

ANNUAL REPORT 2023-2024



CORE PURPOSE

To create a community of practice that defines and enriches the fields of orientation, transition, and retention.

NODA Indigenous Land Acknowledgement:

NODA recognizes and honors that our Association Office in Minneapolis, MN is located on Native land. We thank the ancestors of the *Dakota* and *Anishinaabe* nations for being good stewards of the land. As NODA works to honor and reconcile the Native land with which we gather, we pay respect to the *Dakota* and *Anishinaabe* people.

CORE BELIEFS AND VALUES

As an inclusive community, NODA enhances and elevates orientation, transition, and retention practices in higher education that cultivate the professional development and education of student leaders, graduate students, practitioners, and scholars.

- We are an inclusive community of practitioners and scholars; building, fostering and sharing an environment that promotes connections of people and ideas for peer-to-peer learning.
- We value diversity of ideas, institutions, and individuals. We practice integrity and model ethical behavior through adherence to professional standards.
- We value learning and innovation through the research, acquisition, formation and dissemination of scholarly knowledge, and the sharing of new and emerging best practices.
- We take pride in the history and future of our services, programs, and resources.
- We practice leadership; providing opportunities for professional growth and development both on institutional campuses and within the Association.



ASSOCIATION FOR
Orientation • Transition • Retention
IN HIGHER EDUCATION



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From the President

What a year for NODA! As I reflect on all that was accomplished in 2024, I am continually amazed by our members and the time, talent, and resources you all dedicated to the work we did together.

We have a passionate and dedicated membership and volunteer base unlike any other and it has been a privilege to see it in action this past year.

Despite so many unknowns in higher education with an impending enrollment and fiscal cliff, and the uncertainty of a new federal administration in the United States, we have remained steadfast in growing and amplifying the importance of the field of Orientation, Transition, and Retention (OTR). Our association is healthy in several ways. Our membership has recovered from the pandemic and has seen growth, with the newer institutional membership option being widely utilized. We are fiscally healthy with continued and increased engagement in our educational offerings, including a sold out annual conference in Portland, Oregon in November. Our volunteer and leadership engagement has continued to grow, with fewer positions vacant and strong interest in elected and appointed positions. These are encouraging signs that NODA continues to provide value in our work and serves as a hub for ongoing professional development.

As president, I am especially proud of this year's governance accomplishments. I will share a few highlights of this work. We approved an updated and more focused strategic plan, that builds on previous successes, while staying the course within its



Joe Thomas

NODA President
University of Colorado Boulder

major themes of 1) Diversity, Equity, and Inclusion, 2) Education Program Quality, 3) Membership Growth, 4) Organizational Sustainability, and 5) Scholarly Contributions. We expanded our remuneration policy to include support for members to expand and converted our Core Competency Courses to an in-person modality. And we worked through final proposals on NODA Communities and Spring Learning initiatives.

Over the past two years, several of our members have worked across the association to bring NODA Communities to life. Effective in 2025, NODA Networks and our Regions have been sunset and reinvigorated under the umbrella of NODA Communities. Communities will exist under three categories including 1) People, 2) Place, and 3) Program Communities. These new communities will provide ample ways for members to get involved in a community or communities most relevant and beneficial to them, whether it be based on identity, institution type, or geographic proximity. Watch for all the ways in which you can get involved or create a community.

2025 will be a year of transition as we work to settle into this model, including our new leadership structure and the new makeup of our Place Communities (formerly Regions). I am incredibly appreciative of all the people who helped us get here, which I believe modernizes and provides more access for our members to connect and get involved. Congratulations and my sincerest gratitude to all those who helped create these structures that move us forward.

As I have mentioned throughout the year, NODA does not exist without our incredible members. NODA has always been my professional home and I am grateful for the privilege and honor to lead it this past year. Thank you for all that you give to our beloved OTR profession and to NODA. So many of you have impacted me personally and professionally already and I look forward to many years of connection ahead.

Cheers, NODA!

Joe Thomas, PhD
NODA President 2024

From the Executive Director

Preparing the NODA Annual Report gives me and the association office staff the opportunity to review and share the previous year's work.

While we share our progress with the Board during the spring and fall meetings, looking back in one sitting allows me to pause and reflect on the volume of work accomplished this past year.

Members will note the set of accomplishments that are highlighted in the 2024 strategic priorities progress. While this is not an exhaustive list, it showcases the work across the association in many different areas. We also share the strategic priorities that we will lean into for 2025.

Part of our report includes data showcasing the number of members involved in our educational programming along with membership growth. All areas have seen an increase in engagement and our membership is growing. One area of growth for membership is the percentage of members whose focus area is transition and retention, both are at 35% compared to 44% for orientation.

Our requirement to provide updates to the membership also includes the results of the previous fiscal year. The association experienced several significant increases in expenses due to the cost of hosting in-person events which resulted in higher than expected costs in some areas. We also experienced lower attendance with some events and cancellations of a few others. All being said, the larger deficit was a result of several factors and does not point to one issue. While it is not ideal to operate in a deficit model, the association office strives to keep expenses down as much as possible while continuing to provide services that the members expect. Overall the association is financially healthy as noted through our annual audit.

Operationally, the association office has been working through the move from Networks to Communities. This change also includes providing increased virtual platforms with online resources and connections. Members will continue to see this evolution into 2025 and beyond. In addition, Regional Conferences will sunset as we move toward Spring Learning in 2026. These are big changes with impacts that ultimately strive to provide enhanced educational programming.

I am incredibly proud and grateful for the work done with the Board in setting priorities, the staff and committees in setting the pace for the strategic priorities, and you, our members, for showing up and digging in with all that the association has to offer. I look forward to our continued programming in 2025.

