

**University Advisors and Counselors
Executive Board Minutes
413 Minnie Heep Bldg
December 5, 2007
10:00 -11:00 am
Approved February 6, 2008**

Present: Linda Windle (President), Rebecca Hapes (President Elect), Andy Armstrong (VP Communications), Sam Murdock (VP Programs), Kristie De La Garza (Secretary), Heather Haliburton (Treasurer), Donna Witt (College of Agriculture), Patrick Williams (Mays Business School), Jeana Goodson (College of Engineering), Terri Burger (College of Liberal Arts), Roxanna Russell (College of Geosciences), Kristie Orr (Student Affairs), Tyra Musoma (College of Architecture), Tara Boyle (Student Affairs), Kristin Harper (UPAS), Bethany DeSalvo Lozano (Academic Affairs), Marilyn Yeager (Academic Affairs), Nora Cargo for Delisa Falks (Student Financial Aid)

Not Present: Summer Felton (Immediate Past President), Sallye Henderson (General Academic Programs), Clint Crampton (College of Science), Garry Gibson (Athletics), Lydia Carrascosa (College of Veterinary Medicine), Vicki Truett (College of Education & Human Development), Jennifer Lightfoot (Student Business Services), James Latimer (Blinn College), Tyler Koch (Student Government Rep), Karen Price (Admissions-Office of the Registrar), Ben Petty (International Programs)

- I. President's Opening Remarks – Linda Windle
Welcome

- II. Minutes Approval – Kristie De La Garza
Heather Haliburton moved to approve the November 7, 2007 minutes and Sam Murdock seconded the motion.

- III. Haliburton
Handed out a copy of the 2007

- IV. Treasurer Report – Heather
-08 UAC budget

- V. Officer and Committee Reports
 - a. President – Linda Windle
 - i. November AOC meeting
 1. AOC discussed the idea of departments sending letters to newly admitted A&M students – which will welcome and inform them of department resources and programs.
 2. Academic admits are up 10%
 3. University Studies Degree has aprox. 140 applications. There are some snags to work out in the 130 catalog regarding the 2nd writing intensive course requirement.

 - b. President Elect – Rebecca Hapes
 - i. New Student Conference Committee has set the summer '08 conference dates with one transfer conference and 12 freshmen conferences. Rebecca requested ideas for possible changes to NSC and asked that anyone with ideas please contact her by Wednesday, December 19th (noon). Handouts were provided with spring and summer NSC schedules. Next meeting will be on December 20th.
 - ii. New Advisor Training

1. Committee is in the process of contacting departments and getting feedback
- c. VP Programs – Sam Murdock
 - i. Monthly programs – November’s monthly program discussed research opportunities and different means of communication. The use of facebook, and instant messaging (IM) was discussed as quick communication.
 - ii. 2008 Symposium – “Making Connections”. The committee is still collecting ideas for topics, please let the committee know if someone would like to present. The committee is hoping to bring in the prospective student center and financial aid to attend the symposium.
 - iii. Social hour – a January date will be decided soon.
- d. VP Communications – Andy Armstrong
 - i. Committee is evaluating the voting process for UAC officers – they are hoping stop using paper versions and vote on-line instead.
 - ii. They are looking at the UAC logo and discussing possibilities with the marketing people at A&M.
- e. Marketing – Kristie De La Garza
 - i. Marketing via Facebook will be explored due to Board discussion. Some members believe UAC could benefit from having a UAC facebook page.

VI. Announcements

- A. Upcoming UAC Program Dates
 - i. **December 6:** Meet-Greet-Eat. Caffé Capri, 3-5 PM, Downtown Bryan
 - ii. **February 12:** Symposium “*Making Connections*”
- B. NACADA Webinar, *On the Horizon: The Future of Academic Advising and Technology*, Wednesday, December 12, 1:00 PM, 401 Rudder Tower
- C. Spring UAC Board Meetings: 10:00 AM in 413 HPCT on 2/6, 3/5, and 4/2
- D. NACADA Region VII Meeting: March 3-5, 2008 in Branson, Missouri. Theme: *Setting the Stage for Student Success: Academic Advising in the Spotlight*. **Proposal Deadline: December 10, 2007.** Details about presentation lengths, formats available at NACADA Website, www.nacada.ksu.edu.
- E. 2008 NACADA – Presentation Proposal Submissions 12/5/07 – 2/11/08.
- F. Off Campus Housing Fair – Kristin Harper proposed that UAC sponsor a ‘playing card’ in the decks of cards provided at the Off Campus Housing Fair. One thousand decks of cards will be distributed at the fair and one card’s sponsorship will cost \$100.00. UAC will come up with an idea to advertise the importance of students meeting with their academic advisors. Kristie De La Garza and Marilyn Yeager will work on ideas, please send any ideas to Kristie.
- G. Student Business Services provided UAC Board a handout with information on tuition and late fee dates for Spring 08. Each semester Jennifer Lightfoot will send AOC Deans ‘soft drop’ information.
- H. Tyra Musoma provided information on their new degree plan focusing on more urban issues and development of communities – Bachelor of Urban and Regional Science.

Discussion Topic: Advisor IM and UAC Advisor Facebook – Rebecca Hapes

The board discussed the pros and cons of utilizing facebook and IM for improving advisor communication and marketing academic advising. Some think instant messaging (IM) would be beneficial for academic advisors, so communication between advisors could improve and be faster. Some advisors on campus already utilize IM for fast communication between colleagues. There are different programs for running IM, so it was proposed to look into a program that can consolidate all IM programs – programs such as MEBO or TRILION. There was some discussion that some departments may not allow such IM programs due to fears of “attacks” on the system. No decision was made on IM, however it was proposed we could solicit participation from willing advisors at the symposium (perhaps provide a sign up list).

The use of Facebook was also discussed. Should UAC use a Facebook page for marketing academic advising since students spend the majority of their time on Facebook? It was unclear if Facebook would be used for advertising academic advising or communicating between advisors. There was some concern about if advisors would have to have a Facebook account if they did not want one and would communication already improve with the implementation of the new A&M portal website targeted to start in the next year. No decision was made, but it was proposed a ‘mock’ Facebook account be presented at the next UAC Board meeting for discussion.

Meeting adjourned at 11:00 am – moved by Heather Haliburton and seconded by Jeana Goodson.