<td>DW43-Steps in Developing an Assessment Plan for Academic Advising</td>
<td>96</td>
</tr>
<tr>
<td>DW44-Legal Implications of Academic Advising</td>
<td>117</td>
</tr>
<tr>
<td>DW45-Ethical Decision Making in Academic Advising</td>
<td>64</td>
</tr>
<tr>
<td>DW46-Engaging Online Across Student Populations</td>
<td>71</td>
</tr>
</tbody>
</table>
Overall Retention by Calendar Year
(Data for 2011-12 from Avecta system)*

*Data compiled from Avectra included yearly memberships from date of purchase that were current from August 31, 2011-August 31, 2012.
Membership Retention By Individual Regions

Members retained from membership year of September 1, 2010-August 31, 2011 to membership year of September 1, 2011-August 31, 2012

<table>
<thead>
<tr>
<th>Region</th>
<th>Retention Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Int'l</td>
<td>35.38%</td>
</tr>
<tr>
<td>Reg 1</td>
<td>56.42%</td>
</tr>
<tr>
<td>Reg 2</td>
<td>54.91%</td>
</tr>
<tr>
<td>Reg 3</td>
<td>54.54%</td>
</tr>
<tr>
<td>Reg 4</td>
<td>51.58%</td>
</tr>
<tr>
<td>Reg 5</td>
<td>56.77%</td>
</tr>
<tr>
<td>Reg 6</td>
<td>60.82%</td>
</tr>
<tr>
<td>Reg 7</td>
<td>51.12%</td>
</tr>
<tr>
<td>Reg 8</td>
<td>59.13%</td>
</tr>
<tr>
<td>Reg 9</td>
<td>47.36%</td>
</tr>
<tr>
<td>Reg 10</td>
<td>49.62%</td>
</tr>
</tbody>
</table>