In Service-

Joyce Holl

NODA Executive Director



Joyce Holl

Executive Director
NODA

Board Motions Passed 2023–2024

January 2024–Electronic Motion

- + Marcella Flores, General Board Member was approved to serve as the NODA Board of Directors Secretary January 2024-December 2024

Special Board February 2024

- + The Treasurer and Equity and Inclusion Officer were elected in the same year with terms ending at the same time. The Board approved to stagger the election of these two positions to provide additional continuity in NODA's leadership and assist in onboarding of new Executive Committee and Board Members.

- + Katie Motycki, Penn State was approved to fill the vacated 3rd year (ending December 31, 2024) General Board Member position effective immediately and was approved to serve in the vacated Treasurer position through December 31, 2024.

- + Andrene Kaiwi-Conner, San Jose State University was approved to fill the vacated 3rd Year General Board Member (ending December 31, 2024) position effective immediately.

- + DePaul Straub, Colorado School of Mines, was approved to fill the vacated Region III Regional Coordinator to serve a two year term effective immediately.

Spring 2024

- + Creation of the Communities Implementation Committee was approved.

- + Member benefits were approved to move from the Policy Manual to the Standard Operating Procedures Manual.

- + A Membership Engagement Committee was approved to be part of the standing committees of the Association.

- + A Bylaw change was approved to update language related to the Leadership Development Committee and the Candidate Review and Elections subcommittee Chair.

- + The charge of the Regional Coordination Committee (RCC) was amended based on changes to Place Communities.

- + The addition of a Core Competency Modality Developer was added to the current Remuneration policy.

- + Disband the Ad Hoc for NODA Communities that was formed in January 2023.

Board Motions Passed 2023–2024

Summer 2024

- + The NODA Member Disciplinary Process Section/Processing of Complaint/Notification was updated in the Policy Manual.

- + Updated the audit language in the Policy Manual to: NODA shall retain an independent agency recommended by the Treasurer in collaboration with the Executive Director and approved by the Board of Directors to perform an audit of all the Association’s financial records. Every six years, the Association will complete a request for proposals to provide audit and annual tax services for the Association. The Association audit shall be conducted on an annual basis.

- + The firm Olsen Thielen was approved to conduct the NODA annual audit through FY 2027/2028.

- + The transfer of up to \$81,144.00 from the Association reserve funds (investment accounts) to the general operation funds (checking account) to accommodate the hiring of a new full-time staff member in the Association office was approved.

- + An increase to the membership fee was approved effective July 1, 2024 for new or reinstated members and July 1, 2025 for all current members.

- + The development of a CAS Advisory Committee as part of the standing committees of the Association was approved.

- + The fiscal year FY 2024/2025 budget was approved.

Fall 2024

- + The Bylaws were updated based on the changes moving from Networks to Communities.

- + The Annual Audit was approved along with the accompanying Association management letter addressing the audit.

- + Changes were approved to the Policy Manual to reflect the changes moving from Networks to Communities.

- + The Board approved the temporary suspension of the election of Regional Coordinators through March 31, 2025.

- + A Record Retention policy was approved to be added to the NODA Policy Manual.

- + The 2025 Realignment and Modernization of the 2021 Strategic Plan was approved.

- + The language in the NODA Policy Manual for the NODA Member Disciplinary Process Section/Processing of Complaint/Notification was further defined.

