

**NASPA Region IV-West Advisory Board  
Marriott Southern Hills  
Tulsa, OK  
November 4 & 5, 2008  
Agenda & Minutes**

**Approved by Executive Committee - 12/9/2008  
Sent to Advisory Board for review and approval – 12/11/2008  
Posted – 1/12/2009**

Attending: Abell, Alvarez, Aschenbrenner, Austin, Bowser, Boyer, Brantley, Claypool, Day, Dees-Burnett, Doman, Donovan, Gibson, Griffin-Overrocker, Grim, Grospitch, Harle, Isdell, Kloeppe, Lovell, Mata-Dickerson, Mathew, McCaig, Miller, Norvell, Nunez, Ortiz-Schriver, Ottinger, Rasmussen, Reesor, Ronen, Rossi, Schneikart-Luebbe, Schneller, Secuban, Serefini, Sperling, Stevens, Stoner, Stoppel, Young. Guests: Diana Doyle, Prakash Mathew

\*\*\*\*\*

**Mark Your Calendar**

**NASPA National Conference, Seattle, WA, March 8 – 11. Region 4-West activities:**

- 4-West Advisory Board meeting, March 8 (Sunday), 1 – 3 pm
- 4 West Business meeting, March 9 (Monday), 5 – 6 pm
- 4 West Reception, March 9 (Monday), 9 – 11 pm

**Region IV-West Fall Conference, Santa Fe, NM – November 3 – 5, 2009**

**2009 New Professional Institute, Santa Fe, NM – November 1 - 3, 2009**

\*\*\*\*\*

**Board Agenda Items – Seattle**

1. Feedback on web assessment project and recommendations for web update. Item 6B, page 2
2. Newsletter survey to membership – paper vs electronic & newsletter proposal presented at the Tulsa meeting. Task force: Karen Schlabach, Lori Reesor, Rich Rossi, Sara Mata-Dickerson. Item 10C, page 3
3. 2009 Regional Conference in Santa Fe
  - Eric will explore cost of electronic connections – will bring ideas with cost estimates to the Seattle meeting. Will also explore the possibility of pooling board members to an off-site location, i.e. KC. Item 14G, page 4
  - 2009 Santa Fe Region 4-West conference budget. Item 14H, page 4
  - 2009 NPI budget. Item 15C, page 4
4. 2010 conference site: Dennis Day will present more hotel information from Omaha. Item 21D, page 5
5. Future (2011 and forward) Conference Sites. Item 23I, page 5

**Region 4-W Executive Committee Agenda Item**

None.

**Action Items**

1. Board Structure Review. The new Board structure as it relates to KC involvement was discussed. This has caused a loss of diversity and voices at the Board meeting table. This is troublesome. What can we do to make it work? Jody will review, discuss with the KC Chairs, and will come back to the Board with recommendations. Item 9C-E, page 3

**Board Decisions & Recommendations**

1. A motion was made and approved unanimously to extend the funding on all financial initiatives approved at the Boston conference for one more year (2009 -10). In summary, the following incentives were approved for 2009 – 10:
  1. Enhance Annual Awards - \$2,000/annually.
  2. Support for Board at Summer Planning Meeting - \$5,200/annually
  3. Support for Conference Planning Committee - \$2000/annually
  4. NUFP - \$3,500/annually (\$2,500 increase to current budget)
  5. Graduate Students - \$3,500/annually
  6. Knowledge Community - \$2,000/annually (\$1,000 increase to current budget)

Item 11C2, page 3

2. **Motion made, seconded and approved:** The request for a creative award be disregarded and that last years KC financial incentive become permanent funding. Item 11C1, page 3
3. **Motion made**, seconded, and **approved**, with 2 abstentions, that the summer planning meeting be held at the regional meeting site El Dorado Resort and Spa, Santa Fe, New Mexico. Motion is for this summer only. Item 14B, page 4
4. **Motion made** to explore Omaha – not Lincoln as the site for 2010 conference. **Approved.** Item 23D, page 5
5. **Motion:** As future sites are considered we will 1) put membership needs as the top priority; 2) financial status of the region and location will be secondary. We will go to a resort area every 3 – 4 years; and we will begin to plan locations 5 years out. **Approved.** Item 23H, page 5
6. **Shirts for Advisory Board.** Proposal died for lack of a motion. If someone wants to pursue shirts for the general membership, we can discuss it at another time. Item 27, page 6

