

# AXIO SURVEY

## Offering Report

Member benefit survey - new members: Member Benefit Survey - New NA...

### Summary

#### Survey Name:

Member benefit survey - new members

#### Offering Name:

Member Benefit Survey - New NACADA members

#### Offering Date:

12/9/03 to 12/18/03

#### Statistics

Started: **394**

Completed: **394**

Drop outs after starting: **0**

Average completion times:

- Average Time To Complete Survey: **11 minutes 32 seconds.**
- Average Time Spent Before Quitting: **Not enough information.**

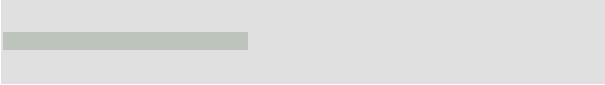




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**Note: Survey result percentages are always out of the total number of people who participated in the survey.**

### Page 1

#### Question 1

How did you first learn about NACADA?

Colleague suggested joining		160 (40.61%)
Supervisor suggested joining		120 (30.46%)
Received announcement in or by email		12 (3.05%)
Found NACADA on the web		41 (10.41%)
Other:		61 (15.48%)
N/R		0 (0%)

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#### Question 2

What were your most compelling reasons for joining NACADA? (Rank order UP TO THREE REASONS you

## User Responses

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How did you first learn about NACADA?

- MULTIPLE REFERENCES

- Reference book

- through research done as a student

- I've known about NACADA for a while

- I asked about what the association was

- WACADA

- Co-workers belonged

- Our Advising Office signed me up.

- Student Affairs.com

- No Response

- Campus Advisor Forum

- WACADA conference

- I had been a member but a different assignment for a few years that took me away from advisement.

- Academic Advising Textbook

- given membership

- NACADA CONFERENCE MATERIAL

- research for masters program

- Listed in other Higher education materials as association for advisors

- Atlanta conference

- From my Professor while working on my degree

- UTAAA organization at UTA

- Needed for conference attendance

- Learned about it during Master's program in Student Affairs

- Master's Program

- member in 1990s

- Former Member

- Graduate Program

- Have known about NACADA for years

- Employment search

- Learned about in Grad School

- Graduate school class

- Training workshops at my institution--Kent State U for faculty advisors

- Found NACADA website during Academic Adviser Job search

- unitwent to regional conference

- institutional member

- supervisor suggested submitting a proposal to present at the nat'l conference

- Advising Committee

- previous knowledge of org.

- was a member at a previous institution

- No Response

- Knew other members who were members of NACADA

- it's just there

- No Response

- References in journal articles

- office has been part of

- Received a free membership from the university because I am a faculty advisor

- No Response

- recommended to me by John Gardner (Senior Fellow First Year Studies at USC)

- Have known about NACADA for some years

- Grad school research

- Talk by Charlie Nutt

- i started looking for a professional organization. after finding nacada, my supervisor asked the advising coordinator about this organization. She was a member and said it was a "safe" organization to belong to.

- Joined when I registered for National Conference

- Doing research on advising

- attended regional conference

- WACADA ally org

- ACPA

- just knew the org existed

- conference brochure

- No Response

- Intitution membership

Close

joined the association. Place a '1' by the most important reason.)

### 2.1 To keep abreast of current advising issues

1		129 (32.74%)
2		112 (28.43%)
3		64 (16.24%)
N/R		88 (22.34%)

### 2.2 For my personal professional development (i.e. I attended a NACADA conference or institute)

1		144 (36.55%)
2		88 (22.34%)
3		43 (10.91%)
N/R		118 (29.95%)

### 2.3 To take advantage of association resources (Web site, position announcements/vacancies, Journal, newsletter, etc.)

1		22 (5.58%)
2		37 (9.39%)
3		45 (11.42%)
N/R		290 (73.6%)

### 2.4 To take advantage of networking opportunities

1		8 (2.03%)
2		22 (5.58%)
3		47 (11.93%)
N/R		317 (80.46%)

### 2.5 So I could list NACADA membership on my resume

1		2 (0.51%)
2		8 (2.03%)
3		20 (5.08%)
N/R		364 (92.39%)

### 2.6 Joined because of my current position

1		64
---	--	----

		(16.24%)
2		47 (11.93%)
3		58 (14.72%)
N/R		225 (57.11%)

**2.7 To increase the legitimacy of my position on campus**

1		2 (0.51%)
2		14 (3.55%)
3		20 (5.08%)
N/R		358 (90.86%)

**2.8 To take advantage of leadership opportunities within the association**

1		0 (0%)
2		1 (0.25%)
3		4 (1.02%)
N/R		389 (98.73%)