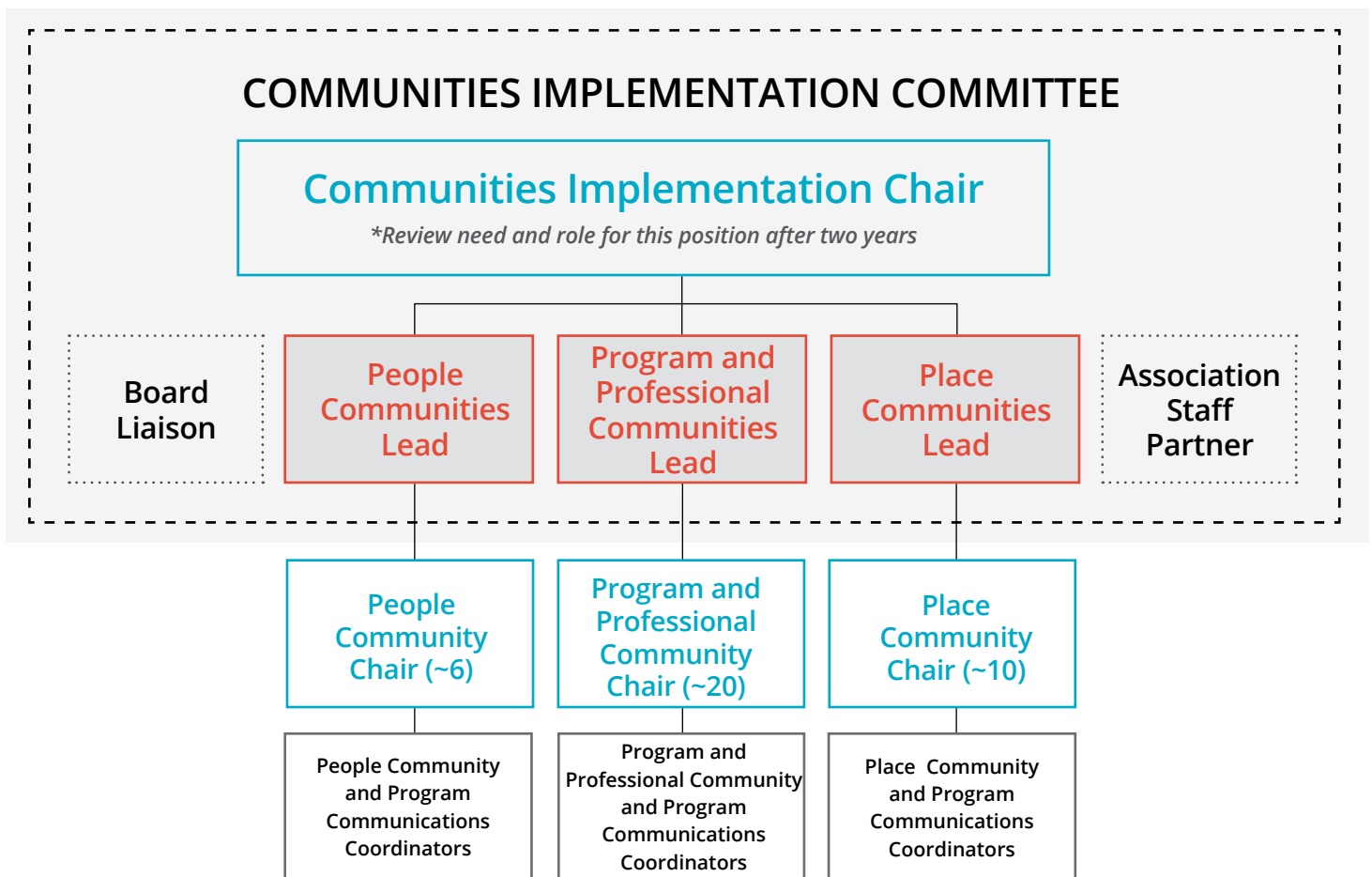
NODA Communities Progress

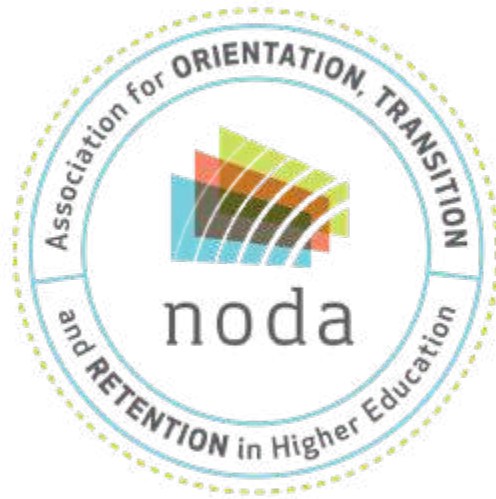
NODA COMMUNITIES OVERVIEW

NODA Communities are designed to create a sense of belonging to the Association and member engagement by allowing for connections centering around professional responsibilities and roles, institutional types, personal identities, geographic areas, and other commonalities. Communities provide members with regular connection points throughout the year to create and strengthen relationships, foster the sharing of best practices and research, enhance the Orientation, Transition, and Retention field, and extend learning beyond the Annual Conference.

COMMUNITIES STRUCTURE AND LEADERSHIP

Proposed Leadership Structure for NODA Communities





Communities Implementation Committee

- Initial Committee Membership
 - Communities Implementation Committee Chair
 - Three (3) Community Leads (The NCC Chair and RCC Chair will participate until the Program and Professional and Place Community Leads are appointed.)
 - Board Liaison
 - Association Staff Partner(s)

Community Chairs and Leads Recruitment and Selection (all appointed)

All Community Chair and Leads positions will be identified through an application process facilitated by the current Community Leaders previously listed in collaboration with the Board Liaison and Association Staff Partner(s) when a vacancy occurs. Once applications are reviewed, recommended candidates will be provided to the NODA President for appointment unless otherwise noted. The Leadership Development Committee will assist with outreach to members who are interested in NODA leadership positions or becoming more involved in the Association.

- The Leadership Development Committee in collaboration with the Association Staff Partner(s) will facilitate the application and selection process for the **Communities Implementation Chair**
- The Communities Implementation Chair in collaboration with the Board Liaison and Association Staff Partner(s) will facilitate the application process for the **Community Leads**
- The Community Leads in collaboration with the Communities Implementation Chair, and Association Staff Partner(s) will facilitate the application process for **Community Chairs** in their respective Community categories
- The Community Chairs in collaboration with the Community Lead, and Association Staff Partner(s) will facilitate the process for the **Programming Coordinator, Communications Coordinator, and any other leadership/volunteer positions within the Community**. These Community leadership positions are appointed by the Community Chairs and would not require an appointment by the NODA President

If a Community Chair or Lead resigns their position prior to the end of their term, the Chair of the Communities Implementation Committee in collaboration with the Board Liaison and Association Staff Partner(s) will recommend to the President an individual for appointment. The President will appoint the new leader to serve the remainder of the term. Community leaders may serve consecutive terms.

NODA Spring Learning Conferences Process & Next Steps

Spring Learning Programs Overview and Logistics

Overview:

The Association Office is working through moving toward a new structure from Regional Conferences to Spring Learning which will launch Spring 2026. The events are proposed to host a 2-day event throughout the spring in potentially 5 different localities in the United States. The location is determined by the Association Office keeping in mind results of the Pulse Survey with the number of miles members indicated that they would travel. It is important to note that the Spring Learning is not connected to Geographic Place Communities and considered stand alone events with volunteer planning teams.



Education Learning Outcomes

The Educational Initiatives Committee was charged with developing [learning outcomes](#) for the Spring Learning Conferences focusing on undergraduate students, graduate students, and professionals. The learning outcomes for students focus on leadership, team development with foundational knowledge for graduate students. As with the Annual Conference, professional learning outcomes focus on the Core Competencies. Conference planning teams will have flexibility in how they will incorporate the learning outcomes.

Volunteer and Leadership Structure

The NODA Association Office is the primary lead on logistics of the conferences including contracts, negotiations, locations, budgets, and space assignments. The Association Office will request applications for conference planning teams that are similar to the Annual Conference structure in each location. The call out for volunteers will take place at least 18 months prior to the conference.

Next Steps & Timeline

LOCATIONS & VOLUNTEERS: The Association Office will consider locations for potentially 5 Spring Learning Conferences based on feedback in the Pulse Survey with launch in Spring 2026. The staff will create an overall budget for the conferences with estimates of costs and expenses that includes the breakeven registration for each conference to discuss further with the Finance Committee.

EDUCATIONAL CONTENT: The Educational Initiatives Committee will create “grab and go” activities and round table topics that align with the learning outcomes by January 2025. Conference planning teams may use a potpourri of the material provided knowing that the overall outcome may look different at each conference.

