

Approved: July 30th, 2010 by the Advisory Board

NASPA Region IV-West

Omaha, NE

June 3rd & 4th, 2010

Mark Your Calendar

2010 Regional Conference, Omaha, NE November 3rd – 5th

“New Frontiers – Thinking Beyond Our Borders”

2010 Mid-Level Institute (MLI), Omaha, NE November 1st – 3rd

2011 NASPA National Conference, Philadelphia, PA March 12th – 16th

“Educating Lives of Purpose”

Board Agenda Items – Fall, 2010 Advisory Board Meeting – Omaha, NE

- 1) Unification Update
- 2) 2010 Regional Conference
- 3) MLI Institute
- 4) Site for 2012 Regional Conference
- 5) 2012 National Conference, Phoenix, AR
- 6) How should the Region move forward given its financial position?

Region IV-W Executive Committee Agenda Items

(none)

Action Items for Executive Committee

(none)

Board Decisions & Recommendations

- 1) A balanced budget was unanimously approved, plus or minus \$1,000.
- 2) The 2010 Region IV-West Conference and MLI registration rates were unanimously approved.
- 3) Voting rights to all Knowledge Communities on the Advisory Board was unanimously approved.
- 4) With regard to financial return expectations to the Region’s budget from conferences and institutes, a minimum of \$5,000 has been the expected financial return; however, this return has been higher in the past, and for the 2010 Conference, a return of \$10,000 is built in the budget.

Advisory Board Agenda & Minutes

Omaha, NE

06/03-04/10

In Attendance: Abell, Alvarez, Brandt, Brown, Burright, Cairn, Doman, Fitzgerald, Freeman,

Grospitch, Guido, Hess, Ingala, Johnson, Lofton, J. Mason, T. Mason, Mata, McCaig, Mendoza, Meyer, Mincer, Ortiz Schriver, Page, Rastall, Rossi, Schlucter, Serafini, Smith, Sperling, Stein, Stevens, Stoner, Strawn

1) Welcome & Introduction of Executive Committee - Eric Grospitch

Eric led a team building exercise by asking advisory board members to group in teams of 2-3 individuals. Teams were instructed to introduce themselves and then allow each board member time to respond to the question “Is NASPA and ACPA unification a good thing or not?” Subsequently, a reporter from each team provided introductions of their respective team members and provided a summary of responses to this question. A mix of sentiment was expressed.

2) Expectations, Vision, Style - Eric Grospitch

In explaining his style, Eric stated “What you see is what you get.” He encouraged advisory board members to talk with each other.

3) Unification Update - Eric Grospitch

Eric began the discussion by summarizing the earlier “Board Resolution for Consideration of the Consolidation of ACPA and NASPA” (posted on naspa.org). Projection for when the national vote could occur is sometime after the March, 2011 National conference.

In review, NASPA has retained a lawyer to delve into financial and logistical issues. Eight committees have been formed, and each committee is comprised of an equal number of NASPA and ACPA members. The eight committees are: 1) Functional Areas - which includes finance; 2) Geographic Organization; 3) Governance, Bylaws and Structure; 4) Membership Structure; 5) Placement Services; 6) Professional Development & Conferences/Conventions; 7) Publications and Scholarship, and 8) Social Identities. Each of these committee reports was due 5/01/10; reports should be disseminated around 7/01/10. The NASPA National Board will be meeting in July; at that time, voting will occur on whether or not a vote should be taken to the membership regarding possible unification.

Eric reviewed a power point reflecting the responses to the recent survey he sent out to advisory board members related to unification. Eric clarified misunderstandings some had. One misunderstanding related to whether or not graduate and undergraduate students would be able to participate in the voting should it occur. Eric clarified that currently, graduate and undergraduate students would not be able to vote on unification because they do not have voting rights. Questions were raised about National conferences, KC’s/Identity groups, regional/state groupings for membership, and placement exchange. Regarding the intended transparency of the process, Elizabeth Griego, NASPA President, admitted this process has not been as transparent as intended. However, currently on the NASPA website, the unification discussion is on the front page, and Elizabeth is going to do more emails on this subject. Eric also read an email from Michael Jackson, VPSA for University of Southern California and former NASPA President, who raised his concerns.

There was a question raised about how ACPA is representing this. On the homepage of their website, there is a small piece talking about the resolutions.

Additional comments were as follows: Do we need a new name to present? George McClellan posed the question: “Is this unity of purpose or unity of organization?” Do we need to take an evolutionary approach? What will this organization look like in 30 years? How are we framing the dialogue? How will this new structure address the needs of undergraduates, graduates, new

professionals, mid-levels, and SSAO's? How does this work functionally? What about finding ways to partner but still keep the two organizations intact? What is best for student success? Are people suppressing their voices? It was impressed upon that now is the time to speak up.

