

## **The Importance of Writing in Academic Advising**

At its very core, the academic advising profession, and the professionals affiliated with academic advising, recognize that it is essential to focus on research and writing and the impact both have in developing advising practice. NACADA's mission depends upon research and writing to encourage continual growth of the academic advising profession. Writing allows practitioners, researchers, faculty and students to reflect upon personal advising philosophies and approaches and the impact advising has on the educational process; writing also provides a tool to share and learn as a collective community.

Writing provides academic advisors with an historical record of research and trends and allows advisors to express their thoughts and ideas on a particular topic of importance to the profession. Additionally, writing allows advising professionals to share ideas outside the context of conferences. Moreover, writing expands the literature base in academic advising—an essential element of a profession. Finally, writing encourages expression, analysis, and feedback on topics relevant to the academic advising profession.