

ADVISING MATTERS

REGION 1 NEWSLETTER

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Events & Deadlines:

Dec. 11th, 1-2pm (Central Time) Developing Intercultural communication Webinar for Academic Advisors

Dec. 27th— Deadline for Region 1 Scholarship Applications

Jan. 20th—Deadline for Excellence in Advising Award Nominations



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MESSAGE FROM THE REGION 1 CHAIR

Greetings Region I!

I was driving to work today listening to my usual station, when a commercial for a trophy company came on the radio. The commercial was doing its usual job, selling a product. My typical response is to tune out until my morning talk show returns, when the company motto catch my attention. *"Recognition doesn't cost, it pays."*

In light of budget cuts, staff reductions, re-organizations and 'doing more with less,' this statement really stuck with me. I started thinking about how good it felt when my boss nominated me for a recognition award. It made me feel appreciated and acknowledged as a staff member. That gesture motivated me to find ways to do more...to be better.

As we approach our Region I 2014 Conference, maybe now is the time to step up and recognize those around you for what they do. Take a moment to review the list below and see how you can recognize a staff, faculty, or colleague for their efforts. Now is the time to show you appreciate their efforts and acknowledge them as a valued member of your team.

[Region 1 Excellence in Advising - Primary Role](#)

[Region 1 Excellence in Advising - Faculty Role](#)

[Region 1 Excellence in Advising - Advising Administration](#)

[Region 1 Presenter Scholarships](#)

[Region 1 New Advisor Scholarships](#)

[Region 1 Graduate Student Scholarships](#)

[Region 1 Advising Administrator Scholarships](#)

\$750 Scholarship to the [Academic Advising Administrators' Institute](#)

\$500 Scholarship to the [NACADA Winter Seminar](#)

\$750 Scholarship to the [Assessment Institute](#)

For more info, visit: <http://www.nacada.ksu.edu/conferences/awards/NM01Login.php>

Please take time to check out the information links and nominate an individual for one of the Region awards and/or scholarship. We are very lucky to be part of a Region who puts so much focus on awards and scholarships. Your Region leadership believes that "Recognition doesn't cost, it pays." Do you?

See you in Newport!

Rodney Mondor
University of Southern Maine
Region I Chair 2013-2015



Why Advising Retention Efforts Begin or End at the Front Desk

By Barbara LaJeunesse, Administrative Assistant, University Studies, Plymouth State University

Picture this: You go into your local cable company to ask about a bill you received in error, and you face two service representatives, both have an “open” sign. One of them ignores you, not making eye contact, looking like she just ate something rotten and can’t wait for the end of her shift. The other one is smiling, welcoming, and says, “May I help you?” Which person would you go to? Unless you really like a challenge, you undoubtedly will always choose the truly open person.

Now imagine you are 18 years old, unsure of yourself, intimidated by everything especially talking with strange adults, and your parents told you that you need to hurry up and choose a major to decide what you are going to do for the rest of your life so they won’t be paying out good money for nothing and made you go to see your advisor to figure it out. You walk into the scary advising office and the first person you have to talk is – the administrative assistant. It would be much less intimidating if he or she immediately looked up with a welcoming smile and said, “Hi, how may I help you?”

In the present climate, it is imperative that colleges and universities do whatever they can to attract and maintain students. Some are facing a less than dynamic future due to the weakened economy and rising tuition costs, competition from on-line institutions, and some individuals and groups challenging the value of a college degree.

A study done by N. Raisman & Associates (2009) of students who had left their college the previous year discovered there were two top reasons why students left their institutions. First, they felt the school was indifferent to them; and second, they were dissatisfied with how the staff treated them “from maintenance people on down.” They found that students generally give faculty a pass for a lack of customer service skills, but the staff—clerical, administrative, or otherwise—were the “primary poor customer service villain.” (Raisman, 2009)

So, if a student has a positive connection—with anyone—in the first term of their college experience, the chances increase dramatically that they will remain for a next term. Your admins are in a unique position, literally and figuratively, that they are on the front lines of your office. They have an exclusive perspective because they are often the first contact with almost every student who calls or visits. They are your liaison with your students, and they represent you and your office. They have the ability to make you and your office look friendly and welcoming...or not. It stands to reason that by including your admins in your office’s goals, it encourages them to feel important and valued as an integral part of the office and be more engaged with students, knowing they do make an actual difference.

Another area where admins can be of significant benefit is working in a positive way with student workers. Admins usually work closely with the office’s student workers. Using student work positions to not only help your office but also as a great learning opportunity for the students in a real-life job situation gives the students an opportunity they don’t get in the traditional classroom. Our experience at Plymouth State University has been that students who have a job in the university feel a greater connection to the school and tend to stay through to graduation. We have had several student workers who were thinking of transferring but instead opted to remain because of their positive experience working in our department. They all became better students academically, graduated in four years, and gained much confidence from their experience with us.

