

News Release

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NASPA publishes book: *Leading Innovation and Change* *Offers ways to implement systemic transformation change on college campuses*

WASHINGTON, D.C. — The student experience will always remain at the core of higher education. As the demographics and psychographics of student populations shift in coming years, chief student affairs officers (CSAOs) are perfectly positioned to lead the innovation and change that will be required to keep pace with ever-evolving student needs and demands. This book offers a full menu of strategies, tools, and techniques to empower CSAOs to become assertive and highly competent leaders within their institutions. In response, NASPA - Student Affairs Administrators in Higher Education has published *Leading Innovation and Change*.

The book is a manual for implementing systemic transformational change in colleges and universities. The authors detail eight steps for revolutionizing the division of student affairs into a leader and producer of institution-wide innovation and change. They present a combination of organizational theory, effective strategies, helpful tools, and practical advice and discuss the conditions that must be present for an organization to overcome resistance to change.

The authors are Laurence N. Smith, cofounder and senior partner of New Campus Dynamics; Albert B. Blixt, cofounder and managing partner of New Campus Dynamics; Shannon E. Ellis, vice president of student services at the University of Nevada, Reno; Stephen J. Gill, organizational effectiveness consultant and Kevin Kruger, president of NASPA.

The student affairs function is becoming increasingly vulnerable on some campuses at a time when it can become the most valuable asset for innovation. *Leading Innovation and Change* offers a wealth of information and ideas for chief student affairs officers as well as other student affairs executives and aspirants for planning, implementing and sustaining successful change initiatives that support thriving institutions of higher learning.

The book is available for purchase on the [NASPA website](#) or by calling 202-265-7500 and retails for \$39.95.

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NASPA is the leading association for the advancement, health, and sustainability of the student affairs profession. Our work provides high-quality professional development, advocacy, and research for 13,000 members in all 50 states, 25 countries, and 8 U.S. territories.