



**Peggy Burke**  
**Region IV-East Director**  
**Report for the March 2014 Board of Directors Meeting**  
**February 18, 2014**

## 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

### Regional Advisory Board

Peggy Burke assumed the 2013-15 Regional Director position for NASPA IV-East after Renee Romano at the end of the NASPA Conference in Orlando on March 20, 2013. Renee left the region in excellent shape. The budget was strong, valuable leadership development opportunities were already being planned and many of the board positions were already in place. The 2013-15 IV-East Regional Board was excited to build on the strengths of our previous board.

The Executive Committee of the Regional Board joined the Regional Conference Committee for its Summer Planning Meeting on June 13-14<sup>th</sup> in Skokie, Illinois at the conference hotel. We took the time to review current regional business as well as develop our goals for the next two years. We determined our board goals to be the following:

1. Goal One: Professional Development - to serve the educational needs (both internal and external) of the region.

#### *Strategies:*

- Incorporate learning outcomes into all of our professional development activities.
- Conduct an assessment of what our members are learning .
- Incorporate competencies within in our professional development programs and volunteer positions.
- Conduct board level professional development.

- Evaluate who we are serving through SALT (undergraduate students/NPI (New Professionals Institute)/MLI (mid-level institute)
  - Recruiting volunteers to assist us with our efforts to measure what our members are learning through our efforts.
2. Goal 2: Involvement – to provide a clear, active and well-organized experience for members to become involved in the region.

*Strategies:*

- Provide a welcoming environment for new members.
  - Study how we recruit, renew and retain members.
  - Communicate a wide variety of volunteer opportunities for the region.
  - Enhance face-to-face contact with the regional board.
  - Have regional director send an orientation email to members of SALT & NPI.
  - Study how we recruit members from under-represented institutions.
  - Become strategic about membership.
  - Conduct a membership survey.
3. Goal 3: Communication – to enhance the region’s communication systems to keep members actively involved, informed and engaged.

*Strategies:*

- Successfully train the regional board about the new website.
  - Develop new and innovative methods for keeping the region informed.
  - Develop new methods of listening to members and gather information.
  - Design and implement a communication plan for the board.
  - Explore how to effectively use social media to keep members engaged with the region.
4. Goal 4: Internal IV-East Operations – to develop internal systems that assist with the day-to-day operations of the board and enhance the region’s ability to be strategic and long-term focused.

*Strategies:*

- Develop a strong transitional process from one board to the next which includes procedural binders for each member, meetings with new and old board members, and a repository of IV-East documents (e.g., Google Docs or Drop Box).
- Update the current board manual.
- Determine a robust budget process including line items, program codes, budget projections for all regional activities, and a financial strategic plan.
- Consider long-term conference site planning, instead of year-to-year.

The Executive Committee has held monthly conference calls throughout the year to discuss regional goals, strategies and activities to support the members of our region. Our 4 regional goals continue to guide our work. Key accomplishments for this year include:

- A highly successful IV-East Regional Conference took place in Skokie, Illinois on November 3<sup>rd</sup>-5<sup>th</sup> under the invaluable leadership of Joianne Smith (Oakton Community College) and John Lehman (Michigan Technological University) and their amazing conference committee.