\*\*\*\*\*

**Executive Committee met at 11:00 am – 1 pm**

\*\*\*\*\*

**NASPA IV-West Regional Board Meeting  
Tuesday Afternoon  
1:00 – 5:00 pm  
2008 Regional Conference – Tulsa, OK**

1. Welcome & Video, Christine Schneikart-Luebbe, RVP - 1:00-1:10
2. Review of Agenda, Christine Schneikart-Luebbe, RVP - 1:10-1:15
3. EC Members met with respective board members - 1:15-1:45
4. 2008 Tulsa Conference Overview, Dennis Day & Denise Ottinger -1:45-2:00
  - A. 315 registrants – to date. (Editors note: Total registration = 326.)
  - B. ALERT to Advisory Board: Future conferences will need higher registration fees. At this conference, food is \$130 of the \$170 registration fee. Remaining fee balance (\$40) impacts number of speakers, affordable speakers and no food breaks. Conference committee needs 'wiggle' room to plan 'fun' things. If registration fees are not increased, planning committee may need to eliminate one of the meals.
5. 2008 Mid-Level Institute: Gigi Secuban & Heather Schneller, Co-Chairs
  - A. 19 participants. (21 accepted; 2 had to drop out)
  - B. 13 stayed for the conference; 6 left after MLI was completed.
  - C. An assessment was completed at the end – feed back on the evaluations will be given at Seattle.
  - D. Feedback from evaluations: How to blend into the conference?
  - E. The Institute went well.
6. Historian/Secretary's Report, Membership Survey & Golden Shoe Award, Ruth Stoner - 2:00-2:20
  - A. Historian/Secretary's Report: The minutes for the Planning Meeting held in June are posted on the Region 4-West Website for review.
  - B. Membership Survey & Web site update:
    1. Kristen Abel – new webmaster for Region 4-West.
    2. Abby McNaught, Hans Broers & Tyler Blair, KU higher ed graduate students, are doing a website assessment project, for a class assignment. They are using Student Voice to do a membership survey to solicit information about “who is accessing the website?” and “why are they accessing the website?” They are at the conference to promote the survey. The results of this assessment project will be presented at the Seattle Board meeting.
    3. Eric Grosspitch, Rich Rossi, Kristen Abel & Ruth Stoner are serving as an Ad Board Team; they are assisting the graduate students; they will review the results of the assessment project and will implement recommended web updates and present needed proposals to the Advisory Board at the March meeting in Seattle. **Seattle Agenda Item**
    4. Some web updates that have already been made include, but not limited to:
      - Tulsa Conference Information was added and kept up to date, including the special edition of the Newsletter that was done to promote the Tulsa Conference.

