



Deb Moriarty, Region II Director
Advisory Board Report
June 21, 2013

NASPA Board Action Items

None at this time

NASPA Mission

To be the principal source for leadership, scholarship, professional development, and advocacy for students.

Leadership

- *Advisory Board Report*
 - Held a retreat on June 8, 2013
 - Advisory Board meeting held June 9, 2013 and approved the following guiding documents(attached):
 - Vision, Mission & Values
 - Expectations
 - Position descriptions and position goals to be finalized by June 30, 2013
- *Leadership/Volunteer Management*
 - Confirmed 39 positions on the RII Advisory board including the reestablishment of State Coordinators positions. Filled all but 4 positions.
 - Identified volunteers for all 27 KC positions.
 - NASPA Fellows and Mentors were recognized at the RII Conference.
 - SC&U Rep Kathy Woughter is serving on the Institute planning group.
- *Member Engagement*
 - Current Region II Membership
 - Active Members: 2615
 - New Members: 42
 - Renewing Members: 56
 - Increase efforts to reach out to current membership on Regional Info
 - Increase efforts to add new members, especially from international locations and non-member institutions
 - Non-Returning Members (May 2013)

- Members Expiring end of May: 70
 - Recently Expired Members prior to May: 66
 - Develop a personalized marketing campaign to invite non-returners back
 - Work with the NASPA membership office to develop a survey that would help to identify why they are not returning
- Spirituality and Religion KC: Sent out a letter introducing representative and proposed having regional meetings within Region II.
- New Professional & Graduate Student KC: Created a sub-committee of the Region 2 Conference Planning to support the planning of the NPGS pre-conference
- Parent and Family Relations KC sent out email introducing representative and encouraging ideas and feedback from members.
- Indigenous Peoples KC: Sent email introducing “Beyond the Asterick” coauthored by Region 2’s Stephanie Waterman. Co-planner of IPKC’s preconference for 2013. Served as co-chair for NPGS Region2 preconference. Took leadership over IPKC’s twitter page.
- Working to form a Region II SCU Advisory Council.
- *Award Recognition*
 - Established a goal to increase number of nominations is moving forward with a campaign that began at the national conference (28 nominations) and continued at the Regional Conference (36 nominations).
 - Moving forward with the addition of 2 new categories: Outstanding Graduate Award and Rising Star Undergraduate Award.
 - Recognized regional awards winners at the June conference.

Scholarship

- All KC Reps present at the 2013 Regional Conference met to discuss planning for the 2014 Regional Conference to ensure Knowledge Community presence. Ideas discussed included identity KC coffee breaks with institutional sponsorship; the KC’s hosting the “host center” to raise visibility, and raising the profile of KC-related educational sessions.
- SLPKC: Wrote blog article “Summertime and the Living is Easy” for KC Wednesdays
- SLPKC: Wrote newsletter article “Findings from the Membership Feedback Survey” for the SLPKC June newsletter focusing on assessment.
- LGBTKC: Wrote blog article “LGBT Student Health”
- MRKC: Wrote blog article “Thoughts from a Thinking Person’s Game”
- NPGS: An NYU Graduate Student wrote blog article “The Exciting Yet Terrifying Two Months”
- IPKC: Wrote blog “Combating the Indigenous Stereotypes on campus”. Submitted a paper for publication on the Haudenosaunee and reverse transfer experience in college. Continued working on a research team on Indigenous College students.
- NUFP: plan to survey SSAO’s to determine familiarity and interest in NUFP.

- Professional Standards rep presented at the NASPA Annual Conference and at the RII Conference.

Professional Development

NASPA RII Conference: Bridging Communities, Transforming Lives

June 9-11, 2013, John Jay College (CUNY) – New York, New York

- Over 450 Participants
- Description of Program
 - Held entirely on a “vertical” campus in the heart of NYC
 - Strong Partnership with CUNY resulted in the most highly attended regional conference to date
 - No host hotel used
 - Strong volunteer participation
- 100+ presenters engaged through traditional sessions, roundtable discussions, poster sessions and preconference workshops.
- 55 educational sessions
- 2 pre-conference programs
- Keynote speakers
 - Dr. Richard Keeling, Principal & Senior Executive Consultant, Keeling & Associates “Bridging Communities and Transforming Lives for Learning: Rethinking-and Redesigning-American Higher Education
 - President Lee Bollinger, Columbia University “Fisher v. Texas and the Future of Diversity in American Higher Education
 - Dr. Frank D. Sanchez “Bridges that transform: Considerations for Tomorrow’ Student Affairs Professionals
- Special Guests
 - Dr. Laura Wankle, Chair, NASPA Board of Directors
 - Dr. Kevin Kruger, President NASPA
- The social highlight of the conference was the dinner cruise around Manhattan sponsored by CUNY.
- Given the high level of participation, the future challenge will be to determine how to best maintain engagement of young professionals from the NYC area. Already brainstorming ideas for charter buses to transport participants to the 2014 site in South Jersey.

Mid Manager Institute dinner reunion of the 2012 MMI cohort held at the Regional Conference June, 2013.

Parent and Family Relations hosted a Roundtable session at the Region II conference to discuss best practices and challenges in this area.