NODA Strategic Priorities–2024

2024–THEMES & GOALS

+ **Diversity, Equity, & Inclusion**

As an association, we seek to understand how diversity, equity, and inclusion (DEI) are embedded in our culture, language, processes, and procedures. This includes but is not limited to the ways in which we create a sense of belonging for individuals representing a range of personal identities, student and professional roles, and institutional affiliations. We approach DEI efforts with a profound sense of humility.

+ **Education & Research Quality**

We are the preeminent source for high-quality scholarly and practical resources related to orientation. We also recognize that our membership increasingly needs access to resources related to transition and retention, and we seek to expand our scholarly and professional development offerings to meet this need and to raise the Association's profile as the go-to source for transition and retention resources within the higher education community.

+ **Financial Sustainability & Stewardship**

As an association, we strive to align our mission, core beliefs and values, and strategic priorities with sound financial planning that allows us to remain nimble within changing contexts and economic conditions. We also recognize the importance of transparency with respect to the Association's finances and spending priorities.

+ **Organizational Infrastructure & Effectiveness**

As an association, we benefit from a central office and strong leadership and volunteer structures. We also recognize the need to assess the operations of the Association and build on what's working, refine what's not working, and make continuous improvements in Association management and member engagement.

GOAL

Provide opportunities to enhance competence and cultural humility through diversity, equity, and inclusion trainings, workshops, and experiences throughout all programs and services.

- + Revised the Diversity, Inclusion and Access (DIA) competency language through an internal review process and set a new standard for all competency language to be reworded into more actionable lists based on Bloom's Taxonomy.
- + Hosted a Diversity, Equity, & Inclusion in Orientation, Transition, & Retention Virtual Panel on January 31, 2024.
- + Partnered on the "Centering Equity in Well-being", with ACPA for "Well-being in Higher Education: Raising Literacy and Advancing the Conversation."
- + Adapted the DIA module to an in-person educational offering, along with the Financial Management module as a pre-NODAC session Fall 2024.
- + Incorporated Diversity, Equity, & Inclusion conversations and training as part of the curriculum for the Emerging Leaders Program.

GOAL

Increase the membership base whose primary functions are transition and retention focused.

- + The Diversity and Inclusion Committee have partnered with the Educational Initiatives Committee to update the NODA Definitions of Orientation, Transition, and Retention. They are developing a standard of practice for NODA Events.
- + The Membership Engagement Committee was formed and began meeting mid-2024. They are focusing on the committee goals of including onboarding, communication for new members, and new member recruitment.

GOAL

Engage member and non-member experts on DEI Issues.

- + The Diversity and Inclusion Committee launched the First Champion for Change recipient. They created the D&I Guidebook/Program Guide. Hosted two webinars about the current legislation landscape in Higher Education.

GOAL

Refine the scholarly research agenda.

- + The Scholarly Practice and Resource Committee re-launched the Catalyst Grant and created a Databank timeline.

GOAL

Develop a set of guiding principles for educational programming structures throughout regions and networks.

- + The Core Competency Integration Committee (CCiC) achieved several significant milestones, reflecting our commitment to enhancing professional development and educational excellence. One of the key successes was establishing a consistent cadence for Core Competency offerings, which has now become a routine throughout the year. This regularity has allowed the committee to better serve members by providing continuous learning opportunities and support.
- + The course Program Delivery and Management, was successfully launched in September 2024 and Curriculum and Content Development, is set to launch in January 2025. These curricula are designed to address critical areas in the field, providing comprehensive training and resources to members.
- + Two pre-annual conference opportunities we offered at the 2025 Annual Conference. One on Financial Management and another on Building Community on College Campuses, which explored culture and access.
- + The Educational Initiatives Committee drafted definitions for the following terms: Faculty (lead and general, professional and graduate/undergraduate-focused), Institute, Symposium, Core Competency Course Creator, Core Competency Course Instructor, Facilitator, and Presenter.
- + The Internship Advisory Committee Internship has begun writing specific learning outcomes for the program. Pulse Surveys have solicited feedback on the program as a way to help guide priorities for the committee to work on.

GOAL

Develop a pricing strategy for all programs and services consistent with the Association's guiding principles and strategic priorities.

- + The Fundraising Committee re-launched the Circle of Excellence program in a new way and saw increased fundraising and engagement. The amount of NEF awards was doubled for the 2024 Annual Conference.

GOAL

Enhance the onboarding process for new members and staff to NODA.

- + The Board approved a new staff position (Membership Engagement Specialist), that will focus on member experiences who will work to enhance NODA member experiences.

GOAL

Engage regions, networks, and committees leadership to provide better role clarity and alignment for effectiveness of their charges.

- + The Scholarly Practice and Resources Committee have started to meet and focusing on Enhancing/Developing a comprehensive database for resources and maximizing the work of doctoral students and engaging them in sharing their work more broadly through conference presentations, virtual presentations, as examples.
- + The Network Coordination Committee has been working through the process to transition Networks to Communities rolling out in January 2025. The Communities Implementation Committee successfully launched rolling out both People and Program & Professional Communities transitioning active Networks to Communities, creating realistic timelines for the transition and considering membership experience and leadership support and structure, creating documents and resources to support leaders, and engaging NODA at-large to provide transparent updates regarding the upcoming transition.
- + The Regional Coordination Committee has spent a great deal of time discussing and developing a proposal for Geographic Place Community implementation in the new Communities Structure.
- + The Leadership Development worked on leadership onboarding modules. Developing position descriptions for leadership for new Spring Learning Initiatives model. They coordinated the Emerging Leaders Program program.

Our outreach to potential leaders, primarily through the work of the Candidate Review and Elections subcommittee continues to be successful. This group's work continues to formalize outreach and communication plans to those members interested in leadership opportunities. This is primarily focused around the elected positions, but our committee manages efforts for outreach throughout the year as well when other opportunities present themselves or to fill vacancies as they come up. Hosted the second NODA Leadership Meet and Greet at the Annual Conference.