- Advisory Board documents, i.e., Budget & Ad Board Roster, were updated.
  - The national office installed a new website software management package. The Region 4-West website was adapted to fit the new format.
  - The Region 4-West Board reports are posted to the website.
  - An archives component will be added to the website to file outdated reports and materials that will be available for access as needed and use by new Board members for their orientation to the Board and their respective positions.
- C. Golden Shoe Award: Ruth Stoner presented the Golden Shoe Award to Jody Donovan.
7. Regional Membership Coordinator's Report, Eric Grospitch - 2:20-2:35
- A. Eric's report was distributed and is attached to these minutes.
  - B. Membership is everyone's business.
  - C. There will be a welcome session for first time attendees.
  - D. State Membership Chairs were introduced.
8. Break - 2:35-2:50
9. Knowledge Community Coordinator's Report, KC Creativity & Visibility Award, Jody Donovan - 2:50-3:10
- A. There are now 23 KC's – two new ones have been added. Campus safety and ?????
  - B. The purpose of KC's is to create and share knowledge.
  - C. The new Board structure as it relates to KC involvement was discussed – There are 3 leads, with Jody's oversight, that represents all KC's on the Advisory Board. All KC Chairs are welcome to attend Board meetings; but, do not have to. The impact that this has caused is a loss for diversity and voices at the Board meeting. Need to explore using technology to bring all voices back to the Board.
  - D. 3 Leads + Jody = 4 votes. "Missing voices" is troublesome. What can we do to make it work?
  - E. Jody will review, discuss with the KC Chairs and will come back to the Board with recommendations.
- Action Item.**
10. Newsletter Update, Karen Schlabach - 3:10-3:20
- A. Karen was unable to attend the Board meeting; Ruth presented a proposal for budget and printing changes. The proposal recommended 3 issues rather than 4.
  - B. A discussion followed about electronic disbursement of the newsletter vs. sending a paper copy.
  - C. Christine established a work group to develop an assessment tool to survey the membership to determine the needs and preferences regarding the receipt of the newsletter – paper or electronic? The task force is made up of Karen Schlabach (Newsletter editor), Lori Reesor (Advisory Board rep), Rich Rossi (Ad Board rep) and Sara Mata-Dickerson (Assessment, Evaluation & Research KC Chair). They will survey the membership and report back to the Board at the Seattle Board meeting in March. **Seattle Board Meeting Agenda.**
  - D. A special edition of the Newsletter highlighting and promoting the conference was sent in hard copy to the membership in early September and an electronic copy was posted on the website.
11. 2008/2009 Budget, Deanne Sperling - 3:20-3:35
- A. Just completed an audit of national and regional for fiscal 2007 to show the best possible financial picture as we pursue a loan for new NASPA office.
  - B. \$30,000 has been placed in a money market.
  - C. 6 financial initiatives were approved (Boston, Spring 2008) for this fiscal year for a one year only. What are the plans for these initiatives? To summarize, the initiatives under consideration are:
    - 1. Enhance Annual Awards - \$2,000/annually.
    - 2. Support for Board at Summer Planning Meeting - \$5,200/annually
    - 3. Support for Conference Planning Committee - \$2000/annually
    - 4. NUFP - \$3,500/annually (\$2,500 increase to current budget)
    - 5. Graduate Students - \$3,500/annually
    - 6. Knowledge Community - \$2,000/annually (\$1,000 increase to current budget)
- 1. Jody made a **motion** that, the request for a creative award be disregarded and that last years KC financial incentive become permanent funding. **Seconded and approved.**

2. A **motion** was made to extend the funding on all initiatives for one more year (2009 -10). Approved unanimously. **Motion made and approved.**
  
12. National Overview, Diana Doyle, NASPA President - 3:35-4:00. Some National topics include but, are not limited to:
  - A. Pathways to Leadership program. Eric Grospitch will serve a one year appointment representing Region 4-West to assist with "building a bridge" to connect involvement with the national organization.
  - B. Developing a strategic plan to orient new members to the national level.
  - C. A consulting firm was hired to look into membership benefits. Results are being implemented.
  - D. National board agendas and reports will be posted on the National website and in the Forum to keep the membership informed of National agendas.
  - E. The NASPA Journal has been re-defined and re-formatted. Old Journal is being phased out and a new "Journal for Student Affairs" is being created.
  - F. Where will NASPA be (as an organization and a profession) in the next 3 – 5 years?
  
13. NASPA Foundation Challenge, Prakash Mathew - 4:00-4:15
  - A. NASPA Foundation is conducting a capitol campaign.
  - B. Challenge has been issued to the Regions.
  - C. 3 areas for distribution: 1) Developing Useful Research; 2) Enhancing Professional Development activities; & 3) Taking transformative action.
  
