NACADA #AdvCon Webcast DW42
Leading Forward:
Technology Planning for Sustainable Advising

Presenters:
Jennifer Joslin
Director
Office of Academic Advising
University of Oregon
jjoslin@uoregon.edu

Laura Pasquini
Academic Counselor
Office of Exploring Majors
University of North Texas
Laura.Pasquini@unt.edu

Key Questions for Webcast
1. How would advising units or administrators get started when thinking about technology?
2. Who is on your strategic planning team to help you move forward?
3. What elements and/or processes best create an effective strategic plan?
4. How do you do more with less for advising?
5. How will I know if my project & plan is successful?
6. Why rethinking academic advising?

DW42 Webcast Digital Handout
NACADA #AdvCon Webcast DW42 Handout - Google Docs http://bit.ly/AdvConDW42Handout - Includes the resources in this Handout and more – will evolve with additional resources as we work collaboratively together

A Vision of Today's Student
YouTube from Dr. Michael Wesch http://bit.ly/n0sPzT

Exemplars:
University of Oregon Office of Academic Advising: Grade First Aid blog http://gradefirstaid.wordpress.com/

University of Texas at Austin interactive website for undecided students: Wayfinder http://www.utexas.edu/ugs/wayfinder/

University of Washington Undergraduate Advising at the Gateway Center website http://depts.washington.edu/advpdcst/

University of Iowa Academic Advising Center wiki; NACADA 2009 Presentation https://sites.google.com/site/advisortraininginthedigitalage/

Academic & Career Explorer (ACE) in the Academic Advising & Career Centre, University of Toronto Scarborough http://utscace.blogspot.com/
## Needs Assessment for Technology Implementation

### Step One: Determine Technology Goals
- What are the technology needs of the department or campus system?
- What are the long-term goals for the program? What are the learning objectives for learning?
- Are there gaps and needs in the current technology programs?
- Can these gaps and needs be addressed with digital resources?

### Step Two: Determine Resources
- Who should be a member of the design/development team? (Instructors? Faculty? IT staff? Department Chairs? Others?)
- What are the available resources to support the technological needs?
- How will online resources be researched? Who will experiment with these resources?

### Step Three: Create and Edit
- What roles will be assigned to the technology implementation team?
- What are the implementation steps for the project?
- What is the timeline for the project?
- Who must be involved in the development of the technology?
- Who will provide technical support?
- What are the desired learning outcomes?
- When and how will feedback be provided from the learners and the faculty?

### Step Four: Pilot the Technology
- Who will be the sample advisor group? Or student population?
- What will be the format for the feedback?
- Will feedback include an online survey? Focus groups?

### Step Five: Review and Evaluation
- What worked with the implementation of new technology?
- What needs to be changed?
- Will the digital resource and format meet the instructor and learner needs?
- Will the delivery format meet learners’ needs and be applicable for subject matter?
- Can any technical glitches be improved?
- What is required to maintain the program or online resource?
- What is required to update the program or online resource?

### Step Six: Updates and Development
- What are the on-going needs for this technology?
- Who will support the learning technology initiatives?
- How will assessment continue?
- How will the effectiveness of the program be evaluated?
- Who will be on the technical support team?
- Who will determine the content and updates for the technology?

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Recommended Resources

- Principles for Change in Response to the Financial Crisis in Higher Education [http://bit.ly/r10umP]
- The Horizon Report (Technology Trends in Higher Education) [http://horizon.wiki.nmc.org/]
- EDUCAUSE [http://www.educause.edu/]
- The 10 Social Media Metrics Your Company Should Monitor - SocialTimes.com [http://bit.ly/n0FJ7i]

References


NACADA DW42 #AdvCon Webcast Twitter Archive - [http://bit.ly/AdvConDW42]
All times are CST

12:32:21 **UOAdvDir**: Shout out to #UO @SOJC Miranda Atkinson - @nacada New Advisor Cert of Merit award winner! Nice pic on the PPoint for the #advcon webinar!

12:37:15 **KarenThurmond**: almost time for #AdvCon people...bring your sammich and meet me in the clouds (that you can see on Wilder 8th)!

