I. Welcome and Introductions – Administrative Division Chair Nathan Vickers welcomed the group and everyone introduced themselves. Present were Sarah Ann Hones, Peggy Jordan, Don Killingsworth, Bill Torgler, Janet Schulenberg, David Marchesani, Pat Folsom, Casey Self, Jobila Williams, Kerry Kincanon, Heather Doyle, Pamela Marsh-Williams, Susan Fread, Lisa Laughter, Alison Hoff, Blane Harding, Brian Glankler, Rich Robbins, Terri Downing, Jose Rodriguez, Maxine Coffey, Leigh Cunningham. Absent: Terry Musser, Nora Allen Scobie, Sandy Waters.

II. Approval of Minutes from Last Meeting – Laughter moved and Fread seconded to approve the minutes of the 2010 Administrative Division annual meeting; motion carried.

III. Updates – Committee and Advisory Board chairs gave updates of their group’s activity during the past year.
1. Member Career Services Committee – Alison Hoff reported on the committee’s Annual Conference activities (staffing a career booth and presenting a session on careers) and ongoing activities including writing the Career Corner column for Academic Advising Today, maintaining online career resources on the committee’s web page, and job postings. She noted that there are more job postings than there were a year ago. Heather Doyle suggested transferring between U.S. and Canadian universities as a Career Corner topic.
2. Awards Committee – Kerry Kincanon, incoming chair, reported for Brian Glankler. New business included the online submission process for awards which is currently in the testing and implementation phase; more Regions developing and cultivating Region awards; and changes in the Pacesetter Award position guidelines for recognition.
3. Diversity Committee – Jobila Williams and Heather Doyle reported that during the past year liaison relationships were created between the committee and the Regions to determine what the association is doing regarding overall diversity, and how it is being incorporated into Region operations. The results will be reviewed at the 2011 committee meeting and recommendations made. Many initiatives focus on scholarships and awards to help members cover conference costs, and some focus on underrepresented groups (tribal, faculty, etc.). Other ways to encourage diversity could include programs, project funding, and guidance on making the best use of resources.
4. Professional Development Committee – Pat Folsom reported that significant time has been spent refocusing the committee’s efforts. The charge has been revised and the committee plans to review the
association’s professional development offerings, see where there are

gaps, and make recommendations for modifications. Because of the wide
array of interests represented in the Administrative Division it is difficult
to collect comprehensive data systematically. A recommendation was
made that the commissions and interest groups assess members’
professional development needs annually at the Annual Conference,
without making the task an onerous one. It is likely the committee will
recommend an overall survey of members at regular intervals. If the
committee could receive data in advance, the committee meeting could
focus on working with the data.

5. Membership Committee – Dave Marchesani commented on the increase in
annual membership fees and committee assistance provided in redefining
affiliate membership guidelines. An international resource list and a
guidebook for creating an international affiliate advising association are
being compiled. There is also a focus on graduate student initiatives, such
as a blog, free web event, developing a mentoring program with graduate
students, and establishing NACADA liaisons on campuses as a personal
contact and information source for those with questions, possibly talking
about the online degree program and other resources. The committee
would create a definition of the liaison’s role and recruit liaisons on
campuses. NACADA also could be promoted at other student affairs-
focused associations where members might consider an advising career.

6. Research Committee – Janet Schulenberg noted that as the committee
coordinated and facilitated research grant applications during the past year
they have noted more and higher quality applications being received, as
well as more successful applications from previous participants in the
Research Symposiums. The committee has discussed ideas for a free-
standing Research Retreat focused on “what to do next” when starting a
research idea or project. There has not been great success with the
research registry to connect individuals doing related research as it seems
to have outgrown the available technology; submission rates have
decreased and the fields are not intuitive and no longer match what people
are researching. More visibility and a “one-to-many” rather than “one-to-
one” connection would be beneficial.

