

**NASPA IV-W Regional Board Meeting
May 31- June 1, 2012
Rapid City, SD**

Meeting convened at 1:02 p.m.

1. Welcome – Tim Alvarez, RD.

Virtual access through Adobe Connect is available to those who cannot attend the meeting in person. Also using CART system for Joie, hence the microphones. Please identify yourself by name when speaking and speak loudly and clearly.

Tim thanked Advisory Board members for their service and challenged us to do our best on behalf of NASPA IV-W.

Tim extended a special thanks to Mary Guest for all of her excellent work. The group responded with a special round of applause for Mary.

Tim identified members of the Executive Committee members and noted that the group holds monthly meetings. He extended his appreciation to this group.

Tim noted that his goal is to be the best RD! He asked that we challenge him and hold him accountable. He noted that he cannot be his best without each board member doing her/his best, too.

2. Introductions of those in attendance:

Present:

Tim Alvarez, Mary Guest, Tanaya Moon Morris, Dusten Crichton, Gretta Mincer, Joie Williams, Keegan Nichols, Deanne Sperling, Matthew Brinton, Troy Noeldner, Spencer Ellis, Juan Carlos Guzman, Molly Pierson, Dan Mabery, Kris Hess, Lois Flagstad, Phil Covington, Beau Johnson, Andrew Gonzalez, Sara Mata, Marlesa Roney, Nathan Roberts

Adobe Connect participants:

Jerrid Freeman, Matt Birnbaum, Tisa Mason, Laura Isdell, Amy Long, Cody Charles, Rueben Perez, Kristen Abell

Absent:

Alex Gonzalez, Raul Cardenas, Joseph Ballard, Joshua Alvarez, Richard Monroe, Adrain Smith, Vinay Ptel, Lynn Reed, Tiffany Smith, Precious Porras, Steve Taylor, Katie Ericson, Trent Ball, Teresa Clouch, Sylvia Scott, Kacee Collard Jarnot, Chris Meiers, Ramon Bates, Larry Lofton, Joshua Wilson, Tim Broderick, Rodney Bates, Justin Grimes, Shana Meyer, Celestina Torres, Kristen Partridge,

Following introductions, the Board formed small groups for 30 minutes of discussion. The Advisory Board meeting reconvened at 2 p.m.

2. National updates - Tim

Tim reported that the national office has restructured. There are new staff members in accounting and financial management.

Issues at the national level.

a) The Board discussed the ACPA/NASPA Webinar as well as the joint competency document. The topic of certification was also discussed

b) Fees. The national office has recommended a conference registration fee increase from \$395 to \$410 in order to be able to provide internet access for participants (to resolve issues experienced in Phoenix) and speaker funds. The national office also has recommended a membership dues increase from \$63 to \$69, and then discussion moved the increase to \$75. There was no discussion of the intended use of additional fees. These increases will be effective June 1. Tim noted that he would have preferred advance notice of this proposal.

c) Strategic Plan. Think about how we can implement NASPA's strategic plan at the regional level.

d) Mission and Purpose. Tim noted that he was unable to find the IV-W mission and stated that ours should fit with the national mission.

3. Board structure for NASPA IV-W.

a) Should we add a NUFP member to the board? Discussion. Would funding be provided for the NUFP representative to participate? Kris - currently allow about \$2000 for the graduate student, anticipate the same would be needed for NUFP. **There was general agreement that a NUFP member would be a good addition.**

b) Executive Committee Structure. Should the Corporate Sponsorship position be added to the Executive Committee? **There was general agreement that adding the Corporate Sponsorship position to the Executive Committee would be a good addition.**

c) Board appointments. The new Small College Representative is Carrie Petr from Doane College. Mary will continue to update the IV-W org chart.

4. Nathan Victoria from NASPA provided a training session for tools available on the NASPA website. He reviewed the Leadership Portal link, including the Regional Community portal. He noted that a new membership tool would be available by the end of the week and that a website revision is underway. He also reported that Word Press is now available.

Nathan also shared information about three new policies related to regional conferences. Cancellation fee will now be a \$50 administrative fee unless the registration fee for the event is less than \$50, then it will be a \$25 fee. All cancellation requests go through the regional conference chair or designee first, then to the national office. Any paper registration process will now require a \$10 processing fee. A new registration system, outsourced, will be used for the Orlando conference. Kris notes that all comped registrations are currently faxed and will require the \$10 additional fee, but Nathan indicated this will be worked out and the comped registrations will NOT require the additional \$10 fee.

Registration types will be standardized and will include the following categories: member, student member, nonmember and student nonmember. Each will have a different fee structure.

