



Renee Romano, Region IV-E Director
Report for the 2012 Summer Board of Directors Meeting
June 29, 2012

Discussion Items

None

Action Items

None

NASPA GOALS & GUIDING PRINCIPLES

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

NASPA Region IV-E Research and Assessment Grant

Laura Ketchum-Ciftci, University of Wisconsin-Stevens Point

NASPA Region IV-E is excited to support the research of its members by offering a call for research proposals for a new research and assessment grant award. The maximum award for an individual or research group is \$1,000. The region is interested in funding research and assessment in student affairs that furthers our understanding of student development, student learning, and expanding on the new NASPA Research and Scholarship Agenda. The grant application deadline is similar to the regional awards (September 15, 2012) in order that grant recipient(s) can be announced at the 2013 NASPA Region IV-E Conference in Madison, WI.

2. Lead advocacy efforts that shape the changing landscape of higher education.
3. Launch an initiative to collaborate with student affairs worldwide.
4. Strengthen NASPA by making it a more responsive, vital and sustainable organization.

Integrity – Committed to high moral principles exhibiting authentic, honest, just and ethical behavior.

Innovation – Continuously seeking improvement through new and creative approaches.

Inclusion – Seeking ways to ensure access, voice, acknowledgement, opportunity, and participation at all levels.

Inquiry – Supporting research and scholarship to add to the knowledge base of the profession and ensure that data informs practice.

Regional Director's Report

Renee Romano, University of Illinois, Urbana-Champaign

Much of our activity in Region IV-E is focused on strengthening and sustaining NASPA. We have been moving forward on our goals to serve the region and increase the Region IV-E members perception that their professional development and networking needs are being met and their expectations exceeded. The following are the Region's goals were revised at the Summer Meeting, June 21 and 22, 2012 in Madison, Wisconsin.

Region IV-E will strive to increase and enhance

1. **Communication**—Improve communication with members by using the website, newsletter and exploring various forms of technology to reach all members in a transparent, interactive manner. We will also explore ways to involve state representatives and other state organizations to maximize communication and outreach.
2. **Collaboration**—Work with state organizations and other professional associations to enhance and focus professional development opportunities for members. Work to develop collaborative relationships with our own Regional KCs, State/Province Representatives and Division Directors.
3. **Involvement**—Increase the involvement of members at all levels by focusing on potential areas of improvement such as community college and international members. Assess the needs of under-served members and use the results to respond to those needs.
4. **Serving the Membership**—Continue to serve the members of NASPA IV-E by providing professional development and networking opportunities, maintaining efficient operations, conducting periodic needs assessment, and increasing membership. Renew our commitment to graduate students and their professional development needs.

One of our goals is to collaborate with state organizations. In June, we hosted a drive-in conference with the Iowa Student Personnel Association (ISPA). The conference was on *Building a Collaborative*, and included sessions on learning communities, student veteran programs and Title IX. I was able to give opening remarks on the magic of collaborations and the relationship between NASPA IV-E and ISPA. I promoted the Regional Conference at the meeting and distributed promotional materials.

In September, we conducted a survey of our membership and reported the results in the December 2011 Board Report. The survey told us that about 45% of our membership does not feel

affiliated with Region IV-E, so at the National Conference in Phoenix, an ad hoc group met and developed a plan aimed at increasing communication to the members and hopefully, their perception of being connected to the organization. The communication plan is as follows:

Communication Plan

Developed March 2012

- Consider developing State listserves or e-mail lists so that the State Coordinators can communicate only with the members in their State
- When someone joins NASPA in Region IV-East, welcome them to the Region and ask them a series of 3-5 questions about what they're looking for in terms of professional development, involvement and how to best communicate with them
- Pursuing more State Drive-in Workshops
- Putting our volunteer opportunities directly on the Region IV-E website in addition to the National website
- Tweet before any communication comes out so that members can look out for it (i.e. tweet before the newsletter comes out)
- Regular tweets from the KCs about their areas of interest

We reviewed the plan at the summer meeting and identified barriers to meeting the goals and followed up on our efforts to implement.

In January and February, a new Regional Director was elected, Peggy Purke from DePaul University in Chicago. I am working with Peggy on a smooth transition in March of 2013. She immediately started working on the 2013 Regional Conference and appointed Joianne Smith from Oakton Community College and John Lehman from Michigan Tech University as co-chairs of the conference. It is their goal to have the conference hotel site identified before the end of the summer and to promote the conference at the 2012 Conference in Madison, Wisconsin.

The reports that follow represent areas in which we have special emphasis and activities.