GOAL

Develop a long-term staffing plan to ensure the Association meets its strategic priorities.

- + The Finance Committee discussed the need for additional staffing and supported the strategy to move funds from reserves to cover a membership position for 2 years. The use of these funds was included in the FY 24/25 budget.

2025 Priorities

The following Goals and priorities have been identified for 2025 and approved by the Board of Directors.

Diversity, Equity, & Inclusion

Diversity, equity, and inclusion (DEI) unify NODA's aspirations, operations, and philosophical approach together. It is critical to understand and assess the ways DEI is embedded in the Association's culture, language, processes, and procedures.

GOAL

By 2028, NODA will enhance diversity, inclusion, and access across all member experiences by creating and implementing a comprehensive set of standard practices and procedures, achieving 100% integration in event planning and evaluation.

Education Program Quality

NODA is committed to elevating the quality of our educational content by integrating new and emerging trends in OTR. Grounded and guided by NODA's Core Competencies, the CAS Standards, and leading practices in OTR, NODA's educational programs reflect the highest standards of scholarship and innovation.

GOAL

By 2027, NODA will achieve 100% adoption of educational guiding principles across all educational programs to elevate quality and ensure consistency, providing program attendees with exceptional experiences that showcase leading practices.

Membership Growth

Membership is the backbone of sustainability for the Association. Members contribute not only financially but also through volunteering and spreading awareness, amplifying NODA's reach and influence. This is why it is important to strategically grow our membership base.

GOAL

Increase market share of US-based institutions from 7% to 20% by the end of Fiscal Year 2028-29 with increased focus on recruitment of members from two-year institutions and minority serving institutions.

Organizational Sustainability

Meeting the membership's evolving needs is vital for organizational sustainability. NODA will build a strong infrastructure that emphasizes community development and adapts to the needs of our members, institutions, and the profession. There will be a coordinated approach between mission alignment, strategic priorities, and financial planning that allows the Association to be nimble during environmental/contextual changes. The Association will focus on the value that NODA brings to the membership by focusing on community and shared purpose among OTR professionals.

GOAL

NODA will restructure and reinvigorate the way in which members connect with each other through the implementation of a new communities model. By the end of 2025, NODA Networks and Regions will be replaced with thriving Communities allowing for more flexibility and engagement in subgroups of the Association.

Scholarly Contributions

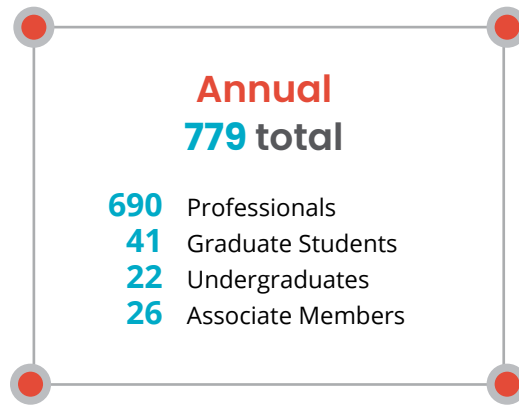
The advancement of scholarship within the field of orientation, transition, and retention (OTR) is critical to both the professional growth of our members and the overall effectiveness of our programs. NODA plays a pivotal role in fostering scholarly contributions that should shape leading practices, inform research, and drive continuous improvements in the field. This strategic priority not only aligns with our commitment to professional development but also strengthens the academic foundation that informs and enhances our work across campuses.