- The 2014 Region IV-East Conference will be held in Columbus, Ohio. Kimberlie Goldsberry of Ohio Wesleyan University and Lance Kennedy-Phillips of the Ohio State University will be the co-chairs. They have started to assemble their conference committee.
- The IV-East Board enthusiastically approved the 2016 regional conference be a joint conference with Region IV-West. Jim Hoppe of Macalester College has graciously agreed to serve as the region's co-chair of the conference. He will start to work with his counterpart in IV-West to determine the conference site; St. Louis, MO is the leading candidate.
- In October 2013, it was decided to the role of KC Coordinator into two positions to better coordinate efforts and work with Regional KC Representatives. This has been a great move and we feel it will assist us greatly in working among all of the KC's. Charles Hope-Holmes from Kent State University joined Chris Lewis as the Co-Chair of Knowledge Communities.
- Filled 3 positions for the Executive Committee of the Regional Board:
  - David Strauss (Wayne State University) – Development Coordinator
  - Clarice Ford (University of Illinois at Springfield) – Graduate Student/New Professional Institute (GNPI) Chair
  - William Arnold (Michigan State University) – Professional Standards Division Representative
- Abi Kennedy, a doctoral student from Bowling Green State University (BGSU) was added to the Executive Committee as our graduate student representative. She is charged with developing increased opportunities for the region's graduate students to be involved with NASPA. She will also work with our region's participants in the Graduate Associate Program.
- Keith O'Neil (University of Illinois Chicago) and Katie Kramer (Dominican University) were named as the IV-East representatives for the NASPA Gives campaign. Keith and Katie reviewed the program at both the board meeting on Nov. 2<sup>nd</sup> and the business meeting on Nov. 4<sup>th</sup>. Members are interested in the program and want more information about the benefits of giving to NASPA.
- Maggie Ballisteri-Clarke, SSAO at Edgewood College in Wisconsin and former Small Colleges and Universities Division Director, has been named a NASPA Pillar of the Profession.
- Currently reviewing how best to involve the "Enough is Enough" campaign at the regional board level.

### Membership Report

Region IV-East continues to have strong membership numbers to report. We are currently at 1,999 active members

- |                    |      |
|--------------------|------|
| • Active members   | 1999 |
| • New members      | 2    |
| • Renewing Members | 96   |
| • Expiring Members | 90   |
| • Recently Expired | 165  |

The Board is especially interested in specific membership populations and will continue to monitor them:

- |                   |    |
|-------------------|----|
| • Faculty members | 48 |
|-------------------|----|

- Undergraduate stud 15
- Masters students 271
- Doctoral students 58
- NUFP 53

### Treasurer's Report

#### Regional Board Budget

Estimated Carry Over from 2012-2013	\$66,500.01
NASPA Funds for 2013-2014 membership	\$20,721.00
Total Income	\$87,221.01

Updated numbers from the conference indicate:

Revenue:	\$118,505.00
Expenses:	\$91,998.15
Net Income:	\$26,506.85

As of February 18, 2014, the current balance in the IV-E account is \$118,110.83.

### Membership Engagement

#### 1. Membership Services Coordinator

- a. The Membership Services Coordinator worked with the state representatives to draft goals in that aligned with Region IV-East 2013-14 goals. These goals included:
  - 1) Since approximately 1/3 of new NASPA members attending the fall Regional conference new NASPA members should feel welcomed during the conference and free to ask any questions about NASPA of the IV-E Board members.
    - Accomplished with a welcome session for new NASPA at the regional conference
    - Regional Board members wore "Ask me questions about NASPA IV-E" buttons during the regional conference to look more welcoming to new members in the region.
    - Continued the practice of new NASPA members receiving a welcome from each state coordinator when they join the organization.
  - 2) Increase recruitment of graduate students and faculty members
    - Direct mailing to faculty at regional institutions about NASPA and the benefits of joining the organization
    - Working with the Faculty Fellows Coordinator and Graduate Student on the Board to market the Research grant to both graduate students and faculty members within the region
    - Letter by Peggy to institutions in the region to consider joining or continuing their organizational membership with NASPA
- b. A smooth transition to the new NASPA website and membership database portal. Keeping everyone on the board informed of the membership database location and passwords to access information

- c. The Membership Coordinator held a meeting of the State Coordinators at the Regional Conference that resulted in a list of things the group would like to see happen in the future to help meet the membership goals in the region.
  - Gather best practices from the other state coordinators in the other regions so that it could be shared
  - Have each State Coordinator call and ACPA State Coordinator and try to pair with them about getting joint messages out to student affairs professionals in their state.
  - Get a list of the professionals from their state who attended the regional conference so they could send them personal e-mail messages about getting involved in their state.
  - Each State Coordinator is to think up how they could design smaller tasks for other professionals to complete who want to volunteer and get more involved in the region.
  - It was suggested that in future the State Coordinators have tables alongside the KC's Coordinators so that new professionals can meet them at the same time.