NASPA Undergraduate Fellows Program

Lesley-Ann Brown, Michigan State University

Increasing the number of NUFP fellows in Region IV-East was one of the regional board's priorities this year. In comparing the number of new NUFP applicants from Spring 2011 to Spring 2012 there has been a 70% increase. In July 2011 the region had welcomed 14 new fellows to the program and this year we have 24 new NUFP fellows.

The program gained exposure by having a NUFP section in the quarterly regional newsletter highlighting current fellows, their experiences in the program, and their conference participation. There was a special reception hosted for NUFP Fellows at the Regional Conference in Evanston where fellows and mentors had the opportunity to network with one another. They also met many of the regional board members and hear first hand about the board's commitment to them and to the program. Overall it has been a very successful year for NUFP.

Volunteer Activities

Angela Ryan, Roosevelt University

There tends to be an increase in volunteer opportunity requests during and following the national and regional conferences and then it tapers off the rest of the year for the most part. This year however, the 2012 Program Committee for the regional conference asked me to post positions for Program Reviewer and to date over 139 members submitted applications online! The Volunteer Coordinators from the regions and National meet every couple of months to review good practices and identify any problem areas. The majority of our positions are filled with the exception of a couple of KCs and an Illinois Membership Coordinator.

Technology

Thomas Webb, University of Illinois at Urbana-Champaign

The only updates for the technology coordinator since the last report are the creation of the 2012 conference website and the continued growth of our twitter following. The conference website has seen 1,129 unique visitors since going live on April 24th. This year we went live almost two full months sooner than for the 2011 conference, which should help our numbers quite a bit. With twitter we have grown to 494 followers in the one year since we've started using the medium to reach out to our membership. The use of KCs to submit tweets on topic areas was a good idea, but only a few KC reps actually followed through with the program. Overall the growth and use of Twitter has been great. Our presence on Facebook and Google+ much less popular (122 and 8 respectively) but it doesn't take much effort to have posts created on one copied to others. I am currently assembling my requested 2012 budget for technology items that will allow us to better manage a video presence online, recording more conference sessions and speakers to provide as teasers for members not able to make the conference and to encourage attendance at the 2013 event.

Summer 2012 Update on NASPA Region IV-E Conference

Rob Kelly, Conference Chair

On behalf of the 2012 NASPA Region IV-East Conference Committee, we are pleased to share an update about our progress. We are excited to host this year's conference (November 4-6) in a city considered one of the nation's best—MADISON, WISCONSIN. In addition to being the state's capital – a symbol of democracy, Madison is renowned for innovation, sustainability, and its commitment to a diversity of thought and opinion. Madison is also known for its history in student affairs. Did you know, in 1919, the first gathering of Deans in the Midwest was held in Madison? The Deans convened with faculty over their shared interest in students, their lives, and their unique and profound development. With this rich context, what better backdrop to a conference that asks "**How do you blur the lines**"? To help you answer that, we are planning on amazing array of speakers, nearly 65 educational sessions, and special events featuring opportunities to network with colleagues in and outside of student affairs. The hotel is amazing and the city is unparalleled. And most of all, we want you to have a chance to gather with over 400 educators as we renew our focus on student success.

Speakers include:

Sharon Fries Britt, PhD, (Sunday Opening) Dr. Fries-Britt currently serves as an Associate Professor in the College of Education at the University of Maryland, College Park. In 1998-1999 she was a Visiting Professor at the Harvard Graduate School of Education. Her research and practice in higher education focuses on race, equity and diversity. She is particularly interested in the experiences of high ability Black collegians and their interactions with faculty, peers and the extended Black community. She has spoken at NASPA and ACPA national conferences and given her background and her scholarly research interests, she can certainly speak to our theme. She holds a masters from Theo Ohio State and a PhD from the University of Maryland.

Gaius Charles (Monday Lunch) Gaius Charles graduated magna cum laude from Carnegie Mellon University with a B.F.A. in drama, and quickly built an impressive career in television, theater, and film. The New York Times profiled him and 4 other actors identifying them as "the next generation of leading men in Hollywood." Additionally, Nylon Magazine also selected Gaius as "the new young Hollywood," and Ebony Magazine included him in their "New Power Generation." Charles talks with audiences about how he prioritized self understanding, his own sense of purpose, and academic excellence which in turn provided him with the strong foundation upon which he can build a successful career and life. While his newly acquired degree may not help land him more acting roles, he explains how the process has deepened his humility and given him the moral foundation necessary to navigate his daily life.

Pat King, PhD (Tuesday Brunch) Patricia King's teaching and research focus on the learning and development of adolescents and adults, especially college students. She is interested in approaches to student development that explore the intersections among developmental domains, such as intellectual, identity, and social development, and how these affect a range of collegiate outcomes, such as intercultural maturity, citizenship, and character development. She received her PhD from the University of Minnesota in educational psychology.

PROGRAM: We have a record number of program submissions and are excited to select the best programs to serve our region. Next stop, program reviewers. Special events include our "Election" opener at the Overture Museum in Wisconsin and a number of scholarships for undergraduate and graduate members.

Pre-Conference Programs

Annual Institutes

- **Student Affairs Leaders of Tomorrow (SALT)**
 - Saturday, November 3 (9:00am to 5:00pm) and Sunday, November 4 (9:00am to 12:00pm)
 - Audience: Undergraduate students interested in exploring a career in student affairs administration
 - Coordinator: Laura Blake Jones (laurabj@umich.edu)

- **Graduate Student & New Professionals Network**

- Sunday, November 4 (9:00am to 4:00pm)
- Audience: Current master’s level students and new professionals (1-5 years post-degree)
- Coordinators: Art Munin (amunin@depaul.edu) and Purvi Patel (ppatel@bgsu.edu)
- An “experimental blend” of the former New Professionals’ Institute (NPI) and MMOGSISP
- Includes graduate-program information fair, Faculty Forum, and networking social

Topical Workshops (concurrent sessions)

1. “Knowledge Community Perspectives on Student Leadership”

- Sunday, November 4 (1:00pm to 4:00pm)
- Coordinator: Jennifer Weil (jenniferweil9@gmail.com; regional KC chair)
- Updated session title coming soon

2. “Saying Yes, and Blurring the Lines: Utilizing the Tenets of Improvisation to Influence the Way You Lead When You Don’t Have All the Answers”

- Sunday, November 4 (1:00pm to 4:00pm)
- Coordinators: Brian Anderson (banderson2@luc.edu) and Colin Stewart (cstewart@iwu.edu)

3. “Outcomes-Based Assessment”

- Sunday, November 4 (1:00pm to 4:00pm)
- Coordinators: Ellen Meents-DeCaigny (emeentsd@depaul.edu) and Lance Kennedy-Phillips (kennedy-phillips.1@osu.edu) – national KC chairs, KC for Assessment, Evaluation, and Research

Rates

Pre-Conference Programs	2011 Rates (thru 6/30/12)	EARLY (thru 09/30/12)	REGULAR (thru 10/31/12)	ON-SITE (after 10/31/12)
SALT: Student Affairs Leaders of Tomorrow	\$75	\$80	\$90	\$100

Tomorrow	2011 Rates (thru 6/30/12)	EARLY (thru 09/30/12)	REGULAR (thru 10/31/12)	ON-SITE (after 10/31/12)
GSNP: Graduate Student & New Professionals' Network	\$60	\$70	\$80	\$100
Pre-Conference Workshops	\$30	\$45	\$60	\$75

Regional Conference	2011 Rates (thru 6/30/12)	EARLY (thru 09/30/12)	REGULAR (thru 10/31/12)	ON-SITE (after 10/31/12)

Professional Affiliate	\$235	\$240	\$290	\$300
Student Affiliate	\$125	\$130	\$145	\$160
Non-Member	\$330	\$340	\$390	\$400
1-Day Only (NASPA Member/Student)	\$120	\$125	\$135	\$150
1-Day Only (Non-Member)	\$145	\$150	\$160	\$175

Knowledge Communities

Christopher Lewis, Thomas M. Cooley Law School

Currently within Region IV-E we have all but one of the Knowledge Community (KC) Representative positions open. We have had one new person start within the Student Affairs Development and External Relations Knowledge Community since the last report and we are in the process of trying to identify someone to fill the opening in the New Professionals and Graduate Students KC.

Since the last report the KC's have been quite busy. At the national conference we had a conversation about having the knowledge communities maintain any larger presence in social media. With that in mind I developed a calendar that allowed each knowledge community to host twitter topics of our weekly two times over the year. The results thus far have been mixed but we plan to keep pushing this forward through the 2013 conference.

There are a number of the knowledge communities that are working on webinars were drive-in workshop's for this year and even planning for 2013 I have specified some below). There is some concern about the cost structure that has recently been implemented by the national office and how this may impact attendance had drive-in workshop events by non-NASPA members.

I have been encouraging knowledge communities to work between themselves to come up with ideas about how they may be able to work together instead of only doing programming within their knowledge community.

As I have mentioned KC's are staying busy. Some examples of this include:

- Numerous KC's are working on surveys to identify the needs of their members. Many of the KC Representatives identified that they are working with their national chairs to find ways to assess the needs of their members through surveys or other means.
- The KC's continue to look into other technological ways to reach out to the members of the KC as they find that e-mail is not always the best way to engage all members. Some of the

examples in that they KC's are using include the use of twitter, facebook, google chat, blogs and other means.

