**PACADA – Purdue Academic Advising Association**

**Mission and Vision**

The purpose of the Purdue Academic Advising Association (PACADA) is to promote the quality of academic advising at Purdue University, and to this end, it is dedicated to the support and professional growth of academic advising and advisors. PACADA serves its constituency – faculty members, administrators, counselors, academic advisors, graduate students, and others in academic and student affairs concerned with the intellectual, personal, and vocational needs of students.

It is the forum for discussion, debate, and the exchange of ideas regarding academic advising with other areas and activities of higher education. PACADA is the representative and advocate of academic advising and academic advisors of [Purdue University.](http://www.purdue.edu/)