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2014 NACADA ANNUAL CONFERENCE

The National Academic Advising Association's 38th Annual Conference, Adventures in Advising: Explore, Discover, Collaborate, Transform, took place in Minneapolis, MN from October 8-11, 2014. Approximately 3,100 advisors from around the country attended the conference with over 600 presenters. Of that, Florida had 251 advisors in attendance, and we are proud to announce that 29 presenters came from the sunshine state! Florida certainly made their presence known at this conference and in the academic advising world. We asked some advisors to share their experience and information from their favorite

session with us. See what they had to say below. #FLACADAlovesNACADA



Reflections from Advisors

The NACADA Annual Conference is always a bunch of fun. It's a time to go places that you may never get a change to visit otherwise, a time to see great people, and a time to eat great food. But it's also a great educational experience, and I think this year was one of the best times I've had learning and sharing about our adventures in advising.

My favorite session by far was the keynote address given by Dr. Terrell L. Strayhorn of The Ohio State University. Not only did he command the stage with such presence, but he also delivered a powerful speech about effectively reaching your students. Dr. Strayhorn's keynote stemmed from the thought that "Higher Education is a Clash of Cultures." He stated that this clash happens because higher education draws together people who come from very diverse backgrounds and experiences. As advisors, he stated that we must be cultural excavators—digging out the skills that our students have, and helping them to navigate the new world they're in.

As an advisor in a STEM discipline (biology), at an institution that is primarily made up of minority students who are also first generation, Dr. Strayhorn's message hit home. He stated that we (the advisors) know something about the journey through higher education that our students don't; thus, we have an "obligation" to be cultural navigators for our students. Dr. Strayhorn (Oct. 2014) stated that, "we have to translate basic information into specific tools so that our students can be successful. We may not know all the answers, but we need to know someone who knows someone who knows the answer." The key is to continuously connect our students to accurate, timely information and resources.

Dr. Strayhorn's message resonated so strongly with me because sometimes you get so bogged down with the day-to-day, that you forget your students are new to this thing called college. At our advisor meeting right before each orientation session at FIU, we are reminded that even though we've said this a hundred times, this is the students' first time hearing the information. They

don't know what they need to know about college, so we have to remember to help them make connections with the right offices, resources, activities, etc., in order to successfully navigate the ups and downs of higher education.

Sherise Smith

Senior Academic Advisor

Florida International University

The 2014 NACADA Annual Conference schedule was packed with fantastic key note speakers, concurrent sessions, and panel discussions. It was difficult to choose which sessions to go to each hour. There was one session however that stuck out to me right away. It captured my attention with a single phrase, "Facebook is for Old People." Being a millennial myself, this immediately resonated with me. I have known for a while that Facebook is on the outs with teens and college students alike. This Best of Region 7 session explored the alternatives to Facebook and how we can use them on our campuses.

The presenters from Texas State University were very much in tune with the social media needs of their students and of what they call "new millennials" in general. The biggest take away from the session was that just because Facebook may be for "old people" in the eyes of our students that does not mean that they don't use it. Facebook should be used for broadcasting information (i.e. drop deadlines, registration dates, etc.) and should be used sparingly. Other social media platforms such as Twitter, Instagram, Snapchat, and Vine are excellent resources for connecting with students on a more personal level. These platforms were designed specifically for smartphones and are used to quickly and efficiently express oneself and engage with others. An example that was shared during the presentation was that of the University of Missouri President Tim Wolfe. President Wolfe runs his own Twitter account (@UMPRez) and is a great example of how to connect with our students and not just blast information to them. He includes updates on his day, retweets students (they love that!), posts pictures, and challenges students to the occasional snowman building contest. Another great example is the Texas State University PACE Advising Center. They use Instagram as a way to introduce their advisors and show their students what is going on in the office. This is what our "new millennials" want. They want to engage with us on their level. They want to know that we are human. By engaging with them through these

platforms we are building relationships that will not only benefit the student, but also our work. The more connected we are to our students, the more willing they are to share their stories with us and even more simply, to just come to our offices.

