TO: NACADA Administrative Division
FROM: Sherrie Jensen, Membership Committee Chair
DATE: November 27, 2012
SUBJECT: October Membership Committee Meeting Highlights
(October 4, 2012, 11:15 a.m., Gaylord Opryland Jackson A/B Room, Nashville)

   - Retention and Engagement
   - Value added benefits – use information from survey talk
   - Branding, continued discussion identified three areas: Awareness, Relevance, Customization

2. Projects – work will continue on:
   - Allied member guidebook – 1st draft to be completed by the end of the year
   - Liaison programs – focus on graduate students (revised the graduate student web page and created a blog)

3. Diversity Committee connection; will define how to work together on projects and have ex-officio members on committees

4. Will work with Marsha Miller on the implications of software changes for publications and the open access issues.

5. Charlie Nutt mandated the committee members to focus on the Institutional membership issues including fees and defining benefits. This will be a major focus for the committee during the coming year.

6. Globalization of NACADA will continue to be a focus of the committee looking at International Allied Guide, discussion of pros & cons of Allied Memberships, fee links between members/nonmembers/allied members, looking in to volunteers to represent NACADA within Allied groups – increasing conversations and sharing of information.

7. Conversation regarding either a new committee or a sub-committee for “New Advisors through 3 or 5 years of experience” since this population has been identified as 45–50% of the NACADA membership. This topic will be offered as a discussion to see if other committees (Diversity, Career Services, Emerging Leaders, etc) might want to correlate efforts on this topic. Diversity has voiced interest in being involved.

8. Plan to put together an article identifying NACADA membership benefits for Academic Advising Today focused on: NACADA, so what, now what, who cares?

9. Committee members not able to attend the conference/meeting. Need to identify reasons – do we need to replace committee members?