GOAL

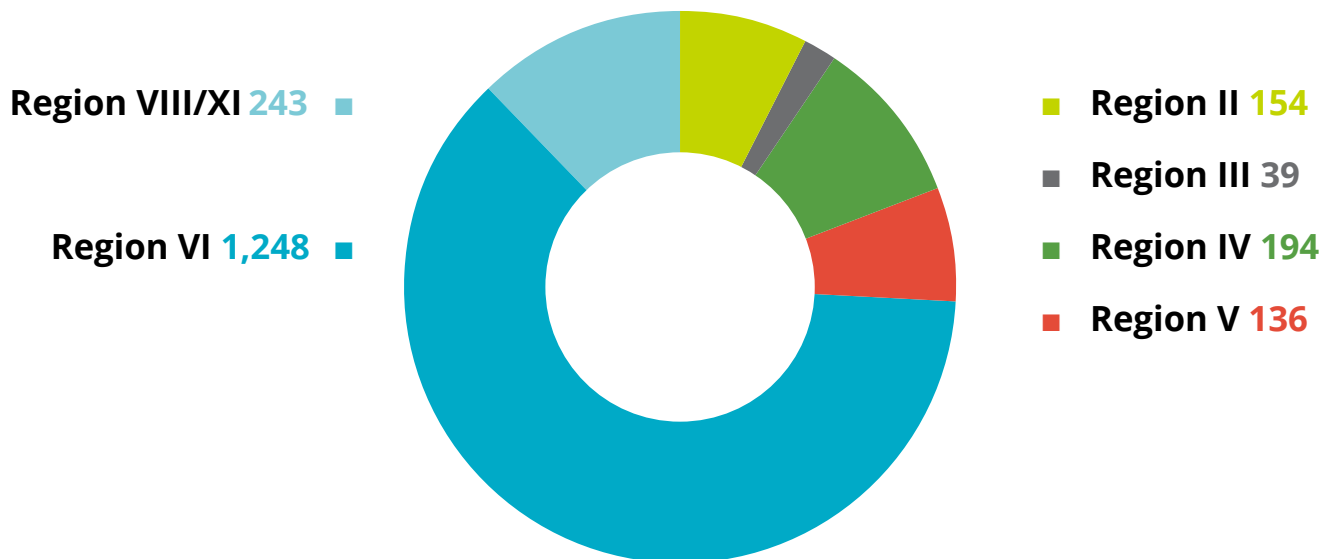
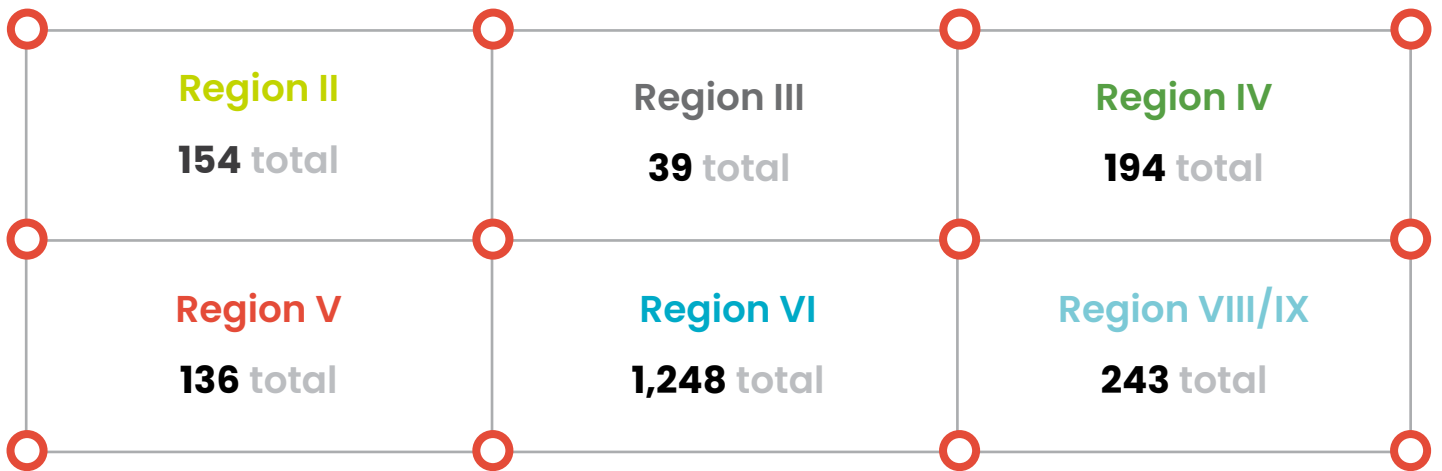
By the end of 2027, NODA will increase member engagement in scholarly activities and contributions in OTR by 30%.

EDUCATIONAL IMPACT

CONFERENCES



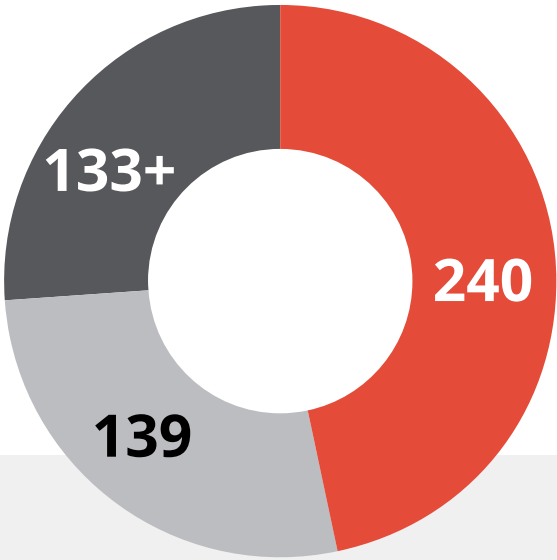
Regional
2,014 total



EDUCATIONAL IMPACT

2024 INTERNSHIP STATS

- Candidates - **240**
- Hosts - **139**
- Matches - **133** (at least)



2024 INSTITUTES/SYMPOSIA

- Virtual Student Leadership Institutes**
113 undergraduate student participants representing 24 institutions from 17 U.S. states and 1 Canadian province
- Orientation Professionals - Portland**
84 attendees representing 69 institutions from all NODA Regions including 29 U.S. states and 3 Canadian provinces
- Orientation Professionals - Australia**
36 registrants from 11 institutions
- Transition Symposium**
63 participants representing 14 institutions and 13 U.S. states
- Retention Symposium**
15 participants representing 15 institutions from 12 U.S. states and 1 Canadian province
- Graduate Student Symposium**
21 attendees representing 14 unique institutions from 13 U.S. states
- 10 Free Webinars and Virtual Panel Discussions**
1,289 registrations (this total does not include Region and Network hosted webinars and roundtables)

EDUCATIONAL IMPACT

CORE COMPETENCIES COURSES IN 2024

Some highlights:

- + 38 total participants in Core Competency Courses in 2024
- + Launched two new virtual courses: Organization & Leadership and Program, Delivery, & Management
- + Launched two new in-person courses, offered as pre-conferences to the NODA Annual Conference: Diversity, Inclusion & Access and Financial Management
- + Developed one new course to be launched in January 2025: Curriculum & Content Development
- + Continued a systematic review of core competency language based on the Bloom's Taxonomy standard. Revised competencies in 2024 include Program Delivery & Management and Curriculum & Content Delivery

EDUCATIONAL PARTNERSHIPS

- + NODA finds great value in partnering with peer associations and other nonprofit groups. As a result we have developed educational partnerships with AHEPPP, ACPA, NASPA, Active Minds, Innovative Educators, and Soliya. Our focus area is on joint educational programming that enhances each association memberships.

EXTERNAL REVIEW

NODA's External Review is a cost-effective solution for higher ed institutions or departments looking to evaluate, enhance, or reimagine their current orientation, transition, and retention. With 40+ years and a diverse professional interest, NODA offers expertise in a wide-breadth of orientation and transition programming. This includes but is not limited to new freshman, transfer student, and family orientations; student leader selection, and staff training and development with content analysis and review of existing programs. Four external reviews took place in 2023 with several scheduled for 2024. Learn more about the External Review program on the Consultant webpage.