Nathan also reported that there is a new standardized process being developed for tracking sponsors and making the payment process more efficient. Nathan clarified that there will not be a \$10 surcharge for sponsor registration fees, even if they are completed via paper registration.

Nathan stated that accounting dashboards and views have been added and that training will be offered in the near future. Currently there is about a 2-month delay in all processing with current changes.

In other news, Nathan reported that the new Upload Manager would enable uploading of official logos and corporate sponsorship documents. He reported that video training modules are being developed.

In response to questions from the group, Nathan provided the following answers:

Is the event registration download system functional? Not yet.

Are documents searchable on the national website? The search tool crawls through the public site, but he was not sure that it would work on documents like minutes. He said he would check and let us know.

In response to a question about access to email distribution lists, Nathan reported that no link is available, but that access information has been shared with RD and Regional Communications/Marketing person. The RD can add access, but cautioned that access needs to be limited.

NASPA is in the process of refining student membership types - master level or doctoral level.

Volunteer Central. Anticipate this will be one of the first places new members will access and identify their areas of interest and volunteer interests. Available for NASPA positions as well as regional positions. Goal is transparency.

Under Leadership Portal, also a Volunteer Administrator link. Enables posting volunteer opportunities, review of postings.

Data archiving? Conversations ongoing.

Questions/Discussion. KC sign-up issue: can only choose KCs right next to each other or all of them. A Mac issue? Nathan will let the IT folks know of this issue.

Tim thanked Nathan for his time and assistance.

Additional discussion. Board members were not aware of these tools. Think about how to use these tools.

Question about NUFP representative to Board. Wait for final decision until budget discussion. Do we also need Canadian membership representatives?

Break at 3:20. Reconvene at 3:35.

Tim - email tool. How many would like to send emails? Virtually everyone. How do we control access? What are the concerns? Limiting the number of emails, can emails be combined? Nathan Roberts thinks an opt-in list-serve is the best option to enable members to control what they want to receive. Gretta - example of a weekly update from another group. Tim - what would be your desired communication plan, weekly, monthly? Matthew - could the Exec Committee approve emails to still manage but not just Tim and Mary in the approval process? Tanaya - is there a way to get the membership input about desired email? Tim - some information should be provided whether you want it or not!

5. Conference updates

a) Rapid City. Lois introduced the planning committee members present. Highlights: pre-conference trip to Crazy Horse probably about \$50, bussing everyone to Mt. Rushmore for the dessert reception - on election night!

Schedule will be about the same as the past couple of years.

Two budget questions. One, consideration of a group registration rate to offer a discount for the 4th, 5th, etc. from the same institution? How would this be facilitated (larger

institutions often do not know who is attending from across campus)? Second, historically, we have budgeted \$1000 per major speaker which is pretty low in today's world. One prospective speaker is Jim Owens and his fee is \$2500, including breakout session. The other possible speakers are Kevin Krueger, Keith Moore (Bureau of Indian Affairs), Jack Warner (executive director of the South Dakota Board of Regents, past NASPA president), and local authors, poets, "wandering cowboy guitar guy."

Proposed budget review. Food costs lower than Denver or Omaha. Details will be nailed down over the next 48 hours. Break-even based on 225 (similar to Santa Fe numbers). Suggestion that numbers may be closer to Jackson Hole (109) given transportation costs.

Discussion.

To accommodate the speakers, how much additional funding is needed? About \$2000.

The proposed institutional volume discount may not be worth the hassle and could hurt revenue.

If we go with a cowboy theme, balance with a native theme, too, such a jingle dancer.

Quality speakers create memorable moments and this investment is worthwhile.

Nervous about the 225 number. Noted that this is the smallest attendance at a summer board meeting. It is harder for people to get here.

Tim shared past attendance numbers: 109 at Jackson Hole, 303 at Fargo, and 170 at Rapid City in 1995.

Motion: Lois moved approval of the conference registration rates as listed: \$250 for members, \$350 for nonmembers and \$210 for MLI participants attending the conference.

Second: Matthew.

No additional discussion.

Motion approved.

Motion. Beau moved approval of the MLI registration fees: \$475 for members and \$575 for nonmembers.

Second: Dusten.

No additional discussion.

Motion approved.

b) Hot Springs in 2013. Dan Mabery will co-chair. Need a co-chair!

Dan - met with Arkansas state association of ACPA. Interested in hosting a joint conference with us. Typically, 100 participants at their fall conference. Discussed any ill-will toward NASPA, there is none. Some concern because of their fund-raising and would they be able to host some program sessions. They understand they would share in expenses and revenue. A past experience with some miscommunication and lack of revenue sharing. As a whole, very excited about joint opportunity with us.

Following discussion, the group asked Dan to move forward in drafting a Memorandum of Understanding to be discussed at the November Advisory Board meeting.