7. Finance Committee – Don Killingsworth reported on two budget requests
from committees during the past year: a special request from the
Membership Committee to increase annual membership dues to $65
(approved); and a $3,000 supplemental budget request from the Research
Committee for additional research grants (approved). Killingsworth and
Vickers encouraged chairs to submit proposals if an initiative needs
funding.

8. Administrators’ Institute Advisory Board – Casey Self noted that AI
focuses on current administrators, and in the future will also focus more
on those who are interested in becoming administrators. The persistence
and retention focus will be retained and Jayne Drake will be providing a
one-day component on advising as teaching and learning. The new
leadership development component focusing on learning patterns and interacting with others has been very well received and will be continued in the 2012 Institute. Janet Spence will be providing a template component for aspiring administrators, a topic that will require additional targeted marketing to reach interested members. The advisory board continues to focus on securing faculty members who represent NACADA’s definition of diversity.

9. Publications Advisory Board – Peggy Jordan spoke on the association publications, CD’s, DVD’s, and the update of the Clearinghouse technology section with input from the technology task force. Print sales are down about 10 percent other than Pocket Guides; ideas for new Pocket Guides will be discussed at the committee meeting.

10. Annual Conference Advisory Board – Terri Downing noted two main initiatives: a revamp of the post-conference survey to align it more closely with the goals for the conference; and determining whether any changes are needed to the selection process, number and types solicited and accepted for pre-conference workshops.

11. AACSS Advisory Board – Sarah Ann Hones reported on a busy year for the advisory board, working on building up the number, quality and diversity of applicants. The group will present a pre-conference workshop this year for the first time. A new template for applicants based on Casey Self’s resume has been created. The group is working on client groups to focus on, such as community colleges, and is updating the rubric for selecting consultants. A biographical template with samples is being created to assist clients in knowing what to ask for and expect.

12. Webinar Advisory Board – Jose Rodriguez noted that AdobeConnect is the new platform for web events and AdvisorConnect is the new, more flexible series of web events. Multiple-campus viewings and how these events are paid for were discussed.

13. Assessment Institute Advisory Board – Rich Robbins noted that the curriculum was updated last year to include negative examples as well as good examples, and participant learning outcomes have been devised for each session. The group is coordinating with the Assessment Commission to review the assessment section of the Clearinghouse and eliminate confusion between assessment and evaluation. A four-hour pre-conference workshop is being presented at the Annual Conference, and a mini-Assessment Institute will be presented for the community colleges in Texas in late fall 2011 or spring 2012.

14. Summer Institute – Blane Harding reported on attendance at the last two years’ Institutes and noted that more people are understanding the relationship between advising and retention. Trends include a big increase in teams sent, teams working on action plans, a drastic increase in faculty participants, and social media. The advisory board is very diverse now with international, HBCU, two-year, four-year, public and private institution representation.
IV. General Discussion of Report – Vickers gave an overview of the Administrative Division report that will be provided to the Council.

V. Update on Revision of Charges – Vickers noted that any revisions to charges submitted have been implemented, and that no further action by the Council or Board will be required.

VI. Participation in “Getting Involved with NACADA” Session – Vickers reiterated that it was suggested at the Midyear Board meeting for Administrative Division chairs to assist with the “Getting Involved with NACADA” session at the Annual Conference. He noted the time and location of the session and several chairs indicated they could assist.

VII. Sharing Information with Executive Office Liaisons – Vickers drew attention to the resources for chairs and Executive Office liaisons provided by Coffey, and asked that chairs keep liaisons in the loop so that they can provide assistance in accomplishing goals. Killingsworth asked whether the chairs were doing enough to help and communicate with members and Vickers indicated that visibility is a good issue for planning and future initiatives.

VIII. Adjournment – Vickers presented a NACADA jersey to outgoing Administrative Division Appointed Representative Susan Fread and thanked everyone for their participation and work through the year. Harding moved and Robbins seconded to adjourn the meeting; meeting was adjourned at 4:40 p.m.