

NASPA Region IV-West Summer Board Meeting
June 3 & 4, 2004
Kansas City, MO
Agenda & Minutes

Meeting Location: Southmoreland Room, Marriott Country Club Plaza

Those attending: Barnum, Caires, Campbell, Covington, Griffin-Overocker, Grospitch, Harper, Hermelbracht, Jones, Kaberline, Kopita, Lamb, Linder, Lucas, Mackey (Johnson), Mahon, Major, Mathew, McGill, McReynolds, Oster-Aaland, Overocker, Perez, Quisenberry, Rames, Schneikart-Luebbe, Sperling, Stoner, Thomas, Wynn. Guests: Dennis Day, Theresa Brown.

ACTION ITEMS – TO DO - Summary

1. **TO DO:** Each Board member is to establish goals for their respective areas and e-mail them to Prakash before July 1. KC Chairs should send copy to Phil and the State Coordinators should send a copy to Pat. (Page 6, Item E.)
2. Can the awards program make better use of electronic communications? **To Do:** E-mail Christine with suggestions. (Page 6, Item 3)
3. Deadline for awards nomination has been extended to June 30. **To Do, Christine:** Send an e-mail to Prakash with this information as well as attaching the nomination forms as an attachment and referencing that the information along with nomination forms are on-line. (Page 6, Item 1)
4. Award nominations: **TO DO:** Encourage your colleagues to submit nominations for the Region IV-West Awards program.
5. Need to be able to get names and e-mail addresses of individuals who sign up for KC information at the time they register at membership. At this time, they are only able to get names and addresses from the National Office. **TO DO, Phil:** Send an e-mail to Prakash summarizing the problem of getting necessary information from the national office. Prakash will take it to the national meeting in July. (Page 7, Item B4)
6. **TO DO, Laura.** How shall the information regarding financial support for Tribal College colleagues be distributed throughout the region? (Page 8, section 1.e.iv). Laura will develop a template letter and send to the state coordinators to distribute to the Tribal Colleges in their respective states.
7. **TO DO:** Recruit participants for the MLI and promote the 2004 Regional conference at Fargo. Challenge: Contact 10 people with conference and/or MLI information. (Page 7 & 8, Items 1 & 2). Board members were asked to work with their respective SSAO's to assist with the recruitment of participants to MLI.
8. It would be helpful if Pat and each state coordinator could receive an ethnicity breakdown by state and by region from the national office. **TO DO Pat:** Send an e-mail to Prakash making this request from the national office. Prakash will take it to the national meeting in July. (Page 7, Item A)
9. Can campus ministers/religious leaders affiliated with a campus become professional affiliates to NASPA? **TO DO, Prakash:** Ask the national office for response. (Page 7, Item A, bullet 4)
10. **TO DO:** Send "new" vendor suggestions to Rich Rossi. What vendors do you use on your campus? (Page 10, Item 12).

- 11. Newsletter distribution: **TO DO: Josh** will send an e-mail to the membership to inform them that the newsletter is available on line. (Page 9, Item 9)
- 12. **TO DO:** Send Regional Vice President nominations to Diana Doyle. (Page 9, Item 8)
- 13. **TO DO, Ruth:** Develop a list of all items that the Board has agreed to underwrite or has made a commitment for funding.

Agenda Items for Fargo

- 1. Region IV-West budget. (Page 8, Item 6)
- 2. Future Conference Sites. The Regional Conference Site Committee is Dennis Day, Diana Doyle and Rich Rossi. They will meet and bring a proposal for future conference sites to the Fargo meeting. (Page 9, Item 10).
- 3. Conference registration fee for graduate and undergraduate students. (Page 9, Item 11)

Agenda Items for Tampa or Summer Planning Meeting

- 1. Revisit the on-line vs. hard copy distribution of the Regional Newsletter. Carry forward topic from summer planning meeting in Kansas City.
- 2. Revisit two motions made in Kansas City regarding the underwriting of NASPA membership and conference registration for participants from the Tribal Colleges in Region 4-West.