When Eric casts his vote, he indicated he will share the rationale and be as transparent as possible. His goal has been to keep an open mind throughout the process. Once the vote is made, regardless of which direction, the advisory board agreed to support this vote and move forward.

4) Arizona Senate Bill 1070

The National conference in 2012 is scheduled for Phoenix, and given Arizona Senate Bill 1070, discussion ensued as to whether or not the National conference should be held there. It would cost NASPA \$850,000 if they withdrew from Phoenix due to hotel contracts. The Latino/a KC board has asked Elizabeth Griego to withdraw from Phoenix. Out of 300 emails Elizabeth received in response to her email, 290 were in support of withdrawing from Phoenix. However, some Latino/a KC's have asked not to pull out of Phoenix because it will hurt those in need of wages (those in service industries). At the National level, exploration of other sites for 2012 is occurring, and one has been identified as a potential site. Some support was expressed for staying in Phoenix, changing the theme to address inclusivity, and engaging in some significant activity to show our values. There was also a suggestion to have an event at the 2011 National Conference in Philadelphia to address this issue. It will have to be a unanimous vote to withdraw from Phoenix given the potential expense incurred.

In further discussion, it was noted that there are many states with controversial laws. Sixty-four agencies have adopted this legislation. One advisory board member shared his personal experiences of being stopped in several states, being asked to show proof of his US citizenship. It was shared that this is a moral issue, and by keeping the conference in Phoenix, we are valuing money over people. Further, as role models for students, we need to take a stand (withdraw or boycott the conference). Others felt that more than boycotting was necessary. The question was raised as to how to help the people of Arizona and yet voice anger over this issue? We need to voice what we stand for as well as what we stand against.

5) 2010 Regional Conference Update & Budget Presentation - Wayne Young

Wayne provided highlights of the 2010 Regional Conference. The theme is "New Frontiers: Thinking Beyond Our Borders." There will be five learning sessions. Two keynote speakers have been secured, Dr. Shane Lopez and Ms. Terri Bump, both speaking at no cost. The schedule is fairly refined at this point. The dessert reception and Rising Star awards will be held at Creighton University (CU). Once at CU, a tour of campus will be offered. Transportation to CU and back will be provided. "Club NASPA" will be held at Billy Blues on the CU campus. Thursday will be "School Spirit Day." The committee is projecting 290 attendees. A request was made to encourage staff and graduate students to submit program proposals. July 23rd is the deadline for submission of program proposals.

Regarding the sponsorship portion of the budget, Dusten Crichton reported that currently there is about \$10,000 in committed sponsors; the goal is \$16,000, and the committee hopes to reach this goal by August or September. A return of 10K is built into the budget related to vendor support. The conference budget is benefiting from lower hotel and food costs. Wayne asked the advisory board for their help in selling Omaha. The mentor stipend budgeted will likely be re-budgeted to graduate students. The generosity of CU in underwriting some of the conference expenses needs to be acknowledged in the published materials, their in-kind donation.

The floor was opened for questions. What about offering an admissions/enrollment management roundtable? What is scheduled for NUFP's? The NUFP's will gather on Thursday night in the RVP's suite, and there will also be programming for NUFP's. What about having a board with job (anticipated) openings posted? A question was asked about the possibility of opening registrations before the end of fiscal year. Wayne said he'd try to accomplish this. A request was also made to publish the deadline for refunds.

A motion was made and seconded to approve the registration fees and the budget. A friendly amendment was then made to separate out the approval of the registration fees from the approval of the budget and it was moved that the registration fees be approved as proposed with late faculty/retirees amended to a \$300 registration fee. This was seconded. In discussion, it was noted that \$5,000 has historically been the return from conferences and institutes to the budget; however, this return has been higher in the past, and for the 2010 Conference, a return of \$10,000 is built in the budget. It was noted that it may be premature to discuss the 2010 return given that the full picture of the budget isn't in hand. **A vote was taken on the motion to approve of registration fees with the amended late faculty/retiree fee. The motion was unanimously approved.**

6) MLI Institute Update & Budget Presentation - Shana Meyer & Matt Brown

Over 20 nominations for faculty were received. The four faculty selected are: Matthew Cairns (University of Wyoming), Nina Caldwell (University of Maryville-St. Louis), Rick Hall (OCU), and Marlesa Roney (University of Kansas). Information for the newsletter and a skeleton schedule have been completed. MLI will start on Nov. 1st and end at 11:30am on Nov. 3rd. The committee is continuing to work on the common reading material; the mid-level student affairs publication is being considered. The committee will be contacting SSAO's to make recommendations for MLI.