## 2. Community College Division

- a. Emailed the 36 community college members attending the Regional Conference to invite them to the Community College Reception in the Regional Director's Suite on November 4. Shared the importance of participation in NASPA and that at this conference, community college professionals are involved as:
  - one of the conference co-chairs
  - one of the conference committee members
  - members of sub-committees
  - educational session presenters (ten individuals)
  - one of the judges in the case study competition for graduate students
  - volunteers
- b. Facilitated a discussion with the eleven reception attendees including the history of community colleges in NASPA, our region's participation in the new NASPA website and how to provide stories and information for the site, plans for the national conference and the Community College Division Institute on Sunday, and the potential of a community college advisory for the region.
- c. Recruited a regional member, Dr. Amy Diaz of Rock Valley Community College, to participate in the CCD Communication Ad-Hoc Committee and to represent the region on the new NASPA website.

## 3. Small College and Universities Division

- a. After the IV-E conference, four states now have state representatives for the SCU division. Their role is to promote events, conferences, webinars, communicate with student affairs graduate preparatory programs, and recruit members into NASPA
- b. Small college SSAOs that are concentrated in a specific region continue to meet and network on a regular basis including: West Suburban Chicago, Central Iowa, and the Twin Cities area in Minnesota

- c. Six small colleges in Region IV-E are participating in the NASPA LEAD initiative for Democratic and Civic Engagement.
- d. Six members of the Region IV-E Advisory Board are from small colleges.
- e. Two members of the Region IV-E Conference Staff are from small colleges.

#### 4. Knowledge Communities

- a. A number of knowledge communities are hosted dinner groups at the Regional Conference with many participants.
- b. The Student Leadership Program KC piloted a SLP KC mentor program at Region IV-East Conference
- c. A number of knowledge communities continue to work on developing leadership teams, reaching out to regional membership to engage members of their KC in different ways.
- d. The Student Affairs Fundraising and External Relations KC developed a Facebook page to engage and connect professionals in the region/beyond to fundraising activities/events. As a result, we now have 80 plus professionals who are members of our Facebook page and are participating in the conversations through this social media outlet. As we continue to build our KC brand, we will explore other social media communications to take advantage of, i.e., Twitter, LinkedIn, etc.
- e. After surveying the Region IV East SLP KC membership, the data indicated more opportunities for members to get involved was needed. Also clear was a need to create a more vibrant regional knowledge community experience for the members. Therefore a Region IV-East Student Leadership Programs KC Leadership Team has been formed with representatives from every state and specific responsibilities in communication, professional development and research & content. This leadership team should help address the two needs identified in our initial assessment.
- f. Some of the KC's have been assessing their members to gain more perspective regarding the wants and needs of members in their KC.
- g. Numerous knowledge communities have been using social media (twitter, facebook and blogs) to reach out to their members within the Region. Many of these knowledge communities have been trying to connect their messages with the Regional twitter hashtag #naspa4e to try and engage more NASPA 4E members.
- h. Creation of regional GLBT KC newsletter, and continued submission from 4E members to the GLBT KC newsletter.

### Community Involvement

#### Knowledge Communities

- a. A few of the knowledge communities regional representatives represented our region on a few National KC Think Tanks that were developed to strategize a new plan for the knowledge communities for the future.

- b. The Student Affairs Development and External Relations KC developed fundraising resources for student affairs professionals in IV East to assist in identifying future funding resources to take advantage of.

### Awards Recognition

#### NASPA IV-East 2013 Awards:

- a. Awards nominations were due September 15 and awards were distributed on November 4 during the annual awards luncheon at the regional conference.
- b. Of the 13 awards available in the region, we received 28 nominations for nine award categories. Nominations were received from 6 of 7 states and from small, medium and large institutions. The six- person Awards Committee represented 3 states in the region.
- c. To improve the selection process this year the committee utilized an online nominations review process that allowed for each nomination to be reviewed by a minimum of 3 committee members.
- d. The region honored nine award recipients for 2013:
  - Outstanding Performance as Senior Student Affairs Officer  
Mr. W. Houston Dougharty (Grinnell College)
  - Innovative Program Award  
Miller Business Honors Program (Ball State University)
  - Outstanding Contribution to Student Affairs through Teaching  
Dr. Sarah Marshall (Central Michigan University)
  - The President's Award  
Dr. Sharon K. Hahs, (Northeastern Illinois University)
  - Community College Professional Award  
Dr. Ashley Knight (William Rainey Harper College)
  - Mid-Level Student Affairs Professional Award  
Ms. Jasmine P. Clay (University of Wisconsin-Madison)
  - Outstanding New Professional  
Mr. Wilson Okello (Miami University)
  - Graduate Student Rising Star Award  
Mr. Jon Reusch (Central Michigan University)
  - Undergraduate Student Rising Star Award  
Mr. Trevor Cook (Miami University)

The region also forwarded the names of several award recipients to be considered for national recognition.