Decisions/Recommendations/Motions from 2004 Summer Planning Meeting

- 1. A **motion** was made, seconded and approved for the regional budget to underwrite a year’s NASPA membership (\$190) & the regional conference registration fee (\$150) for any member of a tribal college to attend the regional conference. This is a pilot program for the Fargo conference and will be reviewed in a year. A **motion** was made, seconded and approved to set aside \$5000 to make this happen. If need be, this amount can be revisited. This is a priority for the region.
Note for the record: The original proposal was for North Dakota only. It was expanded to the entire region – serving as a model to other regions for reaching out and providing support to an underrepresented area. (Page 7&8, Item 1.e.)

Thursday, June 3, 2004

- 1:00 – 1:15 Welcome & Introductions
- 1:15 – 1:45 Team Building – Rueben Perez
- 1:45 – 2:10 Expectations, Goals, Style – Prakash Mathew.
 - 1. Introduction of Prakash, by Prakash, regarding his work style, expectations and leadership style.
 - 2. Introduced Deanne Sperling as the Assistant to the VP and Audrey Olson, his secretary at North Dakota State.
 - 3. He is a planner and an organizer. The 2004-2005 NASPA Planning Calendar (gold) was distributed, includes deadlines for Board Reports, Board meetings, newsletters, etc. One additional date was added: October 20 & 21 – Fargo Regional Advisory Board.
 - 4. Involvement with NASPA has rejuvenated his commitment to the profession of Student Affairs.
 - 5. Challenged the Board members to leave this planning session feeling good about being
 - A Board member; and
 - A student affairs professional.

6. Introduction to the National Office in Washington, D.C.
 - a. Prakash distributed a NASPA National Staff organizational chart & Board of Directors/Leadership roster.
 - b. What support does the national office give to the regions?
 - Financial support through membership dues.
 - Membership rosters and labels
 - Website assistance and maintenance (regional and national)
7. Expectations of Board members
 - a. Prakash distributed a handout “Expectations for Advisory Board Members – Region 4-W”. Priority for attendance at Board events: 1) Summer planning meeting; 2) Regional conference Board meeting; and 3) National conference Board meeting.
 - b. Charge from Prakash to the Board members: Develop respective committee/groups to assist you for: 1) feedback; 2) visibility; 3) access to membership – how do you reach the membership?, and, 4) meeting the goals and expectations of the region and national. “We must be intentional!”
 - c. Outreach – Prakash and Karen Pennington, Past-NASPA president, will be going to the Canadian Association of College and University Student Services (CACUSS) conference in two weeks. They will be extending an invitation to our Canadian colleagues to join us in Fargo and to re-establish our relationship with Canadian colleagues.

2:10 – 2:20 History of NASPA – Ruth Stoner, Regional Historian. Ruth led a discussion on the history of NASPA and distributed 3 handouts: 1) History of NASPA by James Rhatigan, copied from the National web page; 2) Region IV-West Vice Presidents, 1967 – Present; and 3) Region 4-West Conference Summary Report, 1970 – 2003.

2:20 – 3:20 Planning Process – Prakash. See handout “Solving the Planning Dilemma”, article by Tom Jons & Bill Olfert, College Planning & Management, June 2003, pages 44 & 46.

Planning Process:

In every organization, there are three types of work performed.

1. Leadership Level – the telescope
 - Vision, mission, risk, influence
 - Long range planning – Where are we going and why?
2. Managerial Level – the camera
 - Communicate, coordinate, translate
 - The bigger picture
 - Problem solving
 - Goals and strategies
 - Maintaining the past and what?
3. Task Level – the microscope
 - Professional, technical, clerical, support
 - Focus on the present and how?
 - The eyes, ears, and hands
 - Concerned about procedures and details

CONCLUSION: The Region 4-West Advisory Board will function at all three levels as described above: The telescope, the camera, and the microscope. However, the board will spend most of its time working towards accomplishing the goals established at the leadership level, in partnership with the RVP. The Board will need to spend more time thinking about the future.

The 5 Minute Strategic Plan

1. Vision & Mission
 - Where are we going and why?
 - Gather information from the national level.
 - What steps the board will take to make the vision and mission happen?