12:39:04 **peacox**: Getting prepped for some #AdvCon fun. Limbering fingers, pouring tea. Windows, don't make me restart now. #acadv #advcon

12:41:37 **UOAdvDir**: Hey, the new Emerging Leaders are on the PPoint! Congrats to #UO #SOJC Sally Garner for her selection as an emerging leader! #nacada #advcon

12:42:54 **laurapasquini**: Sweet. RT @peacox: Getting prepped for some #AdvCon fun. Limbering fingers, pouring tea. Windows, don't make me restart now. #acadv #advcon

12:43:20 **laurapasquini**: I sure will. :) RT @NACADA: If you are not participating in the webinar...follow the twitter channel #AdvCon for live tweets. #AcAdv #advcon

12:45:04 **laurapasquini**: @ericstoller @peacox I have water & fruit smooth with pen, paper and print out of slides...with a back up chromebook #AdvCon ;)

12:48:49 **NACADA**: RT @KarenThurmond: almost time for #AdvCon people...bring your sammich and meet me in the clouds (that you can see on Wilder 8th)!

12:48:53 **NACADA**: RT @peacox: Getting prepped for some #AdvCon fun. Limbering fingers, pouring tea. Windows, dont make me restart now. #acadv #advcon

12:49:32 **peacox**: Hello #AdvCon - I'm in and happy to see your lovely pics & soothing piano music. ;) #advcon

12:53:14 **peacox**: Ooooh, @UOAdvDir is now a *moving* picture. We're almost there. #advcon

12:54:39 **UOAdvDir**: @peacox Live from... uh, Eugene? #advcon #nacada

12:54:50 **OSU_UESP**: @UOAdvDir & @laurapasquini, happy webinar today! #AdvCon

12:57:38 **peacox**: The heads are all now talking. Sounds good to me. #advcon

13:00:37 **peacox**: We're buckled in and ready for takeoff. Enjoy everyone. #advcon

13:02:01 **ArtEsposito**: tray table and seat are in the upright and locked position, here we go #advcon

13:02:52 **brianbuckwald**: Ready for the webinar! Yay first Advisor Connect room! #Advcon

13:03:09 **KellyJBailey**: Watching @UOAdvDir and @laurapasquini on #advcon webinar! #acadv

13:03:18 **peacox**: Already liking the new #AdvCon format. #advcon

13:03:30 **ArtEsposito**: RT @KellyJBailey: Watching @UOAdvDir and @laurapasquini on #advcon webinar! #acadv ... me too

13:04:05 **gregsobie**: @laurapasquini #advcon looks great! Looking forward to this.

13:04:49 **peacox**: @laurapasquini may have a new chair, but I doubt she has much time to ever sit in it. ;) #golaurago #advcon

13:05:22 **ArtEsposito**: RT @peacox: @laurapasquini may have a new chair, but I doubt she has much time to
Here we go @NACADA webcasting friends. Who’s ready to engage with the #AdvCon?? #AcAdv #advcon

how to advisors begin to think about technology? #AdvCon

Great Key Questions to start out with on #AdvCon - planning & assessment focus.

Why are we rethinking academic advising? (it’s already been thought) #AdvCon answers that question

Staff are the key resource, tech can help staff with efficiency -> do more with less. #advcon

@laurapasquini we’re here from KSU! excited about the webinar #advcon #acadv

Pew Internet Project is a great resource for data about all things online - http://t.co/ToUnE5B thx @laurapasquini #advcon

Watching sustainability in advising webinar! #advcon

Absolutely. #IOWA had largest first year class ever this term. #advcon

RT @ArtEsposito: RT @KellyJBailey: Watching @UOAdvDir and @laurapasquini on #advcon webinar! #acadv ... me too

yep increased enrollment...not so much an advisor increase #advcon #acadv

my friend @laurapasquini points out one of my favorite agencies - http://t.co/4X8C0vQ It's a must for any ed researcher! #advcon
	nice video in presentation #advcon

We've got a large group here today from across campus representing Oregon State University! #Excited #AdvCon