So, what can you do to help your admins feel more valued by the office and confident in their job?

- Include them in department/office meetings and discussions.
- Ask for their input and ideas.
- Keep them abreast of changes in your department/office’s procedures.
- Encourage them to take professional development seminars – especially one in customer service techniques.
- Teach them the method you use to advise your students.
- Assign a few advisees to them to work with.
- Encourage them to be a mentor to their student workers.

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**Region 1 Conference
Newport, Rhode Island
March 19-21, 2014**



Conference Updates!

Region 1 Scholarships:

Region 1 is pleased to offer many scholarships again this year for our members. For our upcoming 2014 Region 1 Conference, we are offering scholarships for presenters, new advisors, graduate students and advising administrators. We truly want to assist our members in defraying the cost of the annual Region 1 conference. We are also offering scholarships for our members to attend the NACADA Assessment of Academic Advising Institute, the Academic Advising Administrators' Institute and the Technology and Academic Advising: Moving to Intentional Design Seminar. All scholarships will be available on the Region 1 page of the NACADA website starting **Weds, December 2, 2013**. You will apply online and upload the necessary documents there. Applications will be due no later than Friday, **December 27, 2013**. Winners will be notified in mid January, 2014. We look forward to getting your applications!!

Region 1 Excellence in Advising Awards:

Good advising, like good teaching, publication and research, should be recognized for the valuable contributions it brings to our campuses. By honoring individuals who advise within NACADA Region 1, we hope to bring more deserved recognition and respect to the important role that Academic Advisors play in higher education. Region 1 loves to award excellence in advising so we offer awards for Excellence in Advising- Primary Role, Faculty Role and Advising Administrator Role. We will open the nominations for these awards on **Monday, January 6, 2014** and nominations will be due no later than **Monday, January 20, 2014**. Please take the time to thoughtfully acknowledge the work of an advising professional who deserves such recognition, or pass this information on to colleagues who may be interested in nominating a conference participant. Start on your nomination letter now!

Program Proposals:

Thank you to everyone who submitted a program proposal for the Region 1 Conference. We had over 80 submissions! The Program Committee met Nov. 15th at Bentley University to review proposals. The committee is now in the midst of contacting presenters and finalizing the conference schedule. Thank you to all those that volunteered to review proposals. We look forward to a great line up of programs in Newport.

Check the Region 1 website for up to date information about registration, hotels, schedules and award nominations!

<http://www.nacada.ksu.edu/Events-Programs/Events/Region-Conferences/Region-1.aspx>

Sell the Conference!

How to convince those who control the purse strings of the value of your attendance at a NACADA Event!

Making your case for participation

All too often, people who want to attend a NACADA event simply submit a request and cross their fingers. As a prospective attendee, you may need to **SELL** the need for your continued professional development by showing how conference participation will relate directly to the strategies and objectives of your institution

Here are other some steps you can use to build a case for attending a NACADA regional conference!

- 1. Write down** three to five most important strategies or issues being addressed at your institution now.
- 2. Think about** how your work is aligned with the larger institution's strategy or mission. Make a list of your "personal contributions to strategy."
- 3. Submit a presentation proposal!** Acceptance of a presentation at a conference will not only help you share valuable information with the participants, but also gives your institution positive recognition among peer colleges. It may be the deciding factor in funding your participation.
- 4. Look at** the proposed agenda for the conference and mark the sessions you want to attend that relate to your institutions strategies. Make note of people at the event that you would like to meet.
- 5. Write a short** business case for how attending these sessions and meeting these people will help you contribute to the institution's strategy.

For example, part of your request might read as follows: "At present, our institution is highly focused on transitioning undecided students. My personal contribution to this strategy is to be responsible for finding ways to help students graduate in four years. At the conference, there is a session entitled, "Tools for Students in Transition: Working with Undecided Students." I would like to attend this session and also meet with the presenter privately in order to discuss how to incorporate relevant ideas presented in the session.

You would also want to include a copy of your **presentation proposal and abstract of the session** that was selected for the program. You may want to point out ways your presentation will give recognition to the university and provide an opportunity for positive interactions with colleagues.

Preparing for the Meeting

Once you get approval, you should prepare properly for the conference because you are going to need to demonstrate that you received the benefits (and more) that you promised to the person who's paying your way.

Here are some things you can do to prepare for the conference.