**2.9 To take advantage of opportunities to present at conferences**

1		4 (1.02%)
2		8 (2.03%)
3		10 (2.54%)
N/R		372 (94.42%)

**2.10 To purchase publications at the member rate**

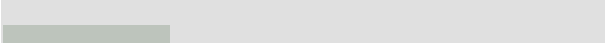




1		0 (0%)
2		0 (0%)
3		6 (1.52%)
N/R		388 (98.48%)

**2.11 To support increasing awareness of the importance of advising in the higher education community**

1		19 (4.82%)
2		47 (11.93%)
3		55 (13.96%)
N/R		272 (69.04%)

**Question 3**

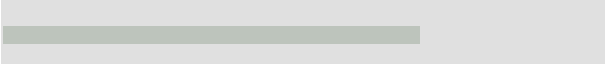

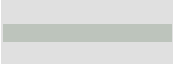

## Who paid for your NACADA membership?

I paid for membership from my personal funds		109 (27.66%)
Institution/department pays membership		276 (70.05%)
Grant monies are used to pay membership		3 (0.76%)
Other:		6 (1.52%)
N/R		0 (0%)

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**Question 4**





Even though I am a new NACADA member, I have already found my membership beneficial.

True		272 (69.04%)
False		12 (3.05%)
Not sure yet		110 (27.92%)
N/R		0 (0%)





**Question 5**

Since becoming a member, what have you found to be the MOST IMPORTANT opportunities, resources and services NACADA makes available to you as a member? (Rank up to three, use '1' to indicate the most important benefit.)



**5.1 Attending NACADA sponsored professional development conferences, institutes, etc.**

1		188 (47.72%)
2		42 (10.66%)
3		27 (6.85%)
N/R		136 (34.52%)

**5.2 Networking opportunities at events/conferences and via list serves**

1		23 (5.84%)
2		72 (18.27%)
3		42 (10.66%)
N/R		256 (64.97%)

**5.3 Ability to put NACADA on your resume**

1		8 (2.03%)
2		13 (3.3%)

# AXIO SURVEY

## User Responses

Close

Who paid for your NACADA membership?

- NACADA
- Received free membership \_Outstanding Advisor Award
- I won a free student membership from a NACADA conference a colleague attended
- Dept. paid first year, I will pay in future
- No Response
- Institution paid first year; I pay subsequent years.

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3		34 (8.63%)
N/R		339 (86.04%)
<b>5.4 Leadership opportunities within the association</b>		
1		1 (0.25%)
2		6 (1.52%)
3		8 (2.03%)
N/R		379 (96.19%)
<b>5.5 Professional opportunity to present at a conference</b>		
1		9 (2.28%)
2		18 (4.57%)
3		24 (6.09%)
N/R		343 (87.06%)
<b>5.6 NACADA Web site (including Clearinghouse, position vacancies/announcements, etc.)</b>		
1		49 (12.44%)
2		64 (16.24%)
3		34 (8.63%)
N/R		247 (62.69%)
<b>5.7 NACADA electronic news [Academic Advising News (quarterly newsletter), monthly Highlights]</b>		
1		44 (11.17%)
2		41 (10.41%)
3		51 (12.94%)
N/R		258 (65.48%)
<b>5.8 NACADA Journal subscription</b>		
1		19 (4.82%)
2		35 (8.88%)
3		27 (6.85%)
N/R		313 (79.44%)
<b>5.9 Ability to purchase NACADA publications at a reduced rate</b>		
1		10 (2.54%)
2		11 (2.79%)

3		10 (2.54%)
N/R		363 (92.13%)

**5.10 Supporting NACADA's efforts to increase awareness and recognition of the field in the higher education community**

1		25 (6.35%)
2		32 (8.12%)
3		38 (9.64%)
N/R		298 (75.63%)

**5.11 Executive Office responses to email questions or phone inquiries**

1		1 (0.25%)
2		2 (0.51%)
3		3 (0.76%)
N/R		388 (98.48%)

**Question 6**

At this point, I plan to re-join NACADA next year.

True		312 (79.19%)
False		6 (1.52%)
Not sure yet		76 (19.29%)
N/R		0 (0%)

**Question 7**

What one thing, not covered above, would you like the NACADA leadership to know regarding your NACADA member benefits?

[Hide Responses](#)

Unlike many academic organizations, NACADA has a personality, is extremely hands-on, user-friendly, and tends not to isolate itself from other disciplines, offices, etc.

\_\_\_\_\_

My membership is too new to comment on existing or non-existing benefits.