2. Goals and Strategies:
 - Establish steps to measure your success.
 - What are the plans to meet the goals?
 - Who is responsible, how & when?
 - Continue to ask the questions, what?
3. The Tactics, Tasks and How?
 - The activities and procedures
 - The actions and details of how you will accomplish the strategies.
 - Did we accomplish the goals?
4. Break Out Sessions
 - Vision/Mission
 - Goals & Strategies
 - Tactic (Action Plan)

NASPA VISION & MISSION, Includes Values

Prakash introduced the Board to the revised “NASPA Vision, Mission, Goals & Objectives” – revised: July 2004 (green handout) and compared them to the “Top Five NASPA Values” – 7/28/00 (blue handout). The revised statement will be finalized at the July national board meeting. The Board had the following comments and questions about the new document in comparison with the former document.

- Core values (green sheet) – are the values listed in priority order?
- Strength: Learning is listed as a value on the green sheet.
- There may be some opportunity for further discussion at the NASPA Board meeting in July.
- What is the “spirit of inquiry”? (green) Asking the right questions? Different ways of asking questions? Should it be “research”? We should use the word “research” to add strength to the profession. Needs to be “life long learning” – always searching for knowledge.
- Notes of explanation (narrative) need to be added to the values listed on the green sheet – similar to the blue sheet.
- Is there enough emphasis about student focus on the green sheet? Blue sheet has #1 value: Valuing students. Could this be added to the green sheet?
- “Respect for diversity” (blue) is a stronger statement than “diversity” (green).
- Blue sheet appears to be more student centered. Are we getting away from that with the listing on the green sheet? It is noted that the narrative paragraph on the green sheet states, “As an association of members committed to students, . . .”
- Values are a quality - - - students are not a quality. “NASPA, as the leading voice (introductory statement on the green page)” – concern was expressed about the impression/impact this has on other professional organizations.
- It is hoped that a good solid document is developed that can be used as a source of reference for many occasions in the work that we do.
- E-mail additional thoughts and suggestions to Prakash.

GOALS

The Board was divided into 4 groups to review the 5 goals outlined on the green sheets and were instructed to identify what Region 4-W is currently doing to accomplish these goals? What more can we be doing? What should we be doing?

- A. To provide professional development to our members through the creation and dissemination of high quality experiences, information and exemplary models of practice.
 - Region 4-W Conference – high quality programs, speakers, and entertainment. Increase accessibility to new professionals and graduate students through financial assistance and grants.
 - 4-W has a reputation for personal approach and openness – great introduction to the profession.

- Institutes – Mid-Level Institute, New Professional Institute – in depth immersion on a smaller, more intimate level. Continue as a pre-conference to the regional conference. As an incentive, offer a reduced cost if individuals choose to participate in both the institute AND the conference.
 - Senior Student Affairs Officers mini-retreat – pre-conference to regional conference.
 - Regional Newsletter – strong reputation for quality review of publications. Variety of topics, including odds & ends, cartoons. Every edition is different. Focus on good communication of opportunities. Need to explore on-line vs. hard copy distribution. Membership should have choice – on-line vs. hard copy. Suggestion: Send e-mail to all members with link to the newsletter on the regional web page.
 - SSAO’s letter to support participants at the Institutes – focus on under-represented areas.
 - National communications – Net Results, The Forum
 - Goals for all:
 - a. State-wide membership update – recognize and thank members for continued participation and membership (Eric Grospitch’s model – sample attached to file minutes)
 - b. University of Kansas model for “New Professional Award” - sample attached to file minutes
 - c. Knowledge Communities: Increase visibility and usefulness at the regional level. Need more direction, support and commitment from the national level. Add back the Service Learning KC. Emphasize and make more visible at National conference – move from 7:00 am breakfast to more a high-traffic time.
 - d. E-learning
 - e. Drive-in conferences – planned and implemented by Board members.
 - Need to address:
 - a. Professional development for those who are not new but not yet mid-level.
 - b. Professional development for seniors – prepare for institutional presidency
 - c. Year-round mentor program between students and full time staff from around the region. Rationale being that some students are not able to find a mentor on their own campus that has the same interests (functional area and/or institution size/type) and/or personality connection.
 - Awards and recognition – apply on line.
 - Establish a resource list of Board members and their association affiliations. This will help the Board to encourage members to act as a representative/liaison and “wear their NASPA hat” while attending other professional conferences. There could be opportunity to speak to governing boards and/or conference attendees about NASPA and/or display materials about NASPA. This will extend the outreach of NASPA by utilizing members who are already attending other student affairs related conferences.
 - Provide on-line reviewing for the committee working on conference programs submissions.
 - Provide incentives for the North Dakota’s state student affairs association members to attend the Fargo conference. (and maybe surrounding states?)
- B. To provide leadership in higher education through policy development and advocacy for students on important international, national, state and local issues.
- Sherry Mallory, Public Policy KC Coordinator, is a voice for the Region and a point person to provide us with current information.
 - NASPA website
 - Public Policy updates.
 - Good job!
 - Need to establish/understand priorities.
- C. To promote pluralism, diversity and internationalism in NASPA and the profession
- Knowledge Communities – make better use of the KC’s for recruitment and retention of members in the underrepresented areas; emphasizing that ownership into recruitment and retention of all members is everyone’s responsibility. What is the definition and function of KC’s?
 - MUFP- Minority Undergraduate Fellows Program. Continue to promote and expand this program in all states of the Region. Suggestion: Change the name. How to recruit participants and sponsoring institutions?