14. 2009 Conference, Eric Grospitch & Sam Ortiz - 4:15-4:30
  - A. Santa Fe, El Dorado Hotel, November 3 – 5, 2009. (Tuesday, Wednesday & Thursday)
  - B. Where will the Summer Board meeting be held - Santa Fe or elsewhere? Contract has already been signed. Do not know if it can be broken. **Motion made**, seconded, **approved**, with 2 abstentions, that the summer planning meeting be held at the regional meeting site. Motion is for this summer only. Suggestions:
    1. Use teleconferencing as an experiment to prepare for teleconferencing options for the regional conference.
    2. Teleconference to a more central location (i.e., Kansas City) for those that can not travel the distance to Santa Fe.
  - C. Distributed "Save the date cards."
  - D. Theme: Sustaining the Spirit & Artistry of Leadership in the Land of Enchantment.
  - E. NPI will be held November 1, 2 & 3. (Sunday, Monday & Tuesday morning)
  - F. The Advisory Board will meet November 2 & 3 (Monday afternoon & Tuesday morning).
  - G. **To Do & Seattle Agenda:** Eric will explore cost of electronic connections – will bring ideas with cost estimates to the Seattle meeting. Will also explore the possibility of pooling board members to an off-site location, i.e. KC.
  - H. **Seattle Agenda Item:** 2009 Santa Fe conference budget.
  
15. New Professionals Institute, Laura Isdell - 4:30-4:45
  - A. Nov 1 – 3, 2009
  - B. Co-Chairs: Jay Corwin & Laura Isdell.
  - C. **Seattle Agenda Item:** NPI budget
  - D. Will develop the NPI program to segway into the regional conference.

16. Final Comments for Tuesday afternoon session, Christine Schneikart-Luebbe, RVP - 4:45-5:00

17. Leadership Dinner - 6:00-8:00

**Wednesday, November 5, 8 – 10 a.m.**

18. Continental Breakfast - 8:00-8:30

19. Welcome to the Wednesday morning session, Christine Schneikart-Luebbe, RVP, 8:30-8:40

20. Regional Awards Report, Lori Reesor, 8:40-8:50

- A. Award winners are identified in the program book.

- B. Award committee members will be helping with the presentations. Lori wants feedback on the presentation process.

21. Professional Standards Report, Kerry McCaig - 8:50-9:00

- A. Making efforts to follow the National lead to create a professional development model.  
B. Will provide additional information at a future meeting.

22. Graduate Representative Report, Paul Miller - 9:00-9:10

- A. 7 graduate student scholarships have been awarded for this conference.  
B. Trying to pair graduate students with new professionals at the conference.

23. Future Conference Sites & Rotations, Cheryl Lovell & Christine Schneikart-Luebbe - 9:10-9:45

- A. Comments from Dennis Day about future conference sites:
- Rotation of conference sites – Hub City, Any City, Resort city – need to discuss if we need to get back to the established rotation.
  - Explored Omaha & Denver, per direction of the Board at the Tulsa summer planning meeting.
  - Tried to stay within a \$100/night room rate.
  - For 2009 – Santa Fe - received a lower rate of \$149 by adjusting the schedule.
  - Where will the 2011 conference be? Need to be planning 3 – 5 years out in order to negotiate the best rates.
  - As the conference grows, we are limited where we can go. Not all hotels can handle our growing numbers. This year attendance is leveling off.
  - Dennis suggested Omaha for 2010, Denver in 2011 (anchor city). Out west for Santa Fe in 2009; back to Omaha 2010 and then back to Denver in 2011.
- B. Omaha or Denver?  
C. Suggestion – keep Colorado as the resort option.  
D. **Motion made** to explore Omaha – not Lincoln, as the site for 2010 conference. **Approved** no abstentions. More hotel information will be presented at the Seattle conference. **Seattle Agenda**  
E. Should the Board think about a more thoughtful process for a bid process?  
F. Should we look at a room matching process to help New Professionals & Graduate Students with hotel costs?  
G. Need structure to help RVP's plan. It was recommended that the current plan be modified – resort every 3<sup>rd</sup> year. It is important to move around the region. Conclusion: Priorities should be based upon what is best for the 1) membership, 2) financially, and 3) location.  
H. **Motion:** As future sites are considered we will 1) put the membership needs as the top priority; 2) financial status of the region and location will be secondary. We will go to a resort area every 3 – 4 years; and we will begin to plan locations 5 years out. Approved with no opposition and no abstentions.  
I. Ideas for cities to consider in the future:
- 2009 – Santa Fe
  - 2010 – Omaha
  - 2011 – Denver, Rapid City, KC, St. Louis,
  - 2012 – Jackson Hole, Rapid City
- Christine will discuss options with Dennis and bring a report Seattle. **Seattle Agenda Item.**