\_\_\_\_\_

I have been able to use NACADA as a lever to convince powers that be to view academic advising as a profession.

\_\_\_\_\_

Nothing.

\_\_\_\_\_

Everything covered.

\_\_\_\_\_

I really appreciated getting information about the KSU Graduate Certificate program and plans for National Certification. I think this is something we really need to stay on top of. Too many "advisors" are NOT

qualified professionals.

---

i havent received a nacada journal yet, for that matter any acknowledgement of membership

---

I like that there is a Canada interest group. It's very important for us to discuss our own issues in a national forum

---

Membership probably will not be paid for by institution again.

---

I have always been impressed with the information available through publications and on the NACADA website.

---

I like the book reviews in the Journal. It has led me to read several publications that are helpful. I plan to sign up to review in the future.

---

Upon my supervisor's suggestion, I did join NACADA. Soon thereafter, I also joined our regional conference planning committee, which was a great re-introduction to the association.

---

I would rather have some more paper newsletters/journals etc than emails all the time.

---

none

---

I would like to see more information, articles, etc. that relate to faculty advising issues.

---

Encouragement and advise from other administrators in sessions I attended. I was placed in this position in August without any prior advising experience. No one at my institution was a member but a sister college in our district recommended I attend

---

I not aware of member benefits.

---

I would like to see more information sharing regarding advising issues and effort to publish the journal in a timely fashion. I admire the efforts to create an certificate program for those of us who come from non-counseling backgrounds.

---

Keep web resources free. I heard C. Nutt tell a group that you are thinking of making it fee-based. I think that would be an error.

---

I like the fact that Disability Services was included in your programming roles/objectives.

---

The "Peace of Mind" that comes with belonging to an organization that is committed to developing your profession.

---

Thanks for all of your hard work. There are very talented and dedicated workers in NACADA, and I appreciate learning from them.

---

I have no information to provide at this point

---

I feel I'm not yet familiar to make any remarks.

---

Is there a way I can view names, positions, etc. of members at other institutions? Are we all listed together somewhere, if I just wanted to browse other members? Thanks, Mary

---

more benefits for students would be appreciated...while the reduced cost of conferences and membership is nice, more online and publication resource would be helpful

---

I'm extremely pleased with the numerous resources available. You pretty much cover all key topics of relevance in higher ed.

---

The superior quality of presenters at Conferences, who not only present pertinent topics but exhibit the highest quality of presentation. From my experience as a new member, the people I met are committed to the entire process of Advisement.

---

As a graduate student I find the job board to be especially helpful, even though I know it is not reserved just for members.

---

Mine was a free membership because I was named adviser of the year by the College of Agriculture.

---

I'm taking advantage of the Graduate Certificate program; it's coming along nicely.

---

I've joined several list serve's with NACADA and haven't received any email messages.

---

Encourage mini-advising seminars/conferences in all regions. Due to personal reasons, I only attend conferences held within driving distance.

---

very affordable - excellent online and paper resources - variety in conf.'s -

---

I am pleased with the fact that I can attend regional as well as national events. The fact that there is a separate area for advising adult students should also be helpful to me.

---

I cannot think of anything at this present time.

---

It is worth every penny and is probably the most active and worthwhile organization our center belongsto.

---

I haven't been a member long enough to know what I need beyond what is already offered.

---

Professional Affiliation and Personal Development.

---

Would like to see a focus on "graduate students" entering the advising field and possibly mentoring availability by members on subjects as job leads, etc.

---

As a new member, I would like to help serve in leadership or committee capacities, but often, it feels like because I am new, I'm not a robust candidate for those positions.

---

Being at a small institution with limited funding available for professional development - regional conferences are incredibly important to me.

---

I really depend on your web site for info., and it's very disappointing when it's not kept current. For instance, you stated that the 2004 Summer Institute info. would be posted in November, but it wasn't -- which caused me planning problems.

---

website is not the easiest to navigate or search for items.

---

Of all the professional organizations of which I have been a member, this one ranks among the best. Very

helpful and informative resources and updates.

---

Since I am from Canada, some of the conference sessions are not relevant (i.e. legal issues etc.).

---

Tremendous resource.

---

I would like them to know how much I enjoyed my first national conference experience this year in Dallas. It really is a rejuvenating experience to learn from colleagues who struggle with the same issues I do.

---

My focus is on preprofessional advising.

---

great organization - thank you!

---

Consider lowering membership fees and conference fees since more schools are no longer covering the cost of joining professional organizations.

---

I would like to see additional resources and conference topics pertaining to adult learners.

---

nothing I can think of.