Tim thanked both the South Dakota planning group for their hard work and Dan for his leadership for Hot Springs.

6. Budget

Start with 2012-13. (handout)

Kris - a few items listed as TBD (to be determined). Even if all of the TBDs are zero, our budget is still very healthy. Noted New Program Development budget line - was not used and therefore was reduced from \$5000 to \$3000. Last year, there were no takers on the grants. Expenses. Increased Advisory Board Graduate student to \$2000. Noted food costs at \$90 per individual for award recipients.

A decision is needed on graduate student funding. Funding has been provided for 6-10 grad students. Last year 12-15 graduate students applied for funding.

Agreed that 10 will be funded (\$900).

Other Operating Expenses reviewed. Joie suggested increasing Accommodation from \$2000 to \$3000 for remote services.

Two questions: food costs for the four additional awards and \$2000 for NUFF.

Discussion. Does NASPA portal provide a free conference call service? Could reduce the \$400 fee. Or can we use Adobe Connect at no charge? Rename the category Conference Communication Fees.

Motion: Gretta moved approval of the budget including the four awards and the NUFF funding.

Second: Deanne seconded.

No additional discussion.

Motion approved.

2011-12 Budget review (handout). Near year-end. Noted variation in food costs. Statement of Financial Position: net assets \$130,615.57. Will work to get a better rate for our CD when it matures this year.

Tim - turned to Dusten regarding corporate sponsorships. They want quality time, access and interaction. One recommendation is to have a social event with SSAOs. For example, an evening event with appetizers, beer, wine for about 20-30 people. As a region we have not allowed regional funds to be used for alcohol. **Requesting permission to use regional funds to purchase alcohol for this event.** Extended discussion followed, both pro and con. Tim requested that Advisory Board Members continue to think about the issue and that a decision would be made tomorrow.

7. Communication - Kristen.

Email tool. Generally reviewed by Exec Committee, typically sent only on Tuesdays at National's request.

Facebook, general and for grad students. Move from a group to a page? A page is easier and allows timeline features, improved communications tools. Thoughts? Kristen recommends moving toward page, but we have 441 group members and each would have to transition. **Agreed: okay to move to Page as long as time is allowed for transition**

Twitter. Have a good Twitter group now and may be good to establish a regional Twitter account. If we do, who should control the account and how would this work with Facebook? What information and who should have access to the account? When would the account be used - only during the conference? How could Twitter be integrated with the website? There are some folks who Tweet often. Some people check Twitter more often than Facebook. This allows people to choose how they want to be engaged.

Discussion focused on the need for a clear communications proposal. **Kristen will develop a proposal.**

Newsletter update. Almost ready, coupled with early bird deadline for the conference. Also working with Tim to introduce new Board members in the newsletter. Send any newsletter information to either Kristen or Richard. Deadlines are September 15, December 15 and April 1. Newsletter should be out in a week or so.

8. Expectations and logistics - Tim.

Planning calendar. Should be a tool for us to plan for the year. Reviewed document.

Key dates:

Reports to Tim by June 15.

IV-W program proposals by July 20.

Award nominations by July 31.

Deadline for Golden Key scholarship? All comped registrations have to be completed before the late deadline. Similar to NPI deadline? Even earlier - want to eliminate additional fees with NASPA registration changes.
Program reviewer volunteers call coming soon.

Add membership and KC reports to the calendar.

Conflict of Interest Form. Needed every year.

Supervisor contact information to Tim before leaving tomorrow.

Need vehicles for dinner this evening. Meet in the lobby at 6:20. Casual attire.

Tim - thanked everyone for a great day!

Meeting adjourned at 5:54.

Friday, June 1

Meeting called to order at 7:31 a.m.

Tim - Feedback on yesterday's format and process?

Good to keep us moving and covering topics. Nice to use technology to bring in those who could not attend in person. The NASPA presentation was useful, but still the question of how we will be able to use it. Very helpful to hear from Nathan and see what is actually available now, something tangible.

Minutes will be distributed after this meeting for both this meeting and Phoenix.

Are there any items to be added to the agenda? This step will be added prior to future meetings.

9. Goals. What do we want to accomplish this year?

Phil - membership coordinators discussed how to justify membership for those who cannot travel. Perception: if I cannot travel it is not worth my membership fee. Other groups are doing simple one-hour, two-hour webinars that are free for members. Examples of ACUHO-I, UMR. We have excellent publications, but when we went electronic, there is no longer anything tangible in the mail to remind people of their membership.

Dan - how do we continue to grow our professionals? What do we do for those aspiring to be SSAOs? Phil - discussed this in Denver.