- The KC's are working to identify the best way to formulate the tweets that they are being asked to complete over the year. Some KC's are using thematic sequences of information to connect individuals with their knowledge community and the information that their knowledge community is trying to share.
- Many of the knowledge communities have expanded their leadership teams to allow for more opportunities within the region for leadership as well as promoting future opportunities for programming and knowledge attainment and acquisition.
- Some of the knowledge communities have developed pre-conference workshops that have been selected for the 2012 regional conference and they are actively working on putting together strong programs that will encourage active involvement with the knowledge communities and knowledge attainment within their areas.
- The African American knowledge community held its first webinar entitled: The Relevance of Black Cultural Centers: Then and Now and our regional representative was instrumental in making this presentation reality.
- The African American knowledge community has also recently developed a scholarship in the name of Dr. Theresa Powell, one of our past NASPA presidents and Regional Vice-Presidents and how regional representative was also instrumental in developing this program.
- The African American knowledge community is looking into the possibility of having a regional summit. This is still in the planning phases and I will share more details in future reports.
- The WISA knowledge community has been planning their 2013 conference which will be on the topic of multiple identities. This topic came out of a conversation all of the knowledge communities had at the 2011 regional conference, and the WISA knowledge community is partnering with a number of the knowledge communities to make this drive-in workshop a reality. The WISA KC has identified co-chairs for this event and it will be taking place at Lake Forest College outside Chicago.
- The GLPT KC and Health and Higher Education KC are working together to put on a drive-in conference focused on coming out and the college experience. They have set a date of Saturday, October 13, 2012 and are hoping to have it within the Chicago area location has yet to be determined.
- The Technology knowledge community has been doing an amazing job at connecting the region which social networking opportunities through Facebook and twitter primarily. They also have been active participants in submitting articles that promote technology utilization within the regional newsletter and are working on articles to submit for NASPA's NetResults.
- The Sustainability KC has also been working on a drive-in workshop for fall 2012, though details are still in the works.
- The Men and Masculinities knowledge community has been working hard on their drive-in workshop which will be happening this fall. The call for programs is live and they are working on registration costs and getting the registration form live as well.
- The Disability KC and specifically our regional representative Scott Friedman is working with in the national KC leadership and others to co-author a revision of the ADA monograph.
- The Disability KC and specifically our regional representative Scott Friedman is working with Melanie Thompson and others across ACPA, AHEAD, and the Illinois Board of Higher Education to develop and share resources with NASPA Disability KC Members.

REGIONAL REPRESENTATIVE REPORTS

Small College Report

Houston Dougherty, Grinnell College

Houston Dougherty, Region IV-E Small College Division representative, has been engaged in the following activities:

- 1) Continue to work with another SCU SSAO and two Graduate Prep Program faculty to create the "Small Colleges Program" to enhance the presence of SCU in master's programs (curriculum, bibliography, internships, speakers' bureau, etc).
- 2) Created a program proposal template for SCU Roundtables at NASPA conferences, which has been used successfully for the Phoenix and Evanston conferences and also distributed to all regional SCU representatives (and has been used in regions II, V, and VI.
- 3) Identifying state SCU representatives in IV-E to assist with program development and submissions, information dissemination, etc.
- 4) Assisted Madison Conference program chairs to identify SSAO track coordinator.

Public Policy

Lisa Erwin, University of Minnesota-Duluth

The Public Policy Division has had another very active quarter! I participated in monthly division calls, with other regional representatives and division chair, Rebecca Mills. Our Division offered a robust set of programs at the national conference in March to support NASPA's Goal 2 of the strategic plan. I co-presented the "Current Issues in Public Policy" session with Brian Collins, former NASPA Public Policy Associate, and assisted with the Town Hall meeting we held to gather feedback about NASPA's public policy agenda.

I chaired a Public Policy division sub-committee to draft guiding principles for the NASPA Board to utilize in determining whether to take a position on a public policy issue. I authored the initial draft, and the document will be finalized by the Division for consideration by the Board at their summer meeting.

Community College Division

Joianne Smith, Oakton Community College

The activities I have been involved in since the last NASPA Board report include the following:

- Participated in monthly Executive Board teleconference meetings for Region IV-E.
- Attended NASPA National Conference in Phoenix, Arizona and participated in the Community College Division meeting and pre-conference seminar on Community Colleges.
- Recently agreed to co-host the 2013 Regional Conference for NASPA IV-E.
- Continued to promote NASPA to Community College colleagues in Illinois and encouraged them to submit proposals for the 2012 Regional Conference in Madison.
- Will attend the Summer meeting in Madison, Wisconsin.