---

It would be helpful to have a section for post graduate institutions advising. There is a health professions advisors group, but it is more geared toward advising undergrads who would like to get accepted into a professional school.

---

It would be nice to receive a lapel/tie pin with initial membership for wearing to conferences, meetings, or other events.

---

Thank you for making membership affordable.

---

Advising assessment information was a critical reason why I joined NACADA.

---

A new member packet that would give more information about, for example, how to get involved would be helpful. A membership card or certificate would be nice...at this time, I have no proof that I really am a member or that NACADA exists.

---

I would like to see more of a local presence and opportunity to be involved. My state, GA, does not have a state organization, which I think would help feeling connected.

---

While I receive the monthly Highlights by email, I have never received the Academic Advising News. I have only received one Journal, but was told at the national conference of the backlog.

---

Are there any printed publications that are mailed out? Usually, I get the e-mails and intend to read them later, but unfortunately never do. Perhaps, I should just remember to print out the electronic news and read at my leisure.

---

I feel that being a NACADA member becomes an important way to communicate with Academic Advisers nation-wide, providing our students with the most up to date advising and consideration possible.

---

it is very comprehensive and helps me know that my intended career aspirations are supported through an organization on the same level as a NASPA or ACPA....

---

There should be stronger networking of new advisors to retain them within the organization.

---

Alot of NACADA information is based on U.S. schools. It would be helpful to have a Canadian listserve.

---

I really appreciate that the NACADA membership rate and conference rates are so reasonable! Much cheaper than most professional organizations!

---

Membership provides you with the opportunity to conduct research and publish results in the NACADA Journal.

---

n/a

---

mmmm

---

I'd like to see a special interest group focused on Retention.

---

N/A

---

N/A

---

nothing

---

I really appreciate the graduate student membership rate! Thank you for keeping it affordable.

---

Everything has been covered

---

As a new member, I have not been apprised of all the benefits.

---

Has increased desire to research in the area.

---

I just joined last month.

---

Should be number one place colleges look for new advisors, yet few jobs are listed and it is quite difficult to find a job right now. I wish there was a better way for newcomers to the field to be noticed or mentored by veterans.

---

Nothing additional at this time.

---

I advise students in the math department . In fact, I only advise students that want to be math teachers. I think that perhaps my interests are too narrow for NACADA

---

The NACADA Institute is an invaluable experience and resource that I would recommend to all members.

---

I am currently taking the Foundations of Academic Advising course for the graduate certificate in Academic Advising and it has been so helpful and wonderful!

---

I'm not sure this is related to benefits, but I would like to see advocacy on behalf of advisors in poor working conditions (mistreatment by supervisors etc.) - If not advocacy, perhaps some acknowledgement of these situations and support for coping

---

The opportunity to earn an Academic Advising Certificate thru NACADA and Kansas State is a great resource for all grad students.

---

Please provide more sessions and training opportunities for those of us who administer faculty-delivered systems. Everything seems to be geared toward professional advisors.

---

If we are doing a lot of advising but are not "trained" advisors who do this exclusively, it would be nice to really understand what the assoc. offers.

---

Free availability of NACADA journal to members

---

I enjoy the NACADA contact and information. I was impressed by the professional and organized manner in which the conference was presented.

---

n/a

---

na

---

NACADA has given me ideas relating to issues that I confront in my position.

---

NONE - Very satisfied

---

Helpful in terms of framework for training advising staff

---

I am disappointed that I have not yet received a copy of the journal.

---

I am very happy with the promotion of advising material and classes online to improve and become knowledgeable about advising skills.

---

I valued the sharing of strategies. I brought back with me so many wonderful ideas.

---

As a Jayhawk alum. thanks for keeping the purple to a minimum !

---

Member Benefits presentations should be offered more often at conferences and on the website.

---

I don't recall getting anything that introduced me to NACADA. I started getting emails that are updates about conferences, etc. I'd prefer something informational, like Skip Downing's listserve newsletter that offers ideas and strategies.

---

Can you reduce NACADA conference fees? Due to state budget cuts, there is no funding for professional development. Advisors in our office cannot afford our own NACADA conference fees and travel expenses so we don't attend.

---

As a new member, any efforts to enhance connectivity to the organization would be appreciated.

---

n/a

---

I am currently pursuing a C.A.G.S. degree and would like the opportunity to continue taking courses regarding advising

---

List serves and your website are very useful tools.

---

I would like to see more regional opportunities for professional development. I live in NC and would like to gain Academic Advising training. If there are opportunities that I am not aware of, please contact me at katrenahenderson@hotmail.com.

nothing

the advising component is very much a part of most positions on campus. It was very helpful in my position as disabilities specialist.

