

# WACADA Board Meeting

November 28, 2006

Madison—Hilton

10:00-1:00

Present: Matt Jurvelin, Mike Martin, Cathy Mathweg, Becky Ryan, Megan Schmid, Steve Schneider, Tim Walls, Houa Xiong

Absent: Sara Johnson, Jeff Ritter

I. Approval of Agenda—Meeting was called to order at 10:00 am by Becky Ryan.

- Houa moves to approve the agenda, Matt seconds, motion passed.

II. Approval of Minutes—August 7, 2006

- Cathy moves to approve the minutes with one change—Tim Walls was present, not absent at the August meeting, Tim seconds, motion passed.

III. Welcome and Announcements

- Becky welcomed Matt to the board
- Steve's term will end; plan for a February 2008 election
- Jeff's term is indefinite (see bylaws)

## Updates

IV. 2006-2007 WACADA Goals (Becky)

- Becky reviewed the 2005-2006 WACADA goals and the bylaw changes. She then presented her goals for 2006-2007.
  - To continue to grow the WACADA membership (each one invite one)
  - To increase awareness among WACADA members regarding opportunities available to them
  - To encourage members to seek leadership opportunities in advising
  - To review current WACADA information sources to update and enhance
  - Find new ways to connect with our membership and discover innovative ways to offer professional development and networking opportunities for all WACADA members
- The board will revisit the 2006-2007 goals throughout the year

V. Newsletter

- We need a treasurer's report
- Date of the 2007 conference will be announced in the newsletter
  - Call for proposals will go out in April
  - Also encourage nominations for the awards and grants
- The newsletter will be sent electronically for the first time
  - pdf or a link embedded in email text

VI. Treasurer's report/Grants

- The budget is healthy
- Houa will send bills to Jeff for the pins and mailings
- 2006 speaker
  - Houa will look into a speaker's fee
  - Travel & hotel paid for by WACADA
- Houa will make sure all conference and membership fees have been paid
- The board would like Bee to submit a bill for a consulting fee for his work on the member directory; Houa will follow up with Bee

VII. Membership (Houa)

- 177 members (membership fees paid) as of 11/27/2006
- Houa will keep track of expired memberships and conference no shows who did not pay the conference and membership fee
- Mike will make connections with advisors at UW Colleges to try to increase WACADA membership
  - He will try to get a master list of advisors
- Private Colleges
  - Cathy mentioned that the WIACU group had an initiative to create an advising group or committee; Cathy will follow up
- It was suggested that a WACADA grant or other incentive could be created to increase the number of members from private and 2 year colleges
- We could make new connections with the Wisconsin Women in Higher Education group (through WAICU) to increase membership from private schools and colleges
- Online membership directory
  - What else do we need to include? First name, last name, address, phone number, fax number, email address
  - Members need to log in to access the member directory
  - All members can download the member list with contact information
  - It was suggested that when a member logs in, a message pops up asking if the member's information is current
  - Houa will send a "map" with details on how to view the member list

#### VIII. Web Site (Mike)

- The amount of information that our current server can hold is limited (10 MB)
- Mike will move the website to a new host-Apollo (1G of space)
- All WACADA web material will be on our domain
- Mike will send the password to Bee so Bee can move the member directory to the new server
- New suggestions for the webpage include:
  - Send email to member list to solicit articles for the website
  - Establish a blog where advisors can discuss their experiences, problems, recent research and literature
  - Post presentation material from regional and national conference presentations to create a "virtual conference"
  - Recognize long-term members (10 year members) by posting their names on the web
  - Send newsletter link to other student affairs organizations (ie: SPA, WCPA, MAACA (Madison Academic and Career Advising Association), and more)

#### IX. Awards (Cathy)

- The awards recipients will be listed in the newsletter
- WACADA has had the same award categories for the last 7 years. Do we want to make changes to the awards?
  - One possibility includes establishing a graduate student award
  - More discussion under New Business

#### X. Wisconsin Liaison Update (Steve)

- Some members of NACADA want to implement a survey (at the cost of \$4500)
- There has been discussion of establishing a leadership award for advisors from underrepresented groups
- There is no visible diversity on the board—some have raised concerns on this topic
- Regional budget
  - Healthy (over \$10,000)

- Steve will contact Gwen, the regional conference chair, to discuss a WACADA sponsorship for the regional conference
- A key element of the national strategic plan is to recruit and retain members
- Steve also mentioned that his term is expiring; planning for a February 2008 election; begin process next October

#### XI. 2007 Conference (Mike)

- Mike has been working to reserve blocks at 4 hotels
  - The hotels are small and the hotels will block only 50% of their rooms—max
  - Mike is also trying to get a state rate on the rooms
- There is a conference committee at River Falls
  - Mike commented that there are no private schools close to River Falls
- Pre-conference
  - Mike will communicate with the pre-conference chairs
  - Cathy will email Mike private school contact information
  - Mike is meeting with a representative from the Technical Colleges
- Keynote
  - Mike has already made arrangements for a keynote speaker
    - Bradley J. Caskey is on the Psychology Department faculty and is also an Associate Dean
    - Prof. Caskey plans to discuss mental health issues
    - Typically, a \$300 honorarium is given to local speakers

### **Old Business**

#### I. 2006 Conference wrap up

- Evaluations
  - Mike handed out a summary of the conference evaluations. There were approximately 169 conference attendees, 58 members responded to the online evaluation

#### II. Brochure

- Becky handed out a draft of the text for the new brochure
- We will use the brochure to explain why advisors should join WACADA (member benefits)
- The brochure will also drive prospective members to the web

### **New Business**

#### I. New awards development subcommittee

- Becky, Cathy, Matt, and Steve are the members of the new awards development subcommittee

#### II. Next meeting

- We will plan to meet again on Friday, January 26 in Madison

Matt moves to adjourn the meeting, Tim seconds, meeting adjourned at 12:45.