One very important message to remember is that participating in social media takes time. You must tweet, post pictures to Instagram, and so on, often so that students will want to follow you. This means that social media will likely have to be a team effort and something that you work on daily. Remember that just because Facebook is for “old people,” it is not dead. Continue to post important information on your Facebook pages, but I challenge you to try a new social media platform to reach your students. Start small, pick one, and stick with it. Before you know it you’ll be in on the new millennial social media secret!

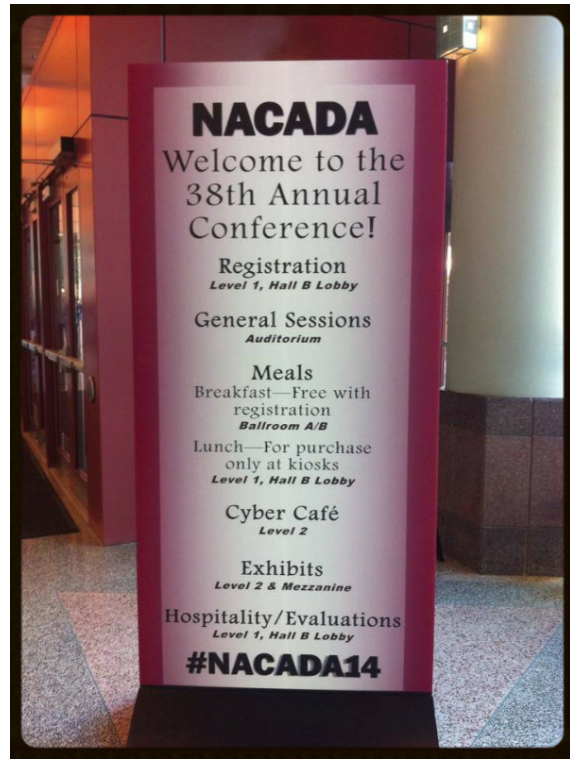
Allison Torma

Academic Advisor

Florida State University

As a first time attendee of a NACADA annual conference and new professional in the field of academic advising, it was a memorable experience attending my first NACADA conference. From hearing and learning about different programs and strategies used at other institutions to just exploring the city of Minneapolis, it was a great experience. Although many sessions were great, my favorite session from the conference was the keynote address by Dr. Terrell Strayhorn. The highlight of this opening keynote address was hearing not only his career experiences but his life experiences that have led him to where he is today in the field of higher education and how each and every one of us all have a place in higher education and that is seeing that our students succeed. One remarkable statement that stood out to me from the keynote address was Dr. Strayhorn’s statement that “Cultural navigators don’t have to know everything, they just have to know something about the journey.” This statement as it related to academic advisors stood out to me as an advisor and cultural navigator, because it served as a reminder that we as advisors do not have to know everything but that we can connect students to resources and info that will get them connected and ultimately closer to their destination, graduation.

Natasha Wedderburn
Academic Advisor
Florida International University






SOAR
Strengthening Our Advising Reach

NACADA Southeast (Region 4) Conference
April 12-14, 2015

Auburn University
The Hotel at Auburn University and Dixon Conference Center
Auburn, Alabama

Proposal Deadline:
November 21, 2014

\$140 Early Registration Deadline:
March 23, 2015
\$170 Late Registration

NACADA
The Global Community for Academic Advising

For more information:
www.nacada.ksu.edu/Events-Programs/Events/Region-Conferences/Region-4.aspx

SOAR: Strengthening Our Advising Reach
2015 NACADA Region IV Conference
April 12-14, 2015
Auburn, AL

Auburn University will be hosting the 2015 NACADA Southeast Region IV Conference from April 12-14, 2015 in Auburn, AL. Regional conferences provide a more intimate setting for advisors to network and collaborate; Strengthening Our Advising Reach (SOAR) will surely be a wonderful experience for Region IV advisors. If you are interested in presenting at this conference, the proposal deadline is approaching on December 5, 2014. The early registration deadline for the conference in March 23, 2015, so we recommend that you start consulting your supervisors and/or units for funding opportunities and travel plans soon!