I really had not thought about the resume thing until I read this questionnaire. The electronic newsletter is also an important opportunity!

It would have been helpful to receive information as a new member that introduced me to the resources available. I would like to have received a contact in the organization, someone on my campus or a campus nearby OR a contact in my area.

Important to address differences between academic advising and academic counseling. Increasing awareness and recognition in higher ed first requires an awareness (even among ourselves) of the different types of work we do, jobs that exist, etc.

I am in the process of establishing a professional advising center for our College. The quick and helpful responses to my inquiries is very much appreciated. The information obtained is invaluable to me, my students and my co-workers. Thank you!

I'm quite pleased with the available member services. Thank You

None

As I am new, I would really like more information regarding Canadian schools - especially in Western Canada - as this is where most of the students I see would be transferring.

Great quality of conferences and concurrent session presentations

[Hide Responses](#)

### Question 8

Which of the following best describes your primary role at your institution?

Faculty Advisor		15 (3.81%)
Academic Advisor/Counselor		216 (54.82%)
Advising Administrator		57 (14.47%)
Graduate student		19 (4.82%)
Administrator with responsibilities over several areas, one of which is advising		60 (15.23%)
Not affiliated with an institution of higher education		0 (0%)
Other:		26 (6.6%)
N/R		1 (0.25%)



## User Responses

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Which of the following best describes your primary role at your institution?

- Faculty Advisor and Coordinator Freshman Business Experience
- Administrative Assistant
- Career Center liaison to Academic Advising Services
- Graduate Academic Advisor
- Undergraduate Student/Peer Advisor
- Retention Director
- Admissions/Recruitment
- Adm/Acad/fin aid counselor
- Enrollment Counselor- Transfer Student
- Assistant Professor
- I work in a TRIO program and advising our student participants is one aspect of my position.
- Retention Coordinator (Advising) i.e. working with AC ADV on campus
- Assistant Registrar
- disability coordinator
- Freshman Hall RD
- Retention Advisor
- Orientation
- Registrar
- Still trying to find work

- Counselor with Faculty status

- Community College Registrar

- office manager/advisement center

- Administrator

- Dept. chair, Developmental studies, Title III co-director

- Joined as an academi counselor, now back in graduate school.

- counselor

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[View Other Text](#)**Question 9**

The highest degree granted by your institution:

Technical (vocational) certificate		0 (0%)
Associate?s degree		74 (18.78%)
Bachelor?s degree		23 (5.84%)
Master's degree		99 (25.13%)
Specialist		4 (1.02%)
Ph.D., Ed.D., or professional degrees, i.e. M.D., J.D., D.D.S. etc.		193 (48.98%)
Not Applicable		1 (0.25%)
N/R		0 (0%)

**Question 10**

Institutional Size (student head count)


Less than 2,500		46 (11.68%)
2,500-4,999		34 (8.63%)
5,000 ? 9,999		68 (17.26%)
10,000-19,999		87 (22.08%)
20,000-29,999		77 (19.54%)
30,000-39,999		49 (12.44%)
40,000 and above		31 (7.87%)
Not applicable		2 (0.51%)
N/R		0 (0%)

**Question 11**

Age



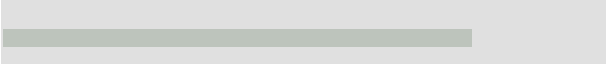





Under 22		1 (0.25%)
22-29		112 (28.43%)
30-39		105 (26.65%)
40-49		87 (24.63%)

(22.08%)

50-59		76 (19.29%)
60-69		11 (2.79%)
70 or over		1 (0.25%)
N/R		1 (0.25%)

**Question 12**

To which racial or ethnic group do you most identify? (as per 2001 National Center for Health Statistics)

African-American		36 (9.14%)
Asian-American		7 (1.78%)
Caucasian		307 (77.92%)
Native Hawaiian or Pacific Islander		2 (0.51%)
Latino or Hispanic American		20 (5.08%)
Native American, Aleut or Aboriginal Peoples		4 (1.02%)
Other:		14 (3.55%)
N/R		4 (1.02%)

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- End of Survey -

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## User Responses

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To which racial or ethnic group do you most identify? (as per 2001 National Center for Health Statistics)

- No Response

- Muti-Racial

- Multiracial

- Prefer not to answer

- Multiracial

- Black America, Non Hispanic

- NJB (Nice Jewish Boy)

- West Indian

- No Response

- Canadian American

- Filipino Dutch

- No Response

- Bi-cultural

- No Response

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