- 1. Make a list** of people you would like to meet at the conference and why you want to meet them. Don't be shy about approaching presenters and other "luminaries." They are more accessible than you might think, especially if you make plans with them in advance.
- 2.** About 1-2 weeks prior to the conference, **contact the people** on your list. Make a specific plan for a meal, coffee, or a time and place to get together.
- 3.** One week prior to the meeting, **make a personal agenda** for yourself that includes the sessions you will attend and the people you're meeting.
- 4.** When you are at the meeting, try to **stick to your schedule** as much as possible and take notes during the educational sessions and during your private conversations.

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Source: Meetingsnet.com, April 2009

Why Advising Retention Efforts Begin or End at the Front Desk

By Barbara LaJeunesse, Administrative Assistant, University Studies, Plymouth State University

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At Plymouth State we created a seminar during Faculty Week that was designed just for department admins to talk about how important they are in the success of the University and how they have the ability to influence a student simply because of their interaction with that student. We were very pleased with the effectiveness of the seminar as evidenced by several attendees giving an overwhelmingly positive response, most noting that that was the first time anyone had ever told them that.

Doing these simple things empowers your admins to be better able to help you and your students. It will inspire them to have greater self-worth knowing they are not an outsider, but rather that they have an important role in your office and their interaction with students will be greatly enhanced. The best advising method or program you have will fail with the student who is frustrated, confused, and not feeling any satisfaction before they even get to your office...much like you felt when you went to the cable company.

References

Raisman, N. (2009, July). *Why Students Are Leaving Your College or University?* Retrieved from University Business: <http://www.universitybusiness.com/article/why-students-are-leaving-your-college-or-university>

Sell the Conference!

How to convince those who control the purse strings of the value of your attendance at a NACADA Event!

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After the Meeting

1. Immediately following the conference (perhaps on the airplane or car ride home), write or dictate a summary of what happened at the conference and how you will use the information you received and contacts you made. Write this summary quickly, while the information is fresh in your mind!
2. Submit the summary to the person who sponsored your attendance, thanking him or her for the opportunity. The purpose of this summary is to make your next conference request even easier than the first. Once your administrators understand that you mean business when you attend a conference, they'll be more likely to quickly approve your participation.
3. If the knowledge you gained might also be useful to other in your organization, then you might consider rewriting portions of your summary or presentation as a blog or Twitter post to your colleagues! The NACADA Academic Advising Today is always looking for "Sparklers" or articles to share lessons learned, so investigate that possibility and share the wealth!

Source: Meetingsnet.com, April 2009

<http://www.nacada.ksu.edu/Portals/0/REGIONAL%20DIVISION/Region%20Webpages/Sell%20the%20conference.pdf>





CALLING ALL EXPERTS!

NACADA Region 1 is looking for experts on hot topics, trends, and issues facing advising and higher education. We are compiling a list of Region 1 NACADA members who are specialists in topical areas such as advising special populations, technology, evaluation/assessment of advising and programs, retention, etc. If you have an expertise in an advising topic(s) to share, please consider submitting your name to be part of the Region 1 Expert Database. Click below to add your name and expertise to the secure database:

<https://docs.google.com/forms/d/1DcdkJ1fFvTontqN43pHI23Pl4nseXfaibhLc2vA8D3M/viewform>

We will compile the topics and speakers to create a comprehensive listing for Region 1. Please use the NACADA Commission and Interest Groups as a guide for topics. If you have questions, email Stephanie Fernandez, Stephanie.Fernandez@umb.edu.

BUILDING GRADUATE CONNECTIONS



Did you attend a master or doctoral program located in Region 1?

Do you work at a school with a masters or doctoral program in higher education, counseling or student affairs?

Help us build a graduate program database that includes all Region 1 colleges and universities that offer masters and doctoral degrees in higher education, counseling, student affairs or related fields. Please

GET INVOLVED IN REGION 1

Are you passionate about professional development? Are your organizational skills off-the-chart awesome? Are assessment and evaluation favored words in your vocabulary? Do you want to collaborate with fabulous folks from around the region? Have you always wanted to experience the thrill of conference planning? If you answered yes (or even maybe) to any of these questions, consider joining a committee in Region One conference. Contact Rodney Mondor, Region 1 Chair, (rmondor@usm.maine.edu) for more information on opportunities

About the Newsletter

The NACADA Region 1 Newsletter is published monthly. Submissions are always welcome and can be sent to, Stephanie.Fernandez@umb.edu, preferably in Microsoft Word format. Submissions are due the 20th of every month. We are looking for anything from best practices to new program and opportunities. Share your knowledge with the region by contributing an article or highlight your work/research. Feel free to include any images with your submissions and, when possible, include the names, titles, and institutions of all people featured. Electronic versions of past issues can be found ar-