NPGS: NASPA Region II Pre-Conference -- Pillars of Student Affairs June 9th - John Jay College of Criminal Justice (36 participants)

- 8:30 AM – Check In
- 9:00 AM – Welcome & Keynote
- 10:10 AM – Educational Session 1
- 11:00 AM – Networking with fellow new professionals & graduate students
- 11:45 AM – Lunch with Senior Student Affairs Officers
 - SSAO's included:
 - Kenneth Holmes (Dean of Students- John Jay)
 - Lynette Cook-Francis (VP of Student Affairs - John Jay)
 - Marijo Russell-O'Grady (Dean of Students - Pace)
 - Laura Valente (Dean of Residential Education-SBU)
 - Dallas Bauman (Assistant VP of Campus Residences- SBU)
 - Salvador Mena (Assistant VP of Student Affairs - CSI)
- 12:55 PM – Educational Session 2
- 1:50 PM – Educational Session 3
- 2:45 PM – Closing Remarks
 - Keynote: Gina Vanacore, Associate Director of Residence Life - Stony Brook University
 - In the process of reviewing assessment

IPKC: Began planning for 2014 IPKC conference with two other members.

Advocacy

IPKC: shared messages on twitter regarding the Violence against women act and its impact on Indigenous Women and the debate in Congress on the name of the NFL Washington Redskins.

NASPA Strategic Plan

Goal 1

1. Build the capacity to create knowledge and use data to provide evidence that will support excellence in practice.

Objectives

- 1.1 Be the primary source of data on the experience of college and university students.
- 1.2 Demonstrate the impact of student affairs on student learning, persistence, and success through scholarship, assessment, evaluation, and research.
- 1.3 Tighten and align the connections among theory, research, and practice.
- 1.4 Enhance skills and provide tools to conduct student affairs program reviews in support of best practice and institutional effectiveness.

Goal 2

2. Lead advocacy efforts that shape the changing landscape of higher education.

Objectives

- 2.1 Assert NASPA's leadership role in critical issues of public policy regarding higher education.
- 2.2 Define, adopt, and communicate a public stance on critical policy issues in higher education.
- 2.3 Build capacity among membership in order to effectively influence public policy.
- 2.4 Track state and regional issues that might significantly affect students, practitioners, and/or campuses.

Goal 3

3. Launch an initiative to collaborate with student affairs worldwide.

Objectives

- 3.1 Conduct a needs assessment to guide and prioritize NASPA's international efforts.
- 3.2 Clarify NASPA's niche in international student affairs.
Goal established to reach out to our membership or non-members within Puerto Rico, Virgin Islands, Afghanistan, Egypt, Germany, Greece, Italy, and Turkey to try reconnect with them.
- 3.3 Provide context-appropriate professional development activities to improve knowledge and skills of student affairs professionals both domestic and abroad.

Goal 4

4. Strengthen NASPA by making it a more responsive, vital and sustainable organization.

Objectives

- 4.1 Diversify and strengthen the sources of NASPA's revenue.
Goal established to increase membership and sustain current membership levels that allow the region to grow and further support the growing needs of all Region II members.
- 4.2 Increase collaboration and partnerships with higher education and other organizations.
- 4.3 Review and redefine the roles and responsibilities of the NASPA President, Executive Director, Regional Vice Presidents, and Board structure and composition.
- 4.4 Increase opportunities for innovation through technology.
Warren Kelly participated in Kevin Kruger's think tank on Technology and the Future of Education – 1st electronic conference meeting on April 24, 2013.
- 4.5 Strengthen NASPA's contributions to student affairs graduate preparation programs.
- 4.6 Ensure the participation and inclusion of NASPA's members in leadership and governance.
- 4.7 Examine resources and staffing to ensure alignment with strategic planning goals.



Mission

To connect members of the regional student affairs community in professional development efforts that builds competencies and creates networks to share the rewards and challenges of educating college students.

Vision

We are the preferred local resource for cutting-edge student affairs professional development that connects professionals, faculty, and those aspiring to those roles.

Core Values

- Advocacy
- Community
- Equity & Inclusion
- Innovation
- Knowledge
- Leadership
- Mentorship

Completed June 2013



Advisory Board Expectations

OWNING YOUR ROLE

- Know and understand that we are all volunteers
- Work comes first but we must also honor our commitment to the role
Remember, we represent NASPA
Own your role and responsibility
- Follow-through, make your volunteer role a priority
- Be fully present in your role

TEAMWORK

- Respect of confidentiality
- Clarifying expectations up front
- Work with others on the board (no silos)

COMMUNICATION

- Communicate deadlines and process for getting things done
- Be honest about what you can do and what you cannot do
- Provide updates between in-person board meetings (monthly conference calls with timely minutes for those unable to participate)
- Use the phone when
- Honor deadlines (or communicate when unable to)
- Respond to communication even if it's just to establish when you cannot do something

SUCCESSION PLANNING

- Find ways to recruit, train and use volunteers
- Host an orientation (e.g. conference call, guidebook) for new board members
- Make new friends – don't become a NASPA RII clique
- Keep in mind the networking value of being involved

FOCUS ON MISSION & GOALS

- Set ambitious goals for term with reasonable performance measures along the way
- Have a clear position description
- Be creative; use innovating thinking; take risks
- Keep an open mind (not always doing something the same way b/c we have in the past)
- Follow-through
- Enlist others to help you achieve your goals