24. Public Policy, Pat Boyer - 9:45-9:55

25. Community Colleges & 2-Year Institutions, Cheryl Rasmussen - 9:55-10:05

- A. Community College membership has stabilized.  
B. Suggestion for fall meeting in Santa Fe: Program for a CC roundtable.  
C. There will be a mentor dinner Thursday evening for CC reps (in Tulsa).  
D. Transitioning from a KC to a Division at the National level.  
E. Will do a pre-mini-conference on Sunday at Seattle.

26. Corporate Sponsors Update, Ron Kopita -10:05-10:15

- A. Sponsorship at this conference has been impacted by the economy.  
B. Exceeded the goal until market took 2<sup>nd</sup> nose dive. Two vendors dropped out after making a commitment due to the economic situation.

- C. Goal was \$10,000. Actual was \$6700. Received some help from a non-corporate anonymous doner = \$3300.
- D. The new 4-West Development Officer is Orinthia Montague, University of Missouri, St. Louis.
- E. Great effort was made – numerous phone calls, personal letters, and e-mails. All efforts were followed up with additional personal contacts.
- F. Vendor support is everyone’s business – talk to vendors at the conference; thank the vendors back home.
- G. Vendor support is important to the health of the budget.
- H. Acknowledgement of the 2008 vendor support has been put on the front page of the Region 4-West website. They are also recognized in the conference program booklet.

27. Shirts for Advisory Board, Laura Isdell - 10:15-10:25

- A. Why? To make Ad Board Members more visible to new and experienced conference attendees.
- B. \$26.05 for S to XL. +\$2 for XXL or more.
- C. Should shirts be open for purchase by the general membership.
- D. Proposal died for lack of a motion . . .**
- E. If someone wants to pursue shirts for general membership we can discuss at another time.

28. 2009 National Conference-Seattle, Christine Schneikart-Luebbe, RVP - 10:25-10:45

- B. **Mark your calendar:** National conference – Seattle. March 8 – 11, 2009
- C. Region 4W Advisory Board meets, March 8 (Sunday), 1 – 3 pm
- D. Region 4W business meeting, March 9 (Monday), 5 – 6 pm
- E. Region 4W conference reception, March 9 (Monday), 9 – 11pm

29. Ways to be involved in NASPA – Pathways to Leadership. Eric Grospitch has a one year regional appointment to assist with the implementation of this national program within Region 4-West. Brainstorming with Eric came up with the following ideas for volunteer opportunities at the regional level:

- Beyond being a Board member
- Conference program reviewer
- Volunteer at the conference
- Sponsorship of NUFP
- Newsletter article
- Volunteer for management of NPI & ML
- Source will be put on the web
- KC info on the website
- Recruit a NASPA member
- Volunteer on awards selection committee
- Present at a conference.
- Panel of listeners – need listeners & listenees.
- Participate in conference activities – graduate student, new professional & NUFP activities
- Nominate someone for an award
- See Christine or Eric with a ‘card’ to get started.

30. Other items, Christine Schneikart-Luebbe, RVP -10:45-11:00

- Closed with the video – The Dash
- Meeting adjourned.

\* \* \* \* \*

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

University of Kansas  
133 Strong Hall  
1450 Jayhawk Blvd  
Lawrence, KS 66045  
Phone: 785-864-4061, FAX: 785-864-5090  
E-Mail: rstoner@ku.edu