Watching Vision of Student Today - http://t.co/8njThVT #nice #advcon

Digital Ethnography » Blog Archive » A Vision of Students Today http://t.co/ViTCyEp #advcon

Here's a link to Professor Wesch's Digital Ethnography Video Showcase: http://t.co/bxIJNRE #advcon

RT @laurapasquini: Digital Ethnography » Blog Archive » A Vision of Students Today http://t.co/ViTCyEp #advcon

RT @laurapasquini: Digital Ethnography » Blog Archive » A Vision of Students Today http://t.co/ViTCyEp #advcon

Love the video. #Advcon we use it 4 academic exploration class

@peacox ASU has their largest... and largest ever if anyone, anywhere! #advcon

Watching advising tech webinar. #advcon

time spent online has to be higher than that now!

Did you know that we have participants from the US, Egypt, Canada & South Africa... just to name a few. @NACADA is global. #acadv #advcon

RT @peacox: Here's a link to Professor Wesch's Digital Ethnography Video Showcase:
http://t.co/bxiJNRE #advcon

13:20:06  LFroning: #AdvCon Kent State couldn't see You Tube video - heard it's great!

13:20:27  brianbuckwald: Video didn't show in line with Adobe Connect room but we were able to watch from the link... a couple gasps in room during video. #Advcon

13:20:32  ArtEsposito: "Millennials will be in our workforce/my office soon." Some are already our colleagues #advcon

13:20:57  AnnetteMartel: RT @laurapasquini: Digital Ethnography » Blog Archive » A Vision of Students Today http://t.co/ViTCyEp #advcon

13:21:04  KarenThurmond: hang in there #AdvCon "the internet is a less than stable medium"

13:22:33  peaco: @UOAdvDir - YES. We continue to move away from paper with each passing term. #advcon

13:22:33  laurasquini: Thanks Karen. RT @KarenThurmond: hang in there #AdvCon "the internet is a less than stable medium" #advcon

13:23:00  KellyJBailey: Oh, hey there! @ArtEsposito: "Millennials will be in our workforce/my office soon." Some are already our colleagues #advcon

13:23:08  laurasquini: @brianbuckwald @LFroning Sorry about that -- hopefully you an check out the video online after with the group #advcon

13:23:14  KarenThurmond: sustainable advising practices...#AdvCon strategic planning..green and current, maximizing the systems you buy

13:23:51  peaco: :) RT @KellyJBailey: Oh, hey there! @ArtEsposito: "Millennials ... Some are already our colleagues #advcon

13:24:06  EricTNewman: With advisors across @TAMU, online with advisors across the country-Learning about technology in advising http://t.co/eSG7QFh #advcon

13:24:08  punkrockpro: @AnnetteMartel I agree that the stats in the video can't be accurate to today's reality. #AdvCon

13:25:03  peaco: @UOAdvDir. Yes, yes, & yes. Tech in #acadv needs to be a competency, not just a thread. cc: @ericstoller #advcon

13:25:24  adamduberstein: To my friend @UOAdvDir - This Millennial is glad that you bring up ongoing technology training for advisors! It’s important! #advcon

13:26:34  EricStoller: @peaco @UOAdvDir I am giddy!!! This just made my week! "Tech needs to be a competency!" #SAtech #AcAdv #Advcon

13:27:40  KarenThurmond: technology is a TOOL for advising; not a substitute for advising #AdvCon

13:27:42  mlantha: How do u get support from IT when our goals r not their priority? #Advcon

13:28:07  LFroning: #AdvCon Kristin Williams just said that very thing - pick one thing and do it well!

13:28:12  laurasquini: Do one thing well! via @uoadvdir #advv #advcon

13:28:21  peaco: Wise advice from @UOAdvDir - plan and think before you jump in with tech. Identify your needs and tools. #advv #advcon

13:28:22  KellyJBailey: RT @KarenThurmond: technology is a TOOL for advising; not a substitute for advising #AdvCon

13:28:23  AndreaUseem: RT @EricStoller: @peaco @UOAdvDir I am giddy!!! This just made my week! "Tech
needs to be a competency!" #SAtech #AcAdv #AdvCon

13:28:57 KarenThurmond: advisors needs a coffee filter for technology; no, just a filter. Pick what works for you #AdvCon

13:28:58 EricStoller: +1 RT @KarenThurmond: technology is a TOOL for advising; not a substitute for advising #AdvCon

13:28:59 peacox: +1 RT @KarenThurmond: technology is a TOOL for advising; not a substitute for advising #advcon

13:29:10 EricTNewman: #advcon Millenials are more likely to find academic info online than to make an appointment. We made Google rich, remember?

13:29:30 laurapasquini: Very true!! RT @KarenThurmond: advisors needs a coffee filter for technology; no, just a filter. Pick what works for you #advcon

13:30:03 KarenThurmond: What do you want to accomplish w the tech you choose? #AdvCon

13:30:33 Sherricek: @KarenThurmond yes tech is a tool that we are not using very well yet. Got to reach our students in their language. #AdvCon

13:30:40 AnnetteMartel: RT @KarenThurmond: advisors needs a coffee filter for technology; no, just a filter. Pick what works for you #AdvCon

13:30:48 JamesTRobo: RT @KarenThurmond: technology is a TOOL for advising; not a substitute for advising #AdvCon

13:31:56 KellyJBailey: @laurapasquini is tweeting and running a webinar. Amazing multi-tasker! Do you ever sleep! #acadvhero #advcon

13:31:56 KLoseyWilliams: more than one road to Rome - #advcon ....choose the technology best for your campus

13:32:12 anar_rana: RT @laurapasquini: Digital Ethnography » Blog Archive » A Vision of Students Today http://t.co/ViTCyEp #advcon

13:32:20 UOAdvDir: Yes!! RT @KarenThurmond: technology is a TOOL for advising; not a substitute for advising #AdvCon

13:32:36 KLoseyWilliams: RT @EricStoller: +1 RT @KarenThurmond: technology is a TOOL for advising; not a substitute for advising #AdvCon

13:32:38 KarenThurmond: Advisor as Project Manager...what is your return on investment or return on expectation? #AdvCon

13:33:10 NACADA: How Technology Complements Academic Advising to Impact Student Success http://t.co/uJUzrIw #AdvCon #AcAdv

13:33:31 peacox: I understand the need for assessment / evaluation, but always get a bit nervous when business models applied to #highered. #advcon

13:34:44 KLoseyWilliams: RT @NACADA: How Technology Complements Academic Advising to Impact Student Success http://t.co/uJUzrIw #AdvCon #AcAdv

13:35:24 UOAdvDir: No one says, "Let's do a newsletter! Uh, what about?" Know why, hope to accomplish b4 choosing the medium! #AdvCon #NACADA #acad

13:35:27 BelindaViljoen: #AdvCon Where do I get the handout for today's presentation?

13:36:21 peacox: @BelindaViljoen Believe there will be an email post-webinar with link to resources. #advcon

13:36:53 EricTNewman: @peacox "Business model" is a misnomer. These are models from the field of
Organization Development that are applied to busn. #advcon

13:37:14 KarenThurmond: Solo advisor! You can do strategic planning for sustainable advising too! #AdvCon

13:38:12 peacox: @EricTNewman Thx for clarification. Sweating a little less now. :) #advcon

13:38:15 NACADA: @BelindaViljoen Handouts will be sent after the webinar #AdvCon

13:39:58 KarenThurmond: Good ideas can be mapped out in a WIKI #AdvCon

13:41:18 UOAdvDir: @peacox Even if answer is, "We're learning how to measure that", #admin have to be ready to answer ROI qtn. #advcon #NACADA

13:41:41 UOAdvDir: Absolutely! RT @KarenThurmond: Solo advisor! You can do strategic planning for sustainable advising too! #AdvCon

13:41:42 peacox: I like to create drawing documents on Google Docs to mind-map ideas. #advcon

13:42:52 NACADA: Leading Forward: Technology Planning for Sustainable Advising @UOAdvDir & @laurapasquini doing awesome! #AdvCon


13:43:14 KellyJBailey: Same! @peacox: I like to create drawing documents on Google Docs to mind-map ideas. #advcon