Sara - opportunities for KCs to collaborate with new members. KCs can send personalized emails and get new members involved in IV-W. Also for new members, connect them to their state coordinators. Also considering some type of KC award. Need to highlight more of what the KCs are doing in the region.

Lois - piggyback on Phil. Public policy at the national level. How do we make information accessible and meaningful. There is something cutting edge that IV-W can do that would be tangible and appropriate for our members. Maybe identifying a topic - support for professionals or a topic like the Dream Act.

Gretta - consider repeating information in multiple ways by using different technology tools.

Tim - communications. How are we going to facilitate communication with members?

Matt - bring this to Kristen and ask her to include this in her strategic plan?

Phil - also need to respect what the national office wants in terms of frequency and timing of emails.

Tim - is receiving a weekly email from IV-W too much?

Sara - there is a Friday public policy email from Beth. Very educational. Could use this model.

Tim - digest format with brief summary and a link for more information.

Individuals who would like to participate in developing this plan? Deanne, Gretta, Matt, Andrew. Tim will discuss with Kristen.

10. Alcohol proposal revisited - Dusten. As a follow-up to yesterday's discussion, Dusten requested input on the proposal to use regional funds to purchase alcohol for a reception for SSAOs and corporate sponsors.

Extended discussion focused on the following topics: the process for making a one-time exception to the regional policies, the philosophical issues related to alcohol use, possible external sources of funding, clearly defining who would receive the invitation to participate as the "SSAO," how this exception would be explained to students and the message this sends about the importance of alcohol, and observations about the presence of donated alcohol at the Omaha conference.

Motion. Matt moved approval of a one-time exemption for the 2012 fall conference to allow use of regional funds to purchase alcohol, not to exceed \$500 for the SSAO-corporate sponsor reception.

Second: Joie.

Discussion. Kris - the Omaha conference essentially endorsed the presence of alcohol, the source of funding is just a detail; the philosophical question has already been answered. Joie - it is important to define who the SSAO is for this event. Molly - by changing past practice, we are closely making a statement that in order to have meaningful interactions, we need alcohol; supports concept of soliciting donations; still not supportive of the one-year exemption and not convinced that alcohol is essential for these meaningful interactions. Joie- request that Dusten keep us updated as this moves forward. Tim - more problematic to receive donations that may require advertisement options. Phil - goes back to Deanne's comment about how she would work with students on this type of event where alcohol is essential to the success of an event. Not convinced that we have made a philosophical decision about alcohol. Tanaya - would donations make it more comfortable?

Question called. Hand vote for those in the room, voice vote for those on the phone. In favor: 13. Opposed: 10.

Motion outcome uncertain. What is required? Majority or two-thirds? Not known. Tim - will research whether or not the decision was legitimate. **Lois and Phil will research the bylaws.**

Tim suggested that the membership be surveyed about alcohol at regional events. Perhaps the Alcohol and Other Drugs KC could work on this.

11. Issues/Discussion

Training of new board members. How to be intentional and thoughtful.

Discussion included the following recommendations: create overlapping terms with a transition meeting, hold a transition luncheon, compile helpful information on the website, add job descriptions for each position, create training videos. It was suggested that the relatively new Member at Large position could facilitate new board member training.

Deanne, Beau, Nathan, Molly, Gretta will develop some recommendations for fall meeting.

Discussion then focused on how Advisory Board positions are actually filled. Historically, the RVP (now RD) has approved the appointments with care taken so that no more than one-third of the board cycles off at any point in time. In some cases, the conference planning committee has selected the incoming conference chairs and the RD has no say in the matter.

In summary, Tim thanked everyone for the good discussion encouraged those whose terms end in 2013 to consider whether or not they want to continue. He offered that it is good to cycle off because it creates opportunities for others to become involved.

Matt reintroduced the idea of a Canadian membership representative. Feedback was mixed and it was noted that there are only 3-4 Canadian members and that historical efforts to work with Canadians had not been successful as Canadians have their own organization.

Phil then requested discussion on other agenda items, particularly engaging graduate students, SSAOs, and faculty members. Tim added that there are increasing numbers of graduate students, decreasing numbers of faculty members, and that SSAO involvement is always a challenge.

Discussion included recommendations to connect graduate students with NUFPs, to include award recipients in processes, to give SSAOs specific reasons to attend the conference (panels, mentoring, hosting), and how to move beyond the “just a conference” perception.

At 9:25 small groups were formed to discuss job descriptions, the NASPA website and the strategic initiatives.

The large group reconvened at 10:50 and wished a very happy birthday to Molly!

12. Group reports.

Gretta. Will develop more specific goals for KC reps. Have each write a job description, annual goals. Plan to create a shared Google Doc to share ideