



# NASPA

Region III

**Dr. Becky Spurlock, Region III Director**  
**Report for the December 2014 Board of Directors Meeting**  
**November 17, 2014**

## NASPA Board Action Items

None at this time.

## NASPA Mission

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

## Leadership

### Advisory Board

The Region III Advisory Board met on November 1, 2014 in Louisville, KY, in conjunction with the annual SACSA with NASPA Region III conference. Accomplishments of the Board were as follows:

- Revised the 2014-2015 budget based on revenue actuals
- Approved \$5,000 to be spent on a fly-in Strategic Planning Retreat for Region III
- The Leadership Team approved the slate of RD-elect candidates
- We approved a partnership with Stetson University to create a discounted rate for Region III members to attend the Law & Policy Conference in February, 2015.
- Provided location feedback to Danny Armitage in seeking a location for SS16 – Danny will be looking at options in Asheville, NC. 2014 SS Evaluations suggest Disney should be a site every 3-4 years and this decision was affirmed by the Board. NPI RFP will go out in January 2015
- Review of ideas from Community College Summit from Kim Lowry
- An update on the Public Policy Agenda from Penny Rue
- Made plans for focused receptions at the Annual Conference using the RD Suite including a faculty coffee event, a reunion for NPI and MMI participants, a Board night and an open night.

### Treasurer's Report

The income from MMI, NPI and Summer Symposium outperformed predicted revenue. Combined it was \$48,328.94, a record among the three programs. We do not have much movement on several of our budget categories just yet because, other than RD travel and some research grants, most of the other expenses do not take place until later in the fiscal year. With that said, the income generated from our events more than covers our entire fiscal year budget. Prior to budget adjustments voted on by the Board at the Region III meeting, we are currently showing a \$65K surplus with only \$27K left to spend for the year.

## **Board/Volunteer Management**

Engagement by Board members has been high. Attendance at meetings, ongoing contact and goal completion by Board members has been strong. We have posted 26 openings on Volunteer Central, keeping our commitment to transparency for members around involvement in the Region.

Several members have left the Board since their original appointment, primarily due to job relocation outside of the region. New Board Members include:

Kim Lowry, Community Colleges Representative  
Carrie Smith, Athletic Concerns Knowledge Community Representative  
Charlie Huber, Small Colleges Representative  
Alicia Canton, Mexico Director

We have three open positions that will be filled shortly – Faculty Representative, Indigenous Peoples KC and International Concerns KC.

## **Member Engagement**

Region III remains the largest region by a long shot with 3,455 members and 208 new members. We've also had the largest increase in new memberships across Regions. I anticipate our membership growing because the annual conference is located in Region III this fiscal year.

We are committed to creating more ways for members to become connected and engaged to Region. One way has been to create more sub-committees for events or KC's that bring more people into formal roles. All volunteer roles have been posted to Volunteer Central and advertised widely.

Meg Sunga, Graduate Student Representative, has started a "Graduate Student Spotlight" program highlighting a specific student on the NASPA Region III Facebook page. This has been a popular and well liked addition to our social media.

Members in Region III have had programming or events in Florida, Texas, and Alabama.

Beyond that, we have worked hard to enhance our social media presence, in part to create a place to engage online. From Hawken Brackett, Communications Director:

### Facebook:

- A) Since 3/17/14 our Facebook likes have increased by 336, which is a **+117%** increase to 10/14/2014. We now have 623 Facebook page likes.
- B) I largely attribute this increase in likes due to our increase in activity through social media. We had 13 total Facebook posts before our 2014 NASPA Annual Conference Board Meeting (from 1/31/2012 until 3/11/2014). We have had 41 total Facebook posts from our 2014 NASPA Annual Conference Board Meeting until 10/14/2014. In a span of 7 months we have increased our posting activity by **+215%**, compared to the roughly 25 previous months that included 13 total posts.
- C) I don't have enough of a trend to be able to determine this yet, but I think that it is likely that the Graduate Student Spotlights being produced by Meg and then hosted on our blog and shared through social media will likely contribute to an increase in our social media audience, particularly of graduate students. I'm trying to increase this by tagging or interacting with the

social media presence of the graduate programs or schools represented by the featured graduate student.

Twitter:

- A) Since 3/17/14 our Twitter followers have increased by 198, which is a **+15.6%** increase to 10/14/2014. We now have 1,464 Twitter followers.
- B) Florida and Texas are represented the most by our followers (unsurprisingly); 240 of our followers are from Florida, and 210 are from Texas.
- C) Now that I've signed up for Twitter analytics we will be able to see the engagement due to our individual tweets.

**Community Involvement**

N/A

**Award Recognition**

The 2015 Awards process will begin at Thanksgiving this year and conclude by Valentine's Day (provided easy to remember dates that will tie in with the themes of love and gratitude). The process of identifying regional retirees is complete and has been submitted to NASPA.

**Scholarship**

**Creation of Knowledge**

Kathleen Callahan, Historian, submitted an article to the SA Feature site on "The Value of History: Long Lost?" and it was published on October 6, 2014.

Regional KC leaders are very involved in what is happening within their respective KC's, namely webinars, chapters and resource manuals in development. Rather than report the regional KC contributions to these national efforts, I will leave those to the Constituent Board Reports.

