Webinar Advisory Board Meeting Minutes
NACADA Annual Conference – Salt Lake City, Utah
October 7, 2013

Present:
Yvonne Halden, Incoming Chair (2013-2015), University of Manitoba-Canada (2010-2015)
Terry Musser, Immediate Past Chair, Penn State University (2011-2013)
Jeanette Wong, Publications Advisory Board Chair, Azusa Pacific University (2012-2014)
Sam Murdock, Advisor Training and Development CM Chair, Texas A&M University (2011-2013)
Laura Pasquini, Technology in Advising CM Chair, University of North Texas (2011-2013)
Julie Larsen, Incoming Technology in Advising CM Chair, University of Washington (2013-2015)
Tyann Cherry, Webster University (2011-2015)
Sandy Waters, Old Dominion University (2013-2015)
Michelle Duncan, James Madison University (2012-2014)
Terri Downing, Franklin Pierce University (2012-2014)
April Lewis, Florida International University (2012-2014)
Cindy Berry, Richland College (2011-2013)
Brian Buckwald, CUNY-Hunter College (2011-2013)
Adam Duberstein, Bowling Green State University (2011-2013)
Leigh Cunningham, Webinar Producer, NACADA Executive Office
Michele Holaday, Webinar Production Assistant, NACADA Executive Office
Gary Cunningham, IT Manager, NACADA Executive Office

Absent:
José Rodríguez, Chair (2011-2013), Florida International University (2011-2013)
Deborah Hull, Incoming Advisor Training and Development CM Chair, Mesa Community College (2013-2015)
Rachel Singleton, Mississippi State University (2012-2014)
Art Esposito, Montclair State University (2011-2013)
Karen Thurmond, University of Memphis (2011-2013)

Incoming Chair Yvonne Halden sat in for current Chair Jose Rodriguez, who was unable to attend the conference.

Yvonne reviewed Goals 2012-2013
1. Develop preparation materials to assist presenters / panelists
   • This goal was accomplished, and the following documents were shared with AB members for review:
     o Webinar Information (for CIGs)
     o Webinar Panelist Checklist – Introductory
     o Webinar Panelist Checklist - Overview
2. Record and post panel chat on how to use web events for campus professional development
   • This goal was not accomplished – Jose was not able to find time to organize

Agenda Items for Discussion

Yvonne shared about the new association vision / mission / goals that were discussed in the Administrative Division meeting and explained that each AdminDiv unit is now tasked to conduct a review of their history and purpose. This task should be quite easy for this group, as Leigh Cunningham has been liaison from the beginning and has all historical material.
The group brainstormed potential webinar topics for 2014-2015 season. Suggested topics were:
  o Financial literacy (target audience = any advisor)
  o Predictive modeling for retention (target audience = administrators)
  o Academic Coaching

Another suggested topic was to have a broadcast by and more specifically for our international members. It was decided that this would probably work best as a free summer event, similar to what was done with the TechTalks in 2012. Laura Pasquini, who spearheaded the very successful 2012 TechTalks, volunteered to stay with the AB another year as a member-at-large to work on that with Yvonne and Sandy Waters.
  o Julie Larsen, who is replacing Laura as Technology in Advising CM Chair, noted that she would like to do another TechTalks as well.

Leigh Cunningham noted that while working with the CIG groups has gone very well thus far, all those who expressed interest were scheduled for the current season, so don’t know if we can go any further with CIG-sponsorship.

Leigh also shared that she had just learned from PAB liaison Marsha Miller that the PAB is changing their standard for publication review from seven years to five years, and this was confirmed by PAB Chair Jeannette Wong. Since we now have webinar recordings that are more than five years old, we will need to develop a process for content review and decision on whether to post to the YouTube channel or retire.
  o Tyann Cherry suggested this review should be done by subject-matter experts. We can ask WAB members, where appropriate, to do this, but will also most likely have to look outside the group for subject-matter expertise.

Goals identified for 2013-2014
  • Review the AB’s history and purpose
    o Measurement: Report will be generated and reviewed
  • Organize an international webinar for Summer 2014 (free event, similar to 2012 TechTalks)
    o Measurement: Webinar broadcast will take place

Action Items

  • Leigh Cunningham to prepare a report on the AB’s history, which Yvonne Halden and Tyann Cherry will review.
  • Yvonne, Laura Pasquini (who will continue on the AB another year for this purpose), and Sandy Waters with work with Web Event Producer (Leigh) to plan and organize international broadcast panel for summer 2014.
  • Yvonne and Tyann will assist Leigh with developing a recordings review process and recruiting reviewers.