**MIAMI: Moving Into Action: Motivate & Innovate
2015 Florida Drive-In Advising Conference
Friday, May 15, 2015
Miami, FL**

We are pleased to announce that Miami Dade College will be hosting the 2015 Florida Drive-In Advising Conference, Moving Into Action: Motivate & Innovate on Friday, May 15th, 2015 from 8:00am – 5:00pm. They are seeking volunteers and committee members to participate in this event. If you would like to get involved, or have any questions, please contact James Ochoa at jochoa@mdc.edu – also check out the “Get Involved” section of this newsletter for more information about available committees. More information will be made available in the upcoming months. Be sure to Like Us on Facebook or Follow Us on Twitter to be kept up to date.

Save The Date and Join Us in 2015!



Congratulations to **Laurel Miller** on being selected for this issue's feature **In The Spotlight!**

In 1993, Laurel Miller worked as a Circuit Designer where she learned about the concept of total customer service. She later worked as a Trainer for Total Quality Concepts and gained more knowledge about satisfying customers. In 2003, Laurel Miller started off at St. Petersburg College Tarpon Springs Campus as a student math tutor. She completed her Bachelor's degree in Secondary Math Education at St. Petersburg College in 2006. After graduating, Laurel had every intention on teaching high school math, but that changed when she was faced with raising four grandchildren. For a more flexible schedule, Laurel accepted a position as an Administrative Assistant for the St. Petersburg College Tarpon Springs Mathematics Department as well as an adjunct instructing position teaching math. Within these positions Laurel was able to merge her love for math and working with people. As an adjunct, she gained a reputation for teaching concepts several different ways to match the different learning styles of her students.

In 2011, she started as a part-time Advisor at the Tarpon Springs Campus, where she later went full-time in 2012. As a Student Support Advisor, Laurel Miller treats every student with care. She takes her time ensuring that students have left with all of the information that they needed. Every student is important to her and her true idea of giving our "customer" quality service shows. From her experience as a student tutor and adjunct instructor, she takes her love for math and shares helpful tips with students struggling in math courses. Academic Advisors are entrusted with planning out the futures of students and that can be a hard job to have. Laurel Miller is a great example of what an advisor should be by the way she goes the extra mile for each student she comes in contact with. Students are very grateful for the advising experiences that they share with Laurel and request to see her over and over again. Laurel Miller is a great asset to the St. Petersburg College Tarpon Springs Campus and she is admired for her service to students.

Submitted by Amie Marion

Do you know an advisor, administrator, department, or program who deserves some special recognition? If so, consider nominating them for The Spotlight! Submit nominations, along with 3 concrete accomplishments of this person, department, or program to FloridaNACADA@gmail.com.

GET INVOLVED WITH FLACADA

There are many different opportunities to participate within our organization. Some benefits of involvement include networking with other advisors in our state, exposure for yourself and your institution, professional development, and sharing your expertise and opinions on issues that matter to you. Here are some ways in which we are currently recruiting volunteers:

- **Write for FLACADA**

Become a writer for the FLACADA Sunshine Times! Sunshine Times writers will be expected to work on stories and various assignments as needed by the editor. If you are interested, or would like more information, contact us at FloridaNACADA@gmail.com.

- **2015 State Conference Committees**

Miami Dade College will be hosting the 2015 Florida State Drive-In Advising Conference. The conference chairs are currently looking for people to serve on the committees listed below. Please contact James Ochoa (jochoa@mdc.edu) if you would like to join one of the committees. This is a great starting point if you would like to get involved!

- Proposals & Sessions Committee

Assist with submission deadlines, reviewing proposals, and help organize session times and locations.

- Marketing and Communications Committee

This committee will manage social media before, during, and after the conference. This committee is charged with creating all physical marketing materials.

