



Assessment of Academic Advising Institute

Daytona Beach, FL
February 1-3, 2018



NACADA
THE GLOBAL COMMUNITY
FOR ACADEMIC ADVISING

OVERVIEW

Assessment of academic advising is essential for a successful and effective academic advising program on any campus. This working institute will be an intensive two and a half days focused on the components of a successful assessment program as well as specific strategies and tools for developing and implementing assessment programs on your campus.

We have fully revamped the Institute curriculum to better meet the needs of today's advisors!

From more flexible Work Group options to progressive plenary (general) sessions the Assessment Institute has been honed to provide new and seasoned advisors an in-depth look into Academic Advising and Assessment. While we have updated the curriculum, some things will stay the same including our outstanding networking opportunities and attendees' ability to take home an Action Plan that they can put to use on their campus.

WHY YOU SHOULD ATTEND:

The Institute is designed for individuals and teams who want to:

- Develop a vision for advising on your campus
- Understand national resources that offer student feedback & information about advising
- Learn how to identify resources & allies in the areas of institutional Research & Institutional Planning
- Learn to connect your plan to the institutional strategic planning process
- Learn how to communicate this information to campus colleagues to generate collaboration & understanding
- Use benchmarking to document the success of your plan

DATES & LOCATION:

February 1-3, 2018

Daytona Beach, FL

HOTEL INFORMATION:

Plaza Resort and Spa

600 North Atlantic Ave. | Daytona Beach, FL 32118 | 386-267-1604

Room Rate: \$130 + \$20 resort fee/night = \$150/night

Room Block: Rates will be available until January 15, 2018 or until the NACADA room block fills

Reserve your room: visit the NACADA web site or call 866-500-5630 and use code **NACADA 2018**

Hotel fee includes: Two complimentary liters of water, In-hotel beverage credit of \$12, unlimited self or valet parking, internet access in guest rooms.

All items and statements printed in this brochure are subject to change; please visit the NACADA website, nacada.ksu.edu, for the most current event details.

Wednesday, January 31, 2018

4:00 – 7:00 p.m. Registration

Thursday, February 1, 2018

7:30 a.m. – 4:30 p.m. Registration

8:00 – 9:45 a.m. **Welcome & Plenary Session:** Assessment – Creating a Culture of Success

9:45 – 10:00 a.m. Break

Work Group Sessions – You will be able to select from the following:

- Vision, Mission & Goals
- Student Learning Outcomes
- Advisor/Process Delivery Outcomes
- Mapping - The GPS of Advising
- Exploring and Developing Measures for Assessment
- Interpreting, Analyzing, and Reporting Results
- Implementing and Sustaining

10:00 – 11:45 a.m.

12:00 – 1:00 p.m. Lunch (nametag required)

1:15 – 2:30 p.m. **Work Group Sessions****Concurrent Sessions** – Choose from the following (time/day TBD)

- Using NACADA Pillar Documents in Assessment
- Creating an Advising Syllabus
- Developing a Student Satisfaction Survey
- The Who, What, When, Where and How of Focus Groups
- Developing a Rubric as a Tool in the Assessment Process
- Advisor Evaluation – Beyond the Student Satisfaction Survey
- Mechanics and Ethics of Reporting Data

2:45 – 3:45 p.m.

4:00 – 5:30 p.m. **Work Group Sessions**

5:30 – 6:30 p.m. Reception (nametag required)

Friday, February 2, 2018

7:00 – 7:45 a.m. Breakfast (nametag required)

7:30 a.m. – 4:30 p.m. Registration

8:00 – 9:45 a.m. **Plenary Session:** Assessment – Part of Your Daily Life

9:45 – 10:00 a.m. Break

10:00 – 11:45 a.m. **Work Group Sessions**

12:00 – 1:00 p.m. Lunch (nametag required)

1:15 – 2:30 p.m. **Work Group Sessions**2:45 – 3:45 p.m. **Concurrent Sessions**4:00 – 5:30 p.m. **Work Group Sessions**

Saturday, February 3, 2018

7:00 – 7:45 a.m. Breakfast (nametag required)

7:30 – 10:30 a.m. Registration

8:00 – 9:45 a.m. **Work Group Sessions**

9:45 – 10:00 a.m. Break

10:00 a.m. – 12:00 p.m. **Plenary Session:** OK – Now What?

12:00 p.m. Ending Time – Thank you for attending!

Assessment – Creating a Culture of Success

Have you been tasked with creating or updating your advising plan by your institution or accreditation body? Join us for this first plenary session as we tap into the fundamentals of assessment, look at what accrediting bodies want from assessment, how NACADA resources support assessment efforts and how recent changes in higher education make assessment more important now than ever. We will also review the Institute structure and how you can get the most out of the Institute.

Assessment – Part of Your Daily Life

Assessment is not a one and done process, it is ongoing. In this plenary we will discuss how assessment needs to be incorporated into your work structure, how it can enhance your professional development, and the role it plays in your campus culture. We will highlight how assessment can assist you in determining the most effective advising model for your institution as well as how it can be integrated into academic advisor evaluations and reward structures.

OK – Now What?