Content Analysis And Review
Of Existing Processes



Facilitated Focus Groups
And Assessment



Final Report
And Recommendations

NODA completed 3 external reviews in 2024

MEMBERSHIP REPORT

TOTAL MEMBERSHIP



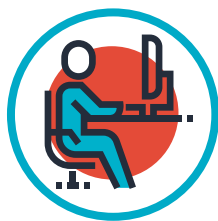
3,479
-13%



Institutional Membership
308
+8%



556
Institutions Represented
in entire membership



Professionals
3,116
+7%



Graduate students
334
-67%



Associate Members
29

NODA MEMBERSHIP TIME DEVOTED TO OTR:

Members spend 44% of their time on orientation efforts



Members spend 35% of their time on transition efforts



Members spend 35% of their time on retention efforts



2024 REGIONAL AWARDS

Innovative Program Award in Orientation

New Student Experience and Activities Team (NSEAT)

Region I, University of Oregon

Student Affinity Spaces

Region II, UC Davis

New Maverick Orientation

Region IV, University of Texas at Arlington

Life of a Husker

Region V, University of Nebraska-Lincoln

Food Recovery Initiative

Region VI, Florida State University

To Be Honest: The Musical

Region VII, University of Waterloo

What Would You Do?

Region VIII, Rutgers University - New Brunswick

Orientation Leader Fall Priority Hiring Process

Region IX, Quinnipiac University

Innovative Program Award in Transition

Scrappy's Taxi & Class Schedule Tours

Region IV, University of North Texas

First Year Flames Abroad (FYFA)

Region V, University of Illinois Chicago

Pathways

Region VI, University of Georgia

Monarch VIPS

Region VIII, Old Dominion University

Becoming A Bearcat Podcast Series

Region IX, Binghamton University

Innovative Program Award in Retention

Winter Welcome

Region IV, Wichita State University

Transformation Tuesdays

Region VI, Savannah State University

Outstanding OTR Professional

Jess Tallant, Region I, University of Oregon

Joseph Villegas, Region II, University of California, Davis

Kim Sandlin, Region IV, Wichita State University

Brandon Cash, Region V, St Olaf College

Melanie Marshall, Region VI, University of Florida

Outstanding New OTR Professional

Madison Beine, Region I, University of Oregon

Lesley Aguirre, Region II, University of California, Irvine

Desh Gaskins, Region III, University of Utah

Shaun Holloway, Region IV, University of North Texas

Emily Klesner, Region V, University of Nebraska-Lincoln

Jennifer Asouzu, Region VI, University of South

Carolina-Columbia

Leslie Harber, Region VII, University of Waterloo

Stephen Dolan, Region VIII, Montclair State University

Christian Howles, Region IX, Wagner College

Outstanding Graduate Student

Md Ishtiaq Ahmed, Region III, New Mexico State University

Austin Farmer, Region IV, Stephen F. Austin State University

Raina Cowans, Region VI, University of North Carolina at

Charlotte

Angelica Martinez, Region VIII, Montclair State University

Outstanding Undergraduate Student

@ Four-Year Institution

Sydney King, Region I, University of Oregon

Isabel Kim, Region II, University of California, Irvine

Nevaeh Smith, Region III, New Mexico State University

Chris Bills, Region IV, University of North Texas

Lizzie King, Region V, University of Wisconsin-Milwaukee

Mattie Smith, Region VI, East Tennessee State University

Mackenzie Hanfl and Leslie Harber, Region VII,

University of Waterloo Michigan State University

Parker Vess, Region VIII, Christopher Newport University

Ashlyn Garcia, Region IX, Syracuse University

Outstanding Undergraduate Student

@ Two-Year Institution

Ismael Raul Villa, Region IV, Collin College

2024 ANNUAL AWARDS

The Champion for Change recognition was launched in 2024 by the Diversity and Inclusion Committee. Two NODA members were highlighted for the positive impact they are making on their campuses.

Julia A. Romano

Assistant Director, Orientation & New Student Programs,
Fashion Institute of Technology

Mark Bagwell

Director of New Student & Family Programs,
Utah Tech University

Innovative Orientation Program Award

“What Would You Do?”, Rutgers University-New Brunswick

Innovative Transition Program Award

“Monarch VIPS”, Old Dominion University

Innovative Retention Program Award

“Bridge to Success”, University of Pittsburgh

Outstanding Student Leader – Undergrad

Mattie Smith, East Tennessee State University

Outstanding Student Leader – Grad

Raina Cowans, University of North Carolina-Charlotte

Norman K Russell Scholarship

Sal Rizza, Southern Connecticut State University

Outstanding New OTR Professional

Abbey Cliffl, Ohio University

Outstanding OTR Professional

Jordan Holliday-Millard, University of North Carolina-Charlotte

Outstanding NODA Intern

Meera Patel, Vanderbilt University

(Washington University in St. Louis’s First-Year Summer Academic Program)

Presidents’ Award

Jesse Cunion, Cleveland State University

Circle of Excellence

Shawn Sme, Murray State University

Quincy Spencer, University of Arkansas

FY 2023-2024 YEAR-END REPORT



As noted in the financial report below, the board approved a deficit budget for FY23/24. The end of year reports show that the Association ended the fiscal year with a larger deficit (-\$37,493.40) than budgeted. There are a multitude of factors as a result and while we earned more revenue than budgeted by \$70,262.24 the expenses were higher than anticipated. Overall, NODA is financially strong due to our investment portfolio (noted below), and the annual audit supports the financial strength of the association.

Year-end Budget Projection:	(\$129,130)	Actual:	(\$166,623)
Revenue Projection:	\$1,267,476	Actual Revenue:	\$1,337,739
Expense Projection	\$1,396,606	Actual Expense:	\$1,504,361

Cash Accounts (savings and checking):		\$78,632
Investments:		\$1,060,128
Fixed Assets (including accumulated depreciation):		\$4,472
Other Current Assets:		\$42,189
Total Assets:		\$1,203,793

LIABILITIES & NET ASSETS	
Current Liabilities:	\$7,340
Net Assets:	\$975,317
Total Liabilities & Net Assets:	\$1,208,265

NODA Standing Committees

NODA has 13 Standing Committees where members can get involved. Go to the Volunteer Opportunities webpage to learn more about appointed and elected positions.