- Hospitality Committee

Assist with hotel accommodations, planning networking social events, and other various needs.

- Operations Committee

This committee will be responsible for the final touches and execution of the events.

- Sponsorship Committee

This committee will handle the attainment and communication with event sponsors.

• Website Committee

Looking for individuals who would like to get involved with creating our new website and assist with our social media outlets. You do not need to have prior experience, only need to be eager to get involved! Please contact Helen Gonzalez at helen.gonzalez@fiu.edu for more information.



ANNOUNCEMENTS

Florida advisors receive awards at NACADA Annual Conference

Several advisors from our state, including our very own FLACADA Chair, were honored with awards at the 2014 NACADA Annual Conference. Congratulations to the following individuals:

- Marcy Hampton, UCF
2014 Outstanding Advising Award Faculty Role
- Craig McGill, FIU
2014 CIG Service Award
- Nicholas Mrozinske, UF
2014 Outstanding Advising Award
- David Ogletthorpe, UCF
2014 Outstanding New Advisor Award
- Gail Raymond, UCF
2014 Outstanding Advising Award
- Miranda Santos, UF
2014 Outstanding New Advisor



CALL FOR SUBMISSIONS

Have you written a paper that you'd like to be featured in the FLACADA Sunshine Times? Or are you interested in writing an article for the newsletter? If so, please contact us at FloridaNACADA@gmail.com.

We are open to all topics, including the following subjects in which Florida advisors have expressed interest:

- Ways to motivate students to come for advising without using holds or negative measures
- Technology & Retention Software
- Students who need developmental coursework but are not successful in



UPCOMING EVENTS

Academic Advising Administrators' Institute

February 5-7, 2015
Orlando, FL

Completion Seminar

February 9-10, 2015
Orlando, FL

Assessment of Academic Advising Institute

February 12-14, 2015
Orlando, FL

NACADA Region IV Conference

April 12-14, 2015
Auburn, AL

Florida Drive-In Advising Conference

May 15, 2015
Miami, FL

Award

**NACADA Regional Conference
Proposal Deadline**

The deadline to submit a proposal for the 2015 NACADA Region IV conference is December 5, 2014. For more detailed information and to submit your proposal online, please visit:

<http://www.nacada.ksu.edu/Events-Programs/Events/Region-Conferences/Region-4/proposals.aspx>

**NACADA Annual Conference
Proposal Deadline**

The 2015 Call for Proposals will open December 15th. Submission Deadline is February 26, 2015. Be sure to Like us on Facebook and Follow Us on Twitter for more information!

**NACADA Emerging Leaders
Program 2015-2017**

Interested in applying for NACADA's Emerging Leaders Program? Applications for the 2015-2017 class will be open from January 15 – March 15, 2015. To learn about the ELP, please visit:

<http://www.nacada.ksu.edu/Events-Programs/Emerging-Leaders-Program/Emerging-Leader-Information.aspx>

their classes

- Working with International Students
- Mental Health and Advising
- Student Development Theory
- Career Advancement Tips
- Best Practices for New and Seasoned Academic Advisors

**Academic Advising
Summer Institute**

June 21-26, 2015
New Orleans, LA

**International
Conference**

June 24-26, 2015
Melbourne, Australia

**Academic Advising
Summer Institute**

July 26-31, 2015
Colorado Springs, CO

**NACADA National
Conference 2015**

October 4-7, 2015
Caesars Palace
Las Vegas, NV

Do you want to get involved with FLACADA? Become a writer for the FLACADA Sunshine Times! Sunshine Times writers will be expected to work on stories and various assignments as needed by the editor. If you are interested, or would like more information, contact us at FloridaNACADA@gmail.com.

Florida Academic Advisors Aligning Steering Committee

Craig M. McGill - cmmcgill@fiu.edu
Chair and FLACADA State Liaison
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Helen Gonzalez - helen.gonzalez@fiu.edu
Technology Coordinator
Business Analyst, FIU

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Director, Retention & Transition Services, MDC

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