## Scholarship

### **Creation of Knowledge**

1. Knowledge Communities
  - Jermaine Williams, AER KC Representative co-published an article in an upcoming AER National KC newsletter and is planning on a second article to be posted in an upcoming newsletter soon.

- Jermaine Williams Wrote nomination for Excellence Award. University received Excellence Award (Gold) in the category of Enrollment Management, Financial Aid, Orientation, Parents, Persistence, First-year, Other-year, and related.
  - Ana Rossetti, AGAPSS KC Representative co-wrote an article for the KC publication with fellow AGAPSS Regional Representative Dr. Valerie Shepard entitled “Supporting Career Services to Foster Graduate and Professional Student Success”.
  - Ana Rossetti, AGAPSS KC Representative participated in knowledge sharing as part of the National AGAPSS KC Wednesday Wine and Cheese series. Specifically, sharing practices during the October presentation on “Rethinking Graduate and Professional Student Orientation”.
  - Numerous Regional Representatives presented at the 2013 Regional conference both together and individually and in all of these they shared the good news about their Knowledge Communities encouraging people to continue to get further involved!
  - The ADA Monograph is almost complete and Scott Friedman, our Disability KC Representative is a co-author of two chapters
  - A number of the Region IV-E KC Representatives Collaborated with other Region IV-East KC Representatives to present a roundtable discussion on Intersectionality of identities at the NASPA Region IV-East conference.
    - Discussed identity conflicts, challenges with collaboration and the impact it has on our work with students.
    - Brainstormed ways to embrace our identities while exploring new ways to meet the needs of students
    - Encouraged participants to get involved in the knowledge communities and to collaborate across knowledge communities.

### **Faculty/Research/Scholarship Involvement**

#### Knowledge Communities

- The IV-E NPGS KC is excited about the two new opportunities for the members to feature their scholarship via blogging. The regional KC groups, as well as the national NPGS KC are willing to feature our membership month their respective blogs. We will advertise this through social media.
- In addition, the IV-E NPGS KC also put out a call for the membership to write an article on behalf of the NPGS KC for the Spring KC Publication.

#### **Grants/Research**

- NASPA Region IV-E (2014) Research Grant Awarded to: University: Loyola University Chicago Title: "Midwestern Collegiate Constructions of Race: Asian American Student-Initiated Conferences and Racial Identity." Team: Oi Yan Poon, Ph.D., Sara Furr, Corinne Kodama, & Lester Manzano
- National SAPAA (Student Affairs Partnering with Academic Affairs) Research Grant was awarded to Dr. Eric Buschlen (Region IV-E) in March 2013 at the National NASPA Conference in Orlando as one of 22 entries.

## Professional Development

### 1. Conference, educational program reporting - 2013

#### A. NASPA IV-East 2013 Regional Conference

##### **Courageous Voices: Take a Stand. Make a Choice**

*November 3-5: Skokie, Illinois*

- 455 Total Registrants
- 13 Graduate & New Professionals Institute (NPI) participants
- 39 Student Affairs Leaders of Tomorrow (SALT) participants
- We had 69 educational sessions (there were 110 –programs submitted for review). These sessions included 3 programs that were part of the CSAO track.
- We included an event at the Holocaust Museum that included self-guided tours and a dessert reception. We also included a courageous voices display at the museum which provided an opportunity for institutions to showcase examples of courageous voices on their own campuses. 175 conference attendees went to the museum.
- We had 3 fabulous keynote speakers:

##### Ronnie Sanlo Ed.D.

- Dr. Ronni Sanlo is a Director Emeritus of the UCLA Lesbian Gay Bisexual Transgender Center (LGBT) Center and a frequent speaker and consultant on LGBT issues in Higher Education. Dr. Sanlo was also the Senior Associate Dean of Students and professor/director of the UCLA Masters of Education in Student Affairs. Ronni served as the director of the UCLA LGBT Center, the director of the University of Michigan LGBT Center, and as an HIV epidemiologist in Florida.