**Core Competency
Integration Committee**



**Diversity & Inclusion
Committee**



**Educational Initiatives
Committee**



Finance Committee



Fundraising Committee



**Internship Program
Advisory Committee**



**Leadership Development
Committee**



**Network Coordination
Committee**



**Regional Coordination
Committee**



**Scholarly Practice &
Resources Committee**



**Membership
Engagement Committee**



**Communities
Implementation
Committee**



CAS Advisory Committee



NODA Excellence Fund (NEF)

Over \$7,000 was raised in fall 2023. With carryover funds from the previous year, we were able to provide close to \$16,500 in scholarships for those who needed financial support for educational programming.

Help us Fill the Fund by donating today.

NODA Officers



Joe Thomas
NODA President
University of Colorado Boulder



Jeff Brown
President-Elect
American University



Katie Murray
Past President
Towson University



Katie Motycki
Treasurer
Pennsylvania State University



Ahmaad Solmone
Equity & Inclusion Officer
University of Louisiana Monroe



Joyce Holl
Executive Director
NODA

NODA Board Members

2022–2024 TERM



Phillip Campbell

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St. Louis



Stephen Rogers

Collin College,
Plano Campus



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North Carolina
Central University



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Kaiwi-Conmer**

San Jose State University

2023–2025 TERM



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Antonio



Kevin Perry

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Louisiana State University



Becky Wroe

University of Waterloo

2024–2026 TERM



Marcella Flores

Oregon State University



**Jordan
Holliday-Millard**

University of North Carolina
at Charlotte



Ty Hollowell

Coastal Carolina University



Jonathan Tunwar

University of
Massachusetts Amherst

Standing Appointments

Andy Cinoman

CAS Representative
University of Wisconsin-
Stevens Point

Shea Kidd Brown

Orientation Professional Institute
Lead Faculty
Wake Forest University

Jared Logan

Graduate Student Symposium
Co-Lead Faculty
University of South Carolina

Justin Gambone

Graduate Student Symposium
Co-Lead Faculty
James Madison University

Beth Lingren Clark

Retention Symposium
Co-Lead Faculty
University of Minnesota – Twin Cities

Rick Sparks

Retention Symposium
Co-Lead Faculty
Virginia Tech

Editors

Jason Mastrogiovanni

Journal of College Orientation,
Transition, and Retention (JCOTR)
Editor
University of Florida

Jeanine Ward-Roof

Publication Editor
Ferris State University

Regional Coordinators

Heather Correa

Region II Coordinator
University of California, Riverside

DePaul Straub

Region III Coordinator
Colorado School of Mines

Vincent Phillips

Region IV Coordinator
Southern Methodist University

Emily Klesner Platt

Region V Coordinator
University of Nebraska-Lincoln

Timothy Lewis

Region VI Coordinator
East Tennessee State University

Rachel Florence-Spaetzel

Region VII Coordinator
Saginaw Valley State University

Kelli Murray

Region VIII Coordinator
University of Delaware

Stephanie Peguillan

Region IX Coordinator
Wagner College

Annual Conference Program chairs

Michael Gonzalez

2024 Annual Conference
Program Chair
Northwestern University

Erin Provistalis

2025 Annual Conference
Program Chair
University of Connecticut

Committee Chairs

Chris Diorio

Internship Advisory Committee
University of Wisconsin-Madison

Devin Carpenter

Core Competencies Integration
Committee
University of Montana

Katie Motycki

Finance Committee
Pennsylvania State University

Jessica Cunion

Regional Coordination Committee
Cleveland State University

Stephanie Peguillan

Fundraising Committee
Wagner College

Vincent Prior

Leadership Development Committee
Ohio University Main Campus

Ahmaad Solmone

Diversity & Inclusion Committee
University of Louisiana Monroe

Thomas André-Alves de Lima

Network Coordination Committee
Northeastern University

Kathryn Knaus

Educational Initiatives Committee
Towson University

Sal Rizza

Scholarly Practice and Resources
Committee
Southern Connecticut State University

Lisa Jackson

CAS Advisory Committee
University of Illinois at Urbana-
Champaign

Thomas André-Alves de Lima

Communities Implementation
Committee
Northeastern University

Alyssa Talvi

Membership Engagement
Committee
Cornell University

Network Chairs

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Extended Orientation Network
University of Louisville

Taylor Eubanks

Extended Orientation Network
University of Georgia

Nate Taylor

LGBTQIA+ Network
Montclair State University

Bianca Phillips

LGBTQIA+ Network
New York University

Nic Laconico

Graduate Student Network
University of Georgia

Sophie Roepke

Graduate Student Network
Xavier University

James Allen Jr.

Highly Selective Institutions Network
Georgia Institute of Technology-Main
Campus

Renaldo Luna Gacad

Highly Selective Institutions Network
Washington University in St Louis

Youssef Kamel

International Student Network
University of Oklahoma Norman
Campus

Jennifer Osborn

Large Institution Network
The Ohio State University

Joe Colangelo

Large Institution Network
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Multicultural Network
Towson University

Corina Aguilera Dickens

Parent & Family Network
Emory University

Vanessa Franco

Parent & Family Network
Florida International University

Brandon Cash

Small College Network
St. Olaf College

Justin Rader

Small College Network
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University of Vermont

Mackenzie White

Transfer Services Network
University of Georgia

Alex Guerrero

Two-Year Institutions Network
El Paso Community College

Nakia Eckert

Two-Year Institutions Network
Harrisburg Area Community College



ASSOCIATION FOR
Orientation • Transition • Retention
IN HIGHER EDUCATION

NODA Staff

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