



National Career Development Association

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National Career Development Association Leadership Academy Action Learning Project Summary

Participant: Melissa Venable

Board Mentor: Debra Osborn

Leadership Academy Class: 2014-2015

Project Title: *myNCDA Sample Forms: Increasing Visibility and Contributions*

Project Description:

An existing collection of shared documents exists on the NCDA website through the myNCDA members-only log in. Since the "Sample Forms" online collection launched in December 2013, there had been no additional submissions. This project implemented an awareness campaign to encourage NCDA members to both visit the myNCDA area of the website and contribute additional documents for download and use by other members.

The primary goals were:

- (a) increased traffic to the Sample Forms section of the myNCDA portal and
- (b) expanded resources available to members through the Sample Forms collection.

This project was linked to NCDA's Long Term Plan #3: "Make NCDA website the face and first contact of those seeking and promoting career development info, resources, and training."

Summary:

This project began with the development of a project plan and timeline. Google Sites was used to post all related materials and provide the project mentor (Debra Osborn) and clients (Greta Davis, James Westhoff / NCDA Ethics Committee, Sample Forms Sub-Committee) with periodic progress reports. This site included a timeline with specific tasks identified for each month of the project based on discussions that formed the project idea and concepts approved in the project proposal.

Early conversations with Melanie Reinersman (NCDA.org), Jenn Long (Career Developments), Natalie Scrimsher (NCDA Headquarters), and Billie Streufert (NCDA LinkedIn Group) helped to establish a list of awareness campaign activities.

Data Collection – Baseline data was collected on October 5, 2014 in coordination with website editor Melanie Reinersman. The total number of "hits" or visits to the Sample Forms landing page was: 358. This was the total for the page since its launch in 2013. The total number of documents available for download on the Sample Forms page was: 15. A breakdown of the number of hits for each document is provided at the end of this report.

Project Activities – The following activities were completed in order to increase awareness of the myNCDA Sample Forms members-only resources, and to ask members to submit additional items for the collection:

- **Infographic:** A visual illustration - of "how to access" the myNCDA portion of the NCDA website and "how to submit" career-related documents to the Sample Forms collection - was created and distributed via discussion posts to the NCDA LinkedIn Group. (November)
- **Membership Flyer:** A half-sheet flyer was created with "how to access myNCDA" steps and a description of the Sample Forms collection. The flyer is now included in the postal mail packet sent to new members and renewing members. This was coordinated with Natalie Scrimsher. (November)
- **NCDA Members eBulletin:** A link to the infographic and brief description of the Sample Forms collection was included in the February edition of the members-only email message. This was coordinated with Melanie Reinersman. (February)
- **NCDA Career Practitioners Institute:** The myNCDA Sample Forms collection was included in a website presentation and in handout information provided at registration, as coordinated through Melanie Reinersman. (February)
- **Career Developments:** An "ad" for myNCDA Sample Forms was submitted and accepted for publication in the Spring 2015 issue of Career Developments Magazine. This was coordinated with Jenn Long. (March)
- **Career Convergence Tech Tips:** This monthly contribution by the NCDA Technology Committee, which appears on the Career Convergence website, included a tip with directions for accessing myNCDA and mentioned the Sample Forms collection. (March)
- **NCDA Committees:** An email was sent to all Committee and Task Force chairs making them aware of this Leadership Academy project and asking for their assistance in distributing a request for new submissions to their committee members. (March)
- **LinkedIn Group:** Discussion posts were added to the NCDA Group each with a specific focus (e.g., featuring a specific document in the collection, asking for contributions). Billie Streufert, as the Group Manager, selected each of these posts as "Manager's Choice" to bring added attention to them in the Group interface. (November, December, January, February, March).

Results:

Follow-up data was collected on June 2, 2015. The total number of "hits" or visits to the Sample Forms landing page was: 812. This is an increase in 454 total hits. The number of documents submitted to the collection during the project time frame was: 2. A breakdown of hits for each document in the collection appears at the end of this report.

During the 8-month project, the most highly visited documents in the collection were:

- "Professional Documents" (264 hits) – job search guide
- "Client Questions" (232 hits) – career counseling intake form
- "Preliminary Career Planning and Assessment" (200 hits) – career intake questionnaire
- "Lifestyle and Career Planning" (193 hits) – graphic / decision-making model
- "Four Year Plan" (187 hits) – college career services guide

Recommendations:

This project added overall traffic to the Sample Forms page, but did not significantly increase the number of documents available in the collection. Members responding to the awareness campaign were positive about having access to members-only resources, but clearly not motivated to contribute new materials. Ongoing efforts to expand this resource could include one or more of the following approaches:

- Revised submission process: The current process requires multiple steps: 1) logging in to the myNCDA portal and scrolling to Sample Forms section, 2) printing a PDF document, 3) completing and signing the form by hand, 4) scanning the signed document, and 5) emailing the signed form as an attachment, along with the career-related document for the collection. This is cumbersome and could be simplified through use of a web-based form that allows the career-related resource to be uploaded. This would require further research and selection of a software application, as well as decisions about requiring electronic signatures vs. digital signatures.
- Targeted outreach: Narrow the scope of the campaign by identifying a specific type of resource or audience as the focus. For example, ask for syllabi during the traditional summer/fall academic time frame, contacting members of the Higher Education Constituency specifically with a targeted request for participation.
- Conference outreach and promotion: Another strategy for targeting specific submissions, this approach would include not only promoting the Sample Forms collection during the annual conference (e.g., through the Cyber Showcase, sharing tables), but also following up with individual presenters who addressed best practices and/or the development of resources that would be desirable submissions.

Sample Forms Traffic:

Number of hits reported for each document in the collection.

Document	October 2014	June 2015	Hits during project
Student Needs Questionnaire	148	279	+131
Senior Needs Questionnaire	90	217	+127
Salve Regina Career Intake	138	293	+155
Course Standards, H.S. Freshmen	93	208	+115
Transcript Release Form	44	87	+43
Professional Documents	234	498	+264
Career Consultation Agreement	155	321	+166
Academic Consultation Agreement	88	170	+82
Consumer Guidelines	64	121	+57
NBCC Consumer Rights & Responsibilities	56	104	+48
Lifestyle and Career Planning	186	379	+193
Guidance and Counseling Outcomes	151	310	+159
Four Year Plan	171	358	+187
Preliminary Planning and Assessment	187	387	+200
Client Questions	189	421	+232
Client Confirmation Letter	91	182	+91

Resources:

Project Site: <https://sites.google.com/site/myncdasampleforms/>