##### Jeff Selingo

- Jeffrey Selingo, an author, reporter, columnist, and leading authority on higher education, has spent his journalism career covering colleges and universities worldwide. His new book, *College (Un)Bound: The Future of Higher Education and What It Means for Students*, explores the college of future – how families will pay, what campuses will look like, and how students will learn and prove their value in the job market. Selingo is editor at large of *The Chronicle of Higher Education* and a senior fellow at Education Sector, an independent education think tank in Washington, DC.

##### Jackie Joyner-Kersey

- As one of the most decorated female athletes of all-time, Jackie dominated the track and field circuit for 13 years and won three gold, one silver and two bronze medals spanning four Olympic Games during her illustrious career. Sports Illustrated for Women magazine named Jackie the Greatest Female Athlete of the 20th Century. On three different occasions (1994, 1987 and 1986), she was honored by Track & Field News as the World Athlete of the Year. She also was named as the top American Athlete five times (1994, 1992, 1991, 1987 and 1986). The inaugural recipient of the Humanitarian Athlete of the Year, Joyner-Kersey is known worldwide for her interest in aiding others. She has helped to build the

Jackie Joyner-Kersey Youth Center Foundation in her hometown of East St. Louis, Ill., that has raised more than \$12 million.

- The final budget figures for the conference were:

Revenue:	\$118,505.00
Expenses:	\$91,998.15
Net Income:	\$26,506.85

#### B. WISA DRIVE-IN CONFERENCE

*June 1, 2013: Lake Forest College, Lake Forest, IL*

- Number of Attendees/Participants – 63
  - Objective: This powerful drive-in conference provides many opportunities for practitioners in every office of student affairs and at all experience levels. WISA promises to be a valuable opportunity for female student affairs professionals in our region to come together to network, share advice and learn from each other in a highly interactive and engaging environment of fellow talented women. Current trends, research and publication, practical skills, family and work/life balance, continuing education and personal wellness are all areas that we are committed to learning about as women and as practitioners and we think you will find valuable information on these topics throughout our program sessions.
  - 3 Program Sessions with 4 programs to choose from in each session
  - Keynote Speaker – Peggy Burke, Associate Vice President of Student Development at DePaul University and NASPA IV-East Regional Director
  - Senior level panelist:
    - Dr. Christina Klawitter (Beloit College)
    - Dr. Claudia Mercado (City Colleges of Chicago)
    - Dr. Joianne Smith (Oakton Community College)
    - Dr. Patricia Telles-Irvin (Northwestern University)
    - Dr. Carmen Tillery (Indiana State University)
  - Candid Conversations
  - Mentor and Mentee conversation time
  - Successes of the event/changes that one would make next year.
    - Work on increasing registration. 63 participants
    - Philanthropy project with A Safe Place (Women’s Domestic Violence Resource State was a great agency to partner with. Collection of items went well.
    - Senior level panel was a success; very diverse group of women
- C. The Student Affairs Fundraising and External Relations KC is scheduled to host a national webinar titled: ***“Building a Culture of Student Affairs Building.”*** The webinar presentation will be held on Wednesday, January 29, 2014, from 3:00pm-4:00pm, EST. This presentation has been promoted throughout the profession via NASPA and 50 participants are scheduled to participate.

D. Trends in Occupational Studies

*October 16, 2013 – October 18, 2013* ♦ *Grand Traverse Resort, Traverse City MI*

- Barnaby Pung, SAPAA Regional Rep was the Featured Presenter at the Trends In Occupational Studies Annual Pre-Conference Workshop: *“The Seamless Transition from Community College to the Michigan Labor Market”*

E. National “Let’s Talk Spirituality” conference calls

*Ongoing, fourth Tuesday of every month*

- National call-in hosted by the Spirituality and Religion KC
- Informal but facilitated space for KC members across the country to bring up topics of interest around religion and spirituality in higher ed
- Katie Baxter, our KC representative has been supporting national efforts around these calls

F. Campus Safety KC

- Eric Green, the Campus Safety KC representative is promoting certification courses offered by U.S Department of Homeland Security FEMA in Incident Command System in Higher Education to regional members of his KC
- Eric Green, the Campus Safety KC representative is assisting in the development of a national pre-conference proposal, and advocating for issues of specific interest to Region 4-E are included.