- Was the GLBT group brought into MUFP as discussed at the Denver National Conference? (As written in the Board minutes from the Denver conference: “DisAbility Knowledge Community requested that it become part of MUFP. Approved. Then the GLBT community asked that their undergraduates also become a part of MUFP. Concern was expressed that the original “flavor” of MUFP was being altered. A task force at the national level was created to study this inquiry as well as expanding the topic to address what opportunities can be created for “all” undergraduates wanting to explore or pursue careers in student affairs. The task force will report back to the National Board in December.”)
 - Is ACPA more diversity friendly than NASPA? Are we (NASPA) just giving lip service to commitment for diversity, pluralism and internationalism?
 - Invite/sponsor representation from tribal colleges.
 - Provide expertise/support for tribal colleges to both 1) write Trio grants & reapply for Trio grants; and, 2) develop the program after they receive the grant.
 - Encourage involvement/invite Canadian members to participate.
 - Make formal invitation to state and other professional organizations to participate in the regional conferences.
 - Continue efforts to diversify the Advisory Board.
 - Reach out to regional Tribal Colleges.
 - Recruit campus ministers and religious advisors to professional affiliate membership of NASPA (connecting to member institutions) – a population that is not directly linked to student affairs but has a great impact on college student development. Agenda item for state membership coordinators.
 - Group #2 did not have time to address
- D. To provide leadership for promoting, assessing and supporting student learning and successful educational outcomes.
- Group #1 did not get to this goal.
 - Group #2 did not have time to address this goal.
 - Nor did Group #3.
- E. To maintain, evaluate and develop a high quality association structure and a national office to meet current needs, anticipate future trends and promote growth.
- Group #1 did not get to this goal.
 - Group #2 did not have time to address
 - Nor did Group #3.
 - Nor did Group #4.
- **TO DO:** Each Board member is to establish goals for their respective areas and e-mail them to Prakash before July 1. KC Chairs should send copy to Phil and the State Coordinators should send a copy to Pat.

3:20 – 3:35 Break

Awards: Following break, Christine Schneikart-Luebbe discussed the 2004 Awards process.

1. Deadline for awards nomination has been extended to June 30. **To Do, Christine:** Send an e-mail to Prakash with this information as well as attaching the nomination forms as an attachment and referencing that the information along with nomination forms are on-line.
2. Josh Overocker will be working with Christine to put this information on line.
3. Can the awards program make better use of electronic communications? **To Do:** E-mail Christine with suggestions.
4. Suggestion: A regional award to recognize support staff be implemented. Christine will develop a proposal.
5. Christine solicited suggestions for nominees for the President’s Award and the James Rhatigan Award and made recommendations for nominees.

3:35 – 4:30 Breakout Sessions

A. **Membership** – Patricia Mahon. Summary of breakout session:

- Membership recruitment belongs to all NASPA members – not just the State Membership Coordinators
- Each state coordinator will set up goals for their respective states.
- It would be helpful if Pat and each state coordinator could receive an ethnicity breakdown by state and by region from the national office. **TO DO, Pat:** Send an e-mail to Prakash making this request from the national office. Prakash will take it to the national meeting in July.
- Can campus ministers/religious leaders affiliated with a campus become professional affiliates to NASPA? **TO DO, Prakash:** Ask the national office for response.
- Eric Grospitch, University of Kansas, has developed a “model letter” for contact of new and continuing NASPA members. He will share his templates with other state coordinators.
- Pat shared the “New Professional Award” program, instituted at the University of Kansas by Dr. Ambler. The New Professional Award winner received a year’s membership to NASPA and travel expenses to the Regional Conference.
- It was suggested/recommended that the SSAO's send a letter of “welcome” to new staff members, to include an introduction to NASPA as a professional organization for consideration, referencing the national and regional website.

B. **Knowledge Communities** – Phil Covington. Summary of breakout session.

- KC’s were defined in a handout in the packets distributed at the meeting. It was an article by Gwen Dungy entitled “The Critical Role of NASPA’s Knowledge Communities,” NASPA Forum, March/April 2002.
- What changes can be made to make the KC’s move visible and more functional?
 1. Set up a KC table near the registration table at regional conferences.
 2. Shift KC Roundtable discussions to Friday afternoon.
 3. KC Chairs can serve as host/hostess for the Friday Night on the Town at the Regional Conference.
 4. Need to be able to get names and e-mail addresses of individuals who sign up for KC information at the time they register for membership. At this time, chairs are only able to get names and addresses from the National Office. **TO DO Phil:** Send an e-mail to Prakash summarizing the problem of getting necessary information from the national office. Prakash will take it to the national meeting in July.

4:30 – 5:00 Sharing Identified Goals

6:00 Leadership Dinner – Figlio’s, 209 West 46th Terrace, Country Club Plaza.

Friday, June 4, 2004

8:00 – 8:30 Breakfast

8:45 – 11:15 Items for Board Review

1. 2004 Regional Conference update – Ron Kopita, 2004 Conference Chair
 - a. “Discovering the legacy, Embracing the future,” October 21 – 23, 2004, Fargo, ND
 - b. Ron encouraged all Board members to support and promote the conference in Fargo.

- c. Challenge to all Board members: Personally contact 6 – 10 members & non-members to invite them to attend the regional conference in Fargo. The promotions committee has created post cards to send. State membership chairs will be sending out the post cards.
 - d. Ron distributed a tentative “Conference at a Glance.”
 - e. Ron distributed a proposal for a “Fee Waiver for Tribal College Participants”. A lengthy discussion followed.
 - i. A **motion** was made, seconded and approved for the regional budget to underwrite a year’s NASPA membership (\$190) & the regional conference registration fee (\$150) for any member of a tribal college to attend the regional conference. This is a pilot program for the Fargo conference and will be reviewed in a year. A **motion** was made, seconded and approved to set aside \$5000 to make this happen. If need be, this amount can be revisited. This is a priority for the region.
 - ii. Note for the record: The original proposal was for North Dakota only. It was expanded to the entire region – serving as a model to other regions for reaching out and providing support to an underrepresented area.
 - iii. Representatives from the tribal colleges have been asked to present programs at the conference.
 - iv. How shall this information be distributed throughout the region? **TO DO, Laura:** Develop a template letter and send to the state coordinators to distribute to the Tribal Colleges in their respective states.
2. MLI Institute update – Matt Caires
 - a. October 18 – 21 (Monday thru Thursday), pre-conference to the regional conference. Will be held at Maplelag, MN, a retreat setting outside of Fargo.
 - b. Faculty members will be Sarah Boatman, Lee Bird & Myron Pope. James Rhatigan will be the closing speaker.
 - c. Promotional materials will be distributed the first of July. Priority deadline will be August 1, with August 15 as the backup deadline if needed.
 - d. SSAO’s will be asked to nominate and provide financial support for participants.
 - e. The MLI planning committee will work with Pat Mahon and the state coordinators to assist in the distribution of the information.
 - f. **TO DO:** Board members were asked to work with their respective SSAO’s to assist with the recruitment of participants to MLI.
 3. 2005 Regional Conference update – Theresa Brown, University of Kansas Medical Center, Registration Chair & Treasurer for the 2005 conference.
 - a. A 2005 conference report was submitted by Brian Hemphill, 2005 Conference Chair. It will be held November 8 – 13, 2005 at the Marriott’s Kansas City Country Club Plaza Hotel. Room rate will be \$109/night. The theme will be: “Architects of Purpose: Refining the Blueprints of Our Profession.”
 - b. A roster with the NASPA 4-W 2005 Regional Conference Planning Committee members was distributed.
 - c. There will be pre-conference programs, in addition to the MLI and the SSAO mini-retreat. Preliminary proposals include: 1) Women in Student Affairs; 2) Who are the students of today?; 3) Best Practices; and 4) Fund Raising.
 - d. Goal: 300 registrations.
 4. Roster update. Rosters for the Knowledge Community Chairs & the State Membership Coordinators were distributed.
 5. Planning Calendar. Prakash reviewed the 2004-2005 planning calendar, which includes deadlines for Board reports, board meetings, newsletters, etc. One additional date was added: October 20 & 21 – Fargo Region 4-W Advisory Board.
 6. Budget Notes
 - Region IV-West budget - tabled until fall meeting. **Agenda Item for Fargo.** “Are we doing the right thing for the right reasons?” – Prakash will continue to ask this.

- National budget presentation:

<u>2003 Revenue</u>		<u>2003 Expenses</u>	
Institutional dues	27%	Administration	45%
Individual dues	16%	Grants	13%
Publications	1%	Board & Leadership	9%
Annual Conference	29%	Membership	2%
Grant Revenue	16%	Workshops	4%
Workshops	4%	Publications	6%
Misc	7%	Annual Conference	21%

- Regional Institutes are not being asked to make money for the Region. They should break even.
- NASPA FAQ's:
 - NASPA is a 501C 3 non-profit corporation.
 - NASPA does not pay income tax on association revenue (UBTT excluded)
 - NASPA (and regions) are exempt from sales tax only in DC.
 - NASPA Tax ID: 52-1542164.
 - All regions submit end of year budget reports to the national office.
- Long range financial plan – Revenue assumptions
 - Institutional dues increase annually by CPI.
 - Individual dues increase bi-annually by CPI.
 - Conference net income increases 6% annually.
 - NASPA reserve budget to contribute 50% of 3-year average to NASPA operating.

7. Awards – Christine Schneikart-Luebbe. Christine gave her report on Thursday.

8. Newsletter – LeeAnna Lamb will be assuming the Editor duties beginning with the fall issue. Newsletter deadlines are included on the NASPA planning calendar, which was discussed earlier. LeeAnna has established a committee to assist her. She requested all Board members to consider submitting a newsletter item at some time during the coming year.

Discussion followed regarding “on-line” vs. “hardcopy” newsletter. This has been discussed at previous board meetings. Conclusion: We will continue to send hard copy. We will work towards a Net Results model for future distribution of the newsletter. We will revisit this topic in a year. **TO DO:** Josh will send an e-mail to the membership to inform them that the newsletter is available on line.

9. RVP Election Process – Prakash will appoint a committee to select two nominees for the next IV-West Region Vice President. The RVP will be selected by vote from the 4-West membership. Diana Doyle, Past RVP, will chair the committee. **TO DO:** Send RVP nominations to Diana Doyle, cc Prakash. The deadline for submitting the nominations to the national office is December 1.

10. Future Conference Sites. The Regional Conference Site Committee is Dennis Day, Diana Doyle and Rich Rossi. **Agenda Item for Fargo:** They will meet and bring a proposal for future conference sites to the Fargo meeting. Guidelines for conference site selection: Every third year, the conference will return to an “anchor city”, i.e., Kansas City, Denver, or Oklahoma City. Conference sites suggested to date for further consideration:

- 2004 – Fargo, North Dakota
- 2005 – Kansas City
- 2006 – Little Rock
- 2007 – Lake of the Ozarks
- 2008 – Major city

The Regional Conference Site Committee encourages Board members to make suggestions/recommendations regarding future conference sites.

Matt Caires suggested that another point of view be added to the committee, i.e., the new professional. Prakash will take the advisement under consideration.

11. Other: **Agenda Item for Fargo:** Conference registration fee for graduate and undergraduate students.

12. Rich Rossi was unable to attend the planning meeting. His report is attached. A list of recommendations was included in the report. **TODO:** Send “new” vendor suggestions to Rich Rossi. What vendors do you use on your campus?

11:15 – 11:30 Closures and Lunch

Meeting adjourned at 11:15.

* * * * *

Ruth Stoner, Region IV-West Historian, prepared these minutes. A copy of these minutes and all handouts distributed before the meeting and during the meeting are filed in the Historian file. Corrections, deletions and additions to these minutes should be sent to her at:

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