**Faculty/Research/Scholarship Involvement**

Nothing to report at this time.

**Grants/Research**

Nothing to report at this time.

**Professional Development**

**Conferences and Educational Programs**

**Summer Symposium 2014**

*June 7-11, 2014 ♦ Contemporary Hotel, Disneyland, Lake Buena Vista, FL*

- Vicki Dobiynski and Peggy Crowe, Co-Chairs
- 145 participants
- Keynote Speakers included NASPA Director (and Region III member) Dr. Pat Whitely, Dr. Peter Lake, Maggie Culp and an Enrollment Services Panel. The major speakers were very strong and a highlight of the Symposium.
- Evaluations show that what participants like about this event is the small size and opportunity to network with a wide range of professionals.

**Mid-Managers Institute**

*June 1-5, 2014 ♦ Texas Christian University, Fort Worth, Texas*

- Dr. Jane Adams-Dunford, MMI Director completed her second year of leadership
- 55 participants representing 44 institutions across 10 states in Region III
- 5 faculty members: Dr. Frank Cuevas, Dr. William Haggard, Dr. Maureen McGuinness, and Dr. Ellen Neufeldt with special guests Teri Bump, Dr. Bob Glenn, Dr. Lua Hancock, Dr. Dwaun Warmack
- The evaluations show a very positive response of the participants.
- Topics include:
  - Leadership Moves & Your Career Trajectory
  - The Sponsor Effect: Pushing, Pulling & Promoting in Higher Ed
  - Managing Up, Down and All Around
  - Synergy Between Academic Affairs and Students Affairs
  - Midlevel Manager's Role with Clery, Title IX and Campus SaVE Act
  - Strategic Planning: The Key to Organizational Effectiveness
  - Fiscal Management for Student Affairs Professionals: The Mid-Manager's Role

### **New Professionals Institute**

*June 22-June 27, 2014 ♦ The University of Alabama at Huntsville, Huntsville, AL*

- Dr. Melissa Shivers, NPI Director, completed her first year of leadership of this Institute.
- 72 participants
- 5 faculty members: Dr. Alicia Caudill, Dr. Carolyn Livingston, Dr. Victor Wilson, Dr. CJ Woods, Dr. Anthony DeSantis
- The evaluations show a very positive response for the participants.
- Topics include:
  - Tweeting is What Birds Do, Navigating Generations in the Workplace
  - Leadership and Supervision
  - What's the Stuff That Gets in the Way
  - University Presidents and Administrators Panel
  - Assessing Change and Campus Politics
  - Making the Most of Your Professional & Personal Considerations
  - Burning Issues Panel
  - Building Your Skill Set
  - Managing Campus Crisis
  - Understanding the Dollars and "Sense" of Budgeting in Student Affairs
  - Ask the Experts: Individual Consultation with Faculty in Residence

### **NASPA Florida**

*October 2-4, 2014 ♦ Florida Gulf Coast University, Fort Myers, FL*

- 62 students participated in the Undergraduate Symposium Event
- 227 NASPA members participated in the Drive-In conference
- 8 Case Study Team participated
- 50 people participated in the pre-conference Anti-Hazing Summit
- New Graduate Student Luncheon was added to make connections between Grad Students and Professionals
- Keynote Speaker was Dr. Lua Hancock talking about student success
- Highly successful event by metrics and evaluations.

## **Various Professional Development Opportunities**

### *Dametraus Jaggars, Assessment KC*

We have partnered with SACSA's non-conference programming committee to offer a two part series on best practices in student affairs assessment. The first webinar, which took place on October 24, focused on: explore practical strategies for beginning assessment work in student affairs. We had about 140 people register for this webinar and about 98 participated in the webinar. The next webinar, coming up November 21, will focus on: identifying resources and tools for developing competencies in student affairs assessment and will develop professional goals that will enhance and actualize knowledge of assessment practices.

We are also planning two great opportunities to take place during our upcoming Summer Symposium, in partnership with SACS-COC. These opportunities are as followed:

- A concurrent session on common factors leading SACSCOC evaluation committees to findings of non-compliance on CS 3.3.1.3 (outcomes assessment in academic and student support services).
- A comprehensive, day-long peer evaluator training to a small group (15-20 individuals) of Symposium attendees who are listed in the SACSCOC Peer Evaluator Registry as Student Services evaluators (as a pre- or post-Summer Symposium workshop).

### *Mel Norwood, African American Concerns KC*

HBCU Twitter Chat: Given that roughly 80% of the country's HBCU's are located within NASPA Region III, it is important that the AAC-KC contributes to the national discussion surrounding working and learning at HBCU's. This guided Twitter chat will be hosted by Region III AAKC and open to individuals from all regions of NASPA and also non-members. A hashtag will be created that will allows participants to comment on predetermined questions that can increase awareness of and dispel myths surrounding working and learning at HBCU's.

## **Advocacy**

### **State / Local Public Policy Issues**

Nothing to report.

### **Activities related to Inclusion & Equity**

Nothing to report.

### **Activities related to Student Affairs Advocacy**

Nothing to report.

### **Activities related to Support of Student Success and Student Learning**

Nothing to report.