G. Student Leadership Programs KC

- At the Region IV-East Conference in Skokie Illinois in November 2013, the SLP KC piloted a regional mentor program in coordination with members of the National SLP KC. We successfully paired 14 people who all shared that the program was beneficial to them.

H. Serving and Supporting Transracial Adoptees:

*January 21, 2014* ♦ *NASPA Webinar*

- 68 registrants and 37 registrants/sites on the call
- This webinar is aimed to increase the awareness of the experience of transracial adoptees and their needs as college students. Dr. Joy Hoffman of Whittier College covered transracial identity development model, best practices and highlight overlap and differences in the lived experience of multiracial people and transracial adoptees.
- Dr. Joy Hoffman of Whittier College
- Great engagement from webinar participants through question and answer.

**2. Conference, educational program reporting: 2014 Future Events**

1. NASPA IV-East 2014 Regional Conference

- November 2, 2104 – November 4, 2014 Hyatt Regency Columbus, Ohio
- 425 participants (Anticipated)
- Theme - The Future of Higher Education: Forging new paths for student affairs

- Sessions:
    - 2 – Pre-conference (SALT and Mid-Level Professionals Institute)
    - 55 Concurrent Sessions
  - Keynote Speakers - TBD
  - The 2014 conference will have two significant changes from previous conferences:
    - The conference will begin at Noon on Sunday with a lunch and keynote speaker. In past years the conference began at 5 pm with a dinner and keynote.
    - The conference will have two keynote speakers instead of three. There will be an opening keynote on Sunday and closing keynote on Tuesday. The Monday afternoon luncheon will feature the awards presentation and other celebrations of regional accomplishments.
  - The Regional Conference committee meets the first Tuesday of each month via conference call from 9:30 – 10:30 EST
2. Illinois Conference on Interfaith Collaboration (CO-SPONSOR event with the Spirituality KC)  
*February 28 – March 2 / University of Illinois*
    - For undergraduate students and campus professionals
    - One-day pre-conference for student affairs professionals
    - Opportunity for SA pros to present and to encourage their students to participate and present
    - First formal collaboration for the KC in the region
  3. Forthcoming Men & Masculinities Knowledge Community Drive-In Conference  
*October 2014 (specific dates TBD), Location (TBD, but focused on St. Louis, MO)*
    - Goal of 100 participants
    - Goal: To Have 1 Keynote
    - Goal: 15 sessions plus luncheon roundtables
  4. Engaging in conversations with SAFER KC National Chair to discuss the possibility of hosting the 2014 NASPA Student Affairs Fundraising and External Conference at newly establish Kent State University Hotel and Conference Center that opened in June of 2013.
  5. African American Knowledge Community  
The African American (AAKC) Knowledge Community is working on a Webinar for April 2014 that would surround topics of interest for the KC which could include such issues as: African American men, LGBTQ students of color, and/or Black greeks and hazing.

## Advocacy

1. The Campus Safety Knowledge Community has been responding to national issues that have arisen over the last year to start conversations with members about safety on campus, as well as to bring up current and pending legislation that may impact higher education institutions in our Region.
2. Small Colleges and Universities Division

- Members from the division continue to reach out to student affairs graduate preparatory programs to advocate for the small college perspective in their classes, offering to serve as guest lecturers and guest panelists to show graduate students the possibilities of working at small colleges.
  - An ongoing project is the “faith-based” project. We are exploring why faith-based institutions are and are not members of NASPA, as it potentially relates to issues of inclusion and acceptance of a more socially conservative viewpoint.
3. Public Policy Division
- Encouraging participating in the U.S. Department of Education’s town hall meetings to discuss the Obama Administration’s college ratings system at the University of Northern Iowa on November 15, 2013.
  - Held a Public Policy Update at the IV-East Regional Conference, Nov. 3– 5, 2013.