13:43:46 peacox: Truth. MT @UOAdvDir: Even if answer is,”We're learning how to measure that”, #admin have 2 be ready 2 answer ROI qtn. #advcon #NACADA #advcon

13:43:52 KarenThurmond: part of sustainabliity is tested by the question, "will it exist after I leave?" #AdvCon

13:44:14 KellyJBailey: What medium for assessment was used to get feedback from students? #AdvCon

13:44:58 mplantta: Love the idea of using wikis for mapping. #AdvCon

13:45:20 KarenThurmond: Does an innovation allow others to grow? Does it meet your expectatons? #AdvCon

13:46:42 peacox: Saw great #nacada2010 presentation on http://t.co/0BjV8it #advcon

13:48:53 KLoseyWilliams: blogging is not one and done #advcon


13:49:49 amywil1: RT @KarenThurmond: part of sustainabliity is tested by the question, “will it exist after I leave?” #AdvCon

13:49:50 UOAdvDir: RT @KarenThurmond: part of sustainabliity is tested by the question, “will it exist after I leave?” #AdvCon

13:50:40 EricTNewman: When tech in advising example came up from UTexas, entire room of advisors here at @TAMU hissed. #advcon #gigem

13:54:16 peacox: Awww, shucks. Thx for shoutout. #advcon

13:54:21 KellyJBailey: @EricTNewman Wayfinder is really cool! @bradpopiolek did a great job. I'm sure every inst. is hissing in jealousy. #advcon

13:54:39 EricTNewman: Risk with web dev. For Millenials, if online content isn't PERFECT, it's unusable. We're consumers of perfect branding. #advcon

13:54:57 KLoseyWilliams: if #acadv is decentralized do you think using same tools is important ie. FB, twitter, etc #advcon
Sometimes the most powerful thing you do as an #acadv admin is the simplest: Say "Yes" to adv who come to u w/ good ideas. #AdvCon #acadv

Well-deserved!! RT @peacox: Awww, shucks. Thx for shoutout. #advcon

RT @UOAdvDir: Sometimes the most powerful thing you do as an #acadv admin is the simplest: Say "Yes" to adv who come to u w/ good ideas. #AdvCon #acadv

RT @UOAdvDir: Sometimes the most powerful thing you do as an #acadv admin is the simplest: Say "Yes" to adv who come to u w/ good ideas. #AdvCon #acadv

Kudos to @NACADA for working to expand its social media / web presence. #advcon

RT @UOAdvDir: Sometimes the most powerful thing you do as an #acadv admin is the simplest: Say "Yes" to adv who come to u w/ good ideas. #AdvCon #acadv

RT @UOAdvDir: Sometimes the most powerful thing you do as an #acadv admin is the simplest: Say "Yes" to adv who come to u w/ good ideas. #AdvCon #acadv

What are your thoughts about the use of Skype? #Advcon

What a great blog. Enjoyed reading it, even though not from #nacadaR2 #advcon

@ArtEsposito @allenmtaylor What a great blog. Enjoyed reading it, even though not from #nacadaR2 #advcon

@ArtEsposito was brilliant in facilitating and organizing #nacadaR2 blog #advcon

Great first #nacada #advcon webcast! Nice work Laura and Jennifer! #advcon

What are your thoughts about the use of Skype? #Advcon

Wish I could have viewed awesome webinar from @laurapasquini & @UOAdvDir. Always great insight and practical tools from @NACADA #AdvCon

KellyJBailey: @KLoseyWilliams Like @UOAdvDir said, have to use what you're hood at and sdnts willing to respond to. I'm very decen, and FB works #advcon

peacox: @ArtEsposito @allenmtaylor What a great blog. Enjoyed reading it, even though not from #nacadaR2 #advcon

KellyJBailey: @KLoseyWilliams Like @UOAdvDir said, have to use what you're hood at and sdnts willing to respond to. I'm very decen, and FB works #advcon

NACADA: Stay tuned for the town hall meeting following the webinar! #AdvCon

bradpopiolek: Thanks @KellyJBailey! I'm always looking 4 tools from other universities @erictnewman, thats how I learn & get new ideas via @NACADA #advcon

NACADA: RT @gregsobie: Great first #nacada #advcon webcast! Nice work Laura and Jennifer! #advcon

Sherricek: What are your thoughts about the use of Skype? #Advcon

Laurapasquini: Big thanks goes out to @peacox who is helping to archive and save all the fine #AdvCon Tweets from today's @NACADA webcast. YAY! #advcon

NACADA: RT @gregsobie: Great first #nacada #advcon webcast! Nice work Laura and Jennifer! #advcon

ArtEsposito: @allenmtaylor was brilliant in facilitating and organizing #nacadaR2 blog #advcon

Laurapasquini: @mlanatta Great question! It is important to figure out where you can support if the IT dept is not providing it. Let's talk soon. #advcon

Laurapasquini: @KellyJBailey Yes. I do sleep. Sleep is very important. zzzzzzz :) #advcon

Laurapasquini: @KellyJBailey Yes. I do sleep. Sleep is very important. zzzzzzz :) #advcon

Gregsobie: Great first #nacada #advcon webcast! Nice work Laura and Jennifer! #advcon

peacox: @Sherricek Depends on purpose and #acadv approach. Could see it working nicely with distance ed #acadv #advcon

NACADA: RT @gregsobie: Great first #nacada #advcon webcast! Nice work Laura and Jennifer! #advcon

Laurapasquini: We will be sending handouts to all registered participants for @NACADA 's webcast after the session is over. #advcon

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Laurapasquini: @KellyJBailey Yes. I do sleep. Sleep is very important. zzzzzzz :) #advcon

UOAdvDir: @gregsobie Thx! Tech challenges lessened our time but otherwise FUN! #AdvCon #NACADA

UOAdvDir: ??!! Better than my Duck?? RT @peacox: @laurapasquini had the best #acadv office swag. #advcon

Laurapasquini: @BelindaViljoen We will be sending handouts to all registered participants for @NACADA 's webcast after the session is over. #advcon

UOAdvDir: ??!! Better than my Duck?? RT @peacox: @laurapasquini had the best #acadv office swag. #advcon

peacox: +1 on airline pilot look for @charlienutt #advcon

peacox: @UOAdvDir Sorry, but yes. cc: @laurapasquini #advcon

@EricTNewman Yes Eric.. you are correct. I pull from "business" meaning org devo, training & development, ed tech, & perfom improve #advcon

@EricTNewman Yes Eric.. you are correct. I pull from "business" meaning org devo, training & development, ed tech, & perfom improve #advcon
14:11:44 laurapasquini: @Sherricek I am off to the Town Hall meeting... but would love to talk Skype and advising sometime. :) #advcon
14:14:43 NACADA: 1st town hall question: What are the 3 major issues for NACADA to consider in regard to technology? #AdvCon
14:15:44 NACADA: Which NACADA website area(s) or tool(s) have you used? #AdvCon #AcAdv
14:16:46 KellyJBailey: RT @laurapasquini: @EricTNewman Yes Eric.. you are correct. I pull from "business" meaning org devo, training & development, ed tech, & perfom improve #advcon
14:16:54 laurapasquini: Check out the @NACADA EO #SM BootCamp - a set on Flickr http://t.co/KdSmqiwT #AcAdv #advCon
14:17:32 peacox: Would like to see mobile friendly site version RT @NACADA: Which NACADA website area(s) or tool(s) have you used? #AdvCon #AcAdv #advcon
14:18:44 KellyJBailey: Important question! @NACADA: 1st town hall question: What are the 3 major issues for NACADA to consider in regard to technology? #AdvCon
14:23:34 allenmtaylor: @ArtEsposito thanks but it was only because I had the support to make the #nacadar2 blog work. #advcon
14:25:22 allenmtaylor: @peacox Thanks! You're always welcome in #nacadar2 #advcon
14:26:45 allenmtaylor: Second RT @peacox: Would like to see mobile friendly site version RT @NACADA: Which NACADA website area(s) have you used? #AcAdv #advcon
14:34:13 laurapasquini: @allenmtaylor @peacox The plan for the @NACADA website is to make it mobile accessible SOON. #advcon
14:35:27 NACADA: Town Hall question 2: How can NACADA assist in better comm and collaborative efforts for members, commissions, interest groups, etc? #advcon
14:37:03 peacox: @NACADA ‘E-attendance’ option for national conference? - >Educause: http://t.co/X3dpEhu #advcon
14:40:41 peacox: Great point @UOAdvDir, it takes time to build community. #advcon
14:43:02 ArtEsposito: @laurapasquini just made a referencing to ‘lurking’ on twitter... #LoveTheVisual #advcon
14:44:31 peacox: Great Town Hall Meeting. Wonderful to see @NACADA asking for feedback and listening to its members. #acadv #advcon
14:44:33 LeighatNACADA: @nacada EO staff... not so new, not so fast... but willing and eager! #AdvCon #nacada
14:44:37 NACADA: Town Hall Q3:What type of educational programs or initiatives would you like to see NACADA offer and support for all members? #AdvCon
14:45:43 NACADA: Town Hall Q4: What "go-to" resource(s) do you use on the NACADA website and why? #AdvCon
14:45:56 Jillzam: Like the e-attendance option @peacox #AdvCon
14:46:19 allenmtaylor: @peacox Great idea. @ArtEsposito & I tried to stream & have chat for one session per block at #nacadar2. Feedback was positive. #advcon
14:47:12 peacox: Top resource = Clearinghouse. Tons of info. RT @NACADA: Town Hall Q4: What "go-to" resource(s) do you use on the NACADA website & why? #advcon
14:49:11 allenmtaylor: @NACADA Q4: not as much as I could but I find the navigation difficult + a number of dead links #advcon
14:54:39 judithasuzu: @NACADA I really enjoy reading issues of "Advising Today" to learn about new trends and perspectives in Academic Advising #AdvCon

14:56:25 peacox: What a great first #AdvCon experience. Thanks @laurapasquini @UOAdvDir @charlienutt @leighatnacada and all the excellent @NACADA ppl. #acadv

14:58:26 gregsobie: RT @peacox: What a great first #AdvCon experience. Thanks @laurapasquini @UOAdvDir @charlienutt @leighatnacada and all the excellent @NACADA ppl. #acadv

14:58:28 LeighatNACADA: Many thanks to all who contributed to a wonderful first experience in our AdvisorConnect venue! #AdvCon #AcAdv #nacada

15:01:11 laurapasquini: Thx so much to everyone who attended the1st @NACADA #AdvCon Webcast. Co-presenter @uoadvdir ROCKS. Big kudos for @leighatnacada et al #acadv

15:03:55 gregsobie: @LeighatNACADA huge improvement over old format. Townhall was an excellent idea too. Great success! #advcon #nacada
Leading Forward: Technology Planning for Sustainable Advising

Jennifer Joslin & Laura Pasquini
September 14, 2011
NACADA #AdvCon Webcast

Welcome!

Laura Pasquini
Academic Counselor
Office of Exploring Majors
University of North Texas

Jennifer Joslin
Director
Office of Academic Advising
University of Oregon

Key Questions
1. How would advising units or administrators get started when thinking about technology? Where to begin?
2. Who is on your strategic planning team to help you move forward?
3. What elements and/or processes best create an effective strategic plan?
4. How do you do more with less for advising?
5. How will I know if my project & plan is successful?
6. Why rethinking academic advising?

Do More With Less...Budget Cuts

Do More With Less... Staff Resources
Do More With Less...Technical Efficiency

Higher Education Enrollment Increases

A Vision of Today’s Student

YouTube Video: http://youtu.be/dGCJ46vyR9o

Michael Wesch and students
Kansas State University

Today’s Student ....