With regards to budget, the committee is hoping for 30 participants, which would result in \$14,000 of income. The registration rate is the same as was used in 2004 (\$450). After a review of income and expenses, \$1,140 in net profit is projected, although this is a conservative estimate. The expectation of MLI and NPI is that they break even. **A motion was made and seconded to approve the registrations rates of \$450 and \$550 (member and non-member). The motion was unanimously approved.**

7) Reports from Workgroups

KC Workgroup: A commitment was made to have at least three KC articles in each newsletter. KC's will work with National on the email communication system and list serves. An effort will be made to try and engage National KC chairs to have consistent conference calls. Jody Donovan announced she will be stepping down in her role of KC Coordinator due to increased work commitments, and Sam Ortiz Schriver will assume this role after the summer, 2010 advisory board meeting. A huge thank you was given to Jody!

Communications Workgroup: The communications workgroup's goal is to communicate with membership, the advisory board, and National. The web will be the primary communication tool. Please send Kristen Abell information to keep the region's website updated. Diann Burright identified what will be kept in the historian's records and is working to help organize past records to determine what will be sent to the National Student Affairs Archives at Bowling Green State University. Maggie Brandt noted the deadlines for the newsletters; there will be four publications a year. Maggie asked for submissions and is open to new ideas to make the newsletter even more meaningful for readers. The communications workgroup will also serve as a "watchdog" for

documents requiring updating - e.g., the leadership manual.

Professional Standards Workgroup: Currently, a master list of SSAO's is being created, which will include community college SSAO's. NUFP is going strong. Flo Guido will be contacting representatives for professional development, setting goals, and perhaps helping place students in practicums. Jerrid Freeman will help coordinate research, help new professionals utilize research, and provide guidance on how to publish.

Member-at-Large Workgroup: This workgroup includes public policy, small colleges and universities, and community colleges. Their focus is on how best to report back to the Region, utilizing the newsletter, and how to mobilize participation.

Membership Workgroup: The biggest challenge is getting the right kind of information from National, and efforts thus far have been unsuccessful. Membership wants to be more involved in the newcomers welcome at the Regional Conference. The membership goal for next year is 1,200; currently, membership is between 1,100 – 1,167.

8) Region IV-West Budget Update & Motions - Deanne Sperling

Deanne reviewed her handout entitled: "Treasurer's Report: 2010 Summer Planning Meeting, Omaha, June 1, 2010." There are many factors that go into developing the budget:

Chart 1 – Conference History: Membership dues average \$12,000-\$14,000, but this ebbs and flows. Variations in revenue occur due to a number of variables. The Region comps a significant number of registrations, and with these comps, the Region is responsible for the food costs of these individuals. The question was posed if a \$5,000 return is adequate. Region IV-West is more affordable compared to some of the other regions, although differences exist in the structure of conferences across regions. The question was asked if registration fees should be set to market.

Chart 2 - Treasurer's Budget: Not all Regional Conference expenses are locked in yet. The cost of food in hotels typically is significant. On right hand side of Chart 2 are some early projections for the budget next year. The need to look at revenues versus expenses was impressed upon. Last year, expenses surpassed revenue by \$18,000.

Chart 3 - Revenue and Expenses FY 2009-10: Region IV-West transitioned to a National structure approximately 2 years ago and all funds are held there. In turn, Deanne seeks reimbursement. Last year, a clean audit was received. This chart is from the National office. From their chart, expenses exceed revenue by \$5,592.38; some of this is due to bad debt that had to be written off due to past unpaid registrations.

Chart 4 – Statement of Financial Position: Region IV-West is in a strong financial position due to very successful conferences from years ago. Corrected Net Assets equal \$63,945.12. Knowing that the Region is working toward having a balanced budget and wanting to be good stewards of this money, what is the best way to move forward? How much should be kept in savings? What would be owed in a worst case scenario - if no one attended a regional conference? The Region does not hold conference insurance. How many comped registrations should be allowed? Some of the past ebb and flow is related to advisory board decisions. What about holding a graduate student reception and/or offering graduate student scholarships? Should we be thinking about a financial incentive to help others attend a regional conference who otherwise couldn't afford it? What about providing grant funding for research? Another consideration is unification. In two years, if NASPA and ACPA unify, what happens to this money? Is there a way ACPA members in our area could be invited to the Regional Conference and allow them to pay as a member, in the

spirit of possible unification? It's difficult to make a decision because of the unknown of unification. **It was suggested this decision be tabled until November.**

Needed today is the number of comped registrations: 3 NUFP, 6 graduate student scholarships (already required), free comps to speakers and some vendors, and 21 rising stars. The question was called. It was determined that this discussion will flow into the balanced budget motion. A motion was made and seconded to move forward with a balanced budget with guidance from Deanne. **A friendly amendment was brought forth that this balanced budget be plus or minus \$1,000. This amendment was accepted and seconded. The motion was unanimously approved.**

Regarding master case study, there was consideration of moving this toward being non-competitive, to focus more on cooperation and scholarship versus competition. One idea is to identify the top two or three research efforts and offer to help the researchers publish their work. If there was \$300 in budget, this could be used to help with their research.