Now is the time to take back all you learned and put it into practice on your campus - the most important thing is that you continue to move forward. In this plenary we will talk about implementation, timelines, change and sustainability as well as outline strategies for communicating your results to stakeholders and the profession. We will discuss opportunities for how you can utilize your assessment plan and outcomes to conduct research and publish your work. The session will include time to think through your next steps and hear what others have accomplished during the Institute. We will conclude this session with a celebration of your participation at the 2018 Assessment Institute.

Vision, Mission & Goals

Everything needs a starting point; the same is true with Assessment of Academic Advising. In this Work Group you will learn how to develop your own Vision, Mission and Goals – the first steps in an advising assessment plan - which you can take back to your campus.

Student Learning Outcomes

You need to set clear expectations so that you and your students know what they are expected to learn or “take away” from the academic advising experience. In this Work Group you will define what Student Learning Outcomes (SLOs) are and how to develop them for your students.

Advisor/Process Delivery Outcomes

Just as there are learning outcomes for students to achieve as the result of academic advising, advisors also need to know what is expected of them in order for students to achieve the desired SLOs. In this Work Group you will bring your identified SLOs and continue into the actual development of the Advisor/Process Delivery Outcomes necessary for students to achieve your SLOs.

Mapping – The GPS of Advising

Just like you use a map (or GPS) to figure out where to go, you need to identify or “map” the opportunities for student learning that (hopefully) lead to the achievement of your desired SLOs. In this group you will learn how to use mapping as a tool to determine the path toward achieving SLOs for advising.

Exploring and Developing Measures for Assessment

Why reinvent the wheel? Once you have identified your outcomes, you will need to determine what and how to measure them. In this group you will identify the processes and resources needed to correctly measure outcomes, including consideration of both existing tools and data that can inform your outcomes as well as locally developed outcome measurement processes.

Interpreting, Analyzing, and Reporting Results

You’ve got assessment outcome data – GREAT! Now what? From figuring out what your data are telling you, to defining strategies based on the data, to adapting the results for multiple presentations/audiences, in this work group you will learn how and why your data can be the path for change at your institution.

Implementing and Sustaining

You have the facts, you know the path you need to take to implement change on your campus, but do you know where to go from there? In this Work Group, you will identify methods to act upon your assessment data, how to use results to inform future planning and decision-making, and how to sustain positive growth by further assessing the effectiveness of the implemented changes as well as providing evidence of improvement to your programs and services.

Using NACADA Pillar Documents in Assessment

You’ve heard about them, you know they are important to advising and student success, but have you had the chance to learn how to incorporate them in your assessment practices? We will take a look at the three pillar documents NACADA recommends and how you will use these documents in developing your assessment plans and processes: NACADA’s Concept of Academic Advising, the Core Values of Academic Advising, and the Council for the Advancement of Standards (CAS) for Academic Advising Programs.

Creating an Advising Syllabus

Have you been able to communicate the roles and responsibilities of the advisee and the advisor? Developing an Advising Syllabus allows advisors to communicate clear expectations for student learning and it provides structure to the concept of advising as teaching.

Developing a Student Satisfaction Survey

You need to know what your students are thinking, what they need and how you can better serve them. If you don’t ask, you are simply guessing. The Student Satisfaction Survey is one of many assessment tools advisors can implement to tap into the pulse of the student population. This session will take you through the basics of developing the survey to how to use the data to improve the student experience.

The Who, What, When, Where and How of Focus Groups

Learning the fundamentals of developing, conducting and utilizing focus group data can be an intimidating project. We will look at the who, what, when, where, why and how to use focus groups as you determine ways to improve your advising program on your campus.

Developing a Rubric as a Tool in the Assessment Process

You may have heard of them, you may have even filled one out before, but have you actually developed a rubric for your assessment plan? In this session you will discover the components of a rubric, get an overview of its uses, and develop one you can apply at your campus.

Advisor Evaluation – Beyond the Student Satisfaction Survey

An advisor’s performance cannot be based solely on how a student feels when s/he comes in or leaves an office. There is more to being an advisor than making everyone happy. In this session we will look at how to evaluate professional performances as a whole, from student satisfaction to competencies, outcomes and process delivery.

Mechanics and Ethics of Reporting Data

Don’t be afraid of the data! Assessment can provide you with both positive and negative results. Developing a transparent process to gather, analyze and report your results can only benefit your program. In this session we will discuss the ethics behind true data reporting, how the negative can create a positive and how you can create an environment open to change through reporting the data.

REGISTRATION INFORMATION

You can register online with a credit card. To register with a Purchase Order or Check, complete the Registration Form, print and either mail to NACADA, 2323 Anderson Ave., Suite 225, Manhattan, KS 66502 or fax to 785-532-7732 (the Executive Office). *Visit the NACADA web site for details on our Registration Policies.*

Assessment Institute	Before/On 1/15/18	On/After 1/16/18
NACADA Member	\$650	\$795
Non-Member	\$750	\$895

REFUNDS:

All requests must be in writing and mailed or emailed (nacada@ksu.edu) to NACADA.

Prior to January 5, 2018: A refund of conference fees, less a \$50 administrative fee, will be made with a written request.

Jan. 5-Jan. 15, 2018: A 50% refund of conference fee with written request.

After Jan. 15, 2018: Due to facility and Institute obligations, no refunds are given.