Is Tomorrow’s Workforce

Thinking Forward: Sustainable Advising Practices
Academic Advising Systems
- green advising
- digital notes
- content relationship management systems (CRMs)

Innovative Thinking for Advising
- grants
- alternative funding sources
- portfolio changes on staff team

Advising Infrastructure
- identify personnel
- create formal roles
- holistic & community advising models
- utilize local, campus resources

Planning for the Future

Many Roads Lead to Rome

Technology Filters
The Iceberg Effect

Planning-Based Approach

The Steps for the Plan

- Assess technology in advising practices
- Relevance of a needs assessment
- Steps for planning:
  - goal setting
  - resource allocation
  - creation
  - editing
  - piloting
  - evaluation
  - updating
- Utilize project planning techniques & methods
- Develop practical learning outcomes

Step 1: Determine Advising Technology Goals

Consider Advising Outcomes & Objectives First

Problem: Help First Year Students Transition Beyond Orientation Program
Is Technology part of your Advising Vision, Mission and Outcomes?

Connecting to Students

- Student engagement
- Peer-to-peer mentoring
- Learn about campus
- Transition into university life
- Ask helpful questions
- Go to where they are!

Step 2: Determine Resources

Who Is Sitting Around Your Table?

- Staff
- Students
- Faculty
- IT staff
- Other stakeholders

ACE: Academic & Career Explorer

Hello! I’m ACE - Academic & Career Explorer. I’m here to help guide your journey at UTSC. Let me share resources with you for study skills, employment experience, career exploration and academic success. Join the adventure!

AA & CC Online peer buddy
www.utsc.utoronto.ca/aacc/ace/

The Initial “Team ACE”
Step 3: Create, Design & Edit

Ideas to “Paper” or Wiki

Mapping Our Development

Weekly themes

ACE Explores

Step 4: Pilot the Project

Step 5: Review & Evaluate
Measure & Assess

Reaction: Did they like it?
Usability: Did they use it? How? Easy?
Behavior: Is there a changed behavior? Difference in service provision? Student reaction?
Results: Is there an overall advising benefit?

Lessons Learned

- Network & Research
- Plan of Action
- Collaborate on Campus
- Empower Students to Engage
- Share & Communicate
- Be Flexible
- Assess & Modify

Step 6: Updates & Development

ACE’s Adventures On...

- Facebook account is active & growing
- Student staff help support ACE activity
- Staff blog regularly about academic & career info
- Connecting to more students each day
- Utilize social media tools for marketing & promotion

The Evaluation & Improvement Never Ends!

To Meet Advising Needs
Connecting Our Learners
Encourage broad connections to goals of unit, goals of institution that tie into institutional mission & goals

Effective Communication Plans

Staff Learning & Training Development
Personal Learning Network

Professional Development on Twitter

#AcAdv Chat
http://acadvchat.posterous.com

#AcAdv
Getting Social [Media] with NACADA

http://nacada.wordpress.com

The NACADA Blog

Official NACADA Blog

Perspective of a New Year
Perspective of a New Year

Throughout the country universities are buzzing with the energy of new academic year. It is an exciting time for new students as they experience the college atmosphere for the first time. Remember students have passed through the previous year and are anxious to reconnect with friends, at class, to start to step closer to graduation.

As educators, there is a call for new academic year. The summer months allow for a great deal of planning and preparing for future events and programs but also involve some time off with vacation or a well-deserved break. With the academic year

NACADA Regions

http://nacadaregion2.blogspot.com

SOCIAL MEDIA GUIDE

Read the NACADA Blog: http://www.nacada.wordpress.com

- Central hub for social media with access to Twitter, Flickr, and Facebook
- Comment on quick recap of major events, videos, pictures, links, and more

Follow NACADA on Twitter: http://twitter.com/nacada

- Tweeting about conference cancellations, schedule changes, and reminders
- Use the Twitter Search http://search.twitter.com/ for all Nacada11 tweets

Flickr View NACADA Flickr Photos: http://www.flickr.com/photos/nacada/

- Features photos and albums during and after the conference
- Shot an account and add your photos to the NACADA11 Flickr Group: http://www.flickr.com/groups/nacada11/

Like NACADA on Facebook: http://www.facebook.com/NACADA

- Post your comments, photos, and engage with other members
- Periodic updates will be posted during and after the conference

http://nacadaregion2.blogspot.com
Now It’s Your Turn… What ONE Thing Will You DO?

What Are Your Next Steps?

Questions? Comments?

Thank you!