Should there be one or two Club NASPA's? Mixed opinion was voiced. Should the conference committee decide? Eric made the executive decision to allow the conference committee to use their best judgment, with an understanding that \$10,000 is the expectation for return.

For MLI or NPI attendees who stay on for the conference, a motion was made for these individuals to have a \$100 conference registration fee. However, since the registration fees were previously approved, the discussion ceased.

9) Membership Report - Tim Alvarez

The goal for membership is 1200 members, and currently the region is about 50-75 short of this goal. There are challenges with getting information from National. Everyone is responsible for recruiting new members. There is a financial incentive for the Region to have more members.

10) Public Policy Report - Lois Flagstad

Lois passed around a handout entitled "Report for the 2010 Summer Planning Meeting June 4, 2010." This provided a summary of six issues. Discussion focused on two issues - "What do members want to know and how can public policy information be disseminated among those we work with?" Do we need representatives by state given open records law, concealed weapons law, the Arizona Senate Bill 1070? Should a pre-conference be held? How do we get the undergraduate and graduate students engaged in this? Use of a blog is of concern because this is opinion-based and not necessarily factual or educational. A suggestion was posed to provide an overview of an issue in the newsletter and how a SSAO addresses this issue on his/her campus. The NASPA National website has a good public policy section. Perhaps this could be publicized. A suggestion was made to create a committee structure similar to the Awards committee, i.e., a grouping of interested people. The decision was made to move forward in creating such a committee.

11) Awards - Tisa Mason

Tisa expressed her appreciation for the time Lori Reesor spent sharing resources and offering strategies for an effective awards program. The committee recruitment process has begun. Nine invitations have been extended and four invitations have been accepted so far. Letters will be sent out to SSAO's and university public relations offices informing them that a staff member or a program was an award recipient. A state representative model is being implemented to ensure a variety of positions and institutional types are represented on the committee. One rising star

application has been submitted. The Awards nominations' deadline is July 31st.

12) Regional vs. Conference Fundraising - Eric Grospitch & Dusten Crichton

A significant amount of reaching out was done by Wayne following the last conference. Seven sponsors were secured by January. Currently, eight are now secured. \$10,500 in sponsorship is committed; the goal \$16,000. Food vendors cannot be contacted because Sodexo received an exclusive arrangement as a sponsor. There are six levels of sponsors. Conference sponsorship is at the \$500 and \$750 levels. Regional sponsorship is at the \$1,000 and above levels. Dusten is stretching out the benefits to the levels of sponsorships. An effort is being made to get back to corporate sponsorships such that sponsorships are different from exhibits. The higher the sponsorship, the higher the level of visibility is at the regional level. Questions were posed about having year-long sponsorships versus conference sponsorships and about putting the Region's collective buying power together before approaching vendors for sponsorship.

13) 2011 Regional Conference Update - Eric Grospitch

Next year's Regional Conference will be in Denver. The hotel is secured and is the Sheraton Hotel in downtown Denver. Frank Sanchez and Kathy McKay are co-chairs. The Region contracted for a lower number of guaranteed rooms. **At the next fall meeting, the site for the following year's Regional Conference will be addressed; however, this is dependent on the unification discussion.** In the site rotation, an anchor city is tried every three years, a resort location every three years, and a more regional site every three years.

14) Communication/Website - Ruth Stoner & Kristen Abell

The website will become the resource and source for communication. Board reports, minutes, history, and more are on the website. Members will be directed to the website for information versus receiving emails with content. Eric welcomes guest bloggers to his blog.

15) Carryover and/or Additional Items

With regard to new business, there is now a Coordinator and an Assistant Coordinator of KC's. **A motion was made and seconded to allow all KC's voting privileges on the Advisory Board. The motion was unanimously approved.** Other critical issues to keep in sight are more oversight of international students and undocumented students. DisAbility Concerns KC, Men & Masculinities KC, and the Arkansas Membership Coordinator are all open positions.

Minutes prepared and submitted by Kris Hess, Secretary. A copy of these minutes and accompanying handouts are filed in the Historian file. Corrections to these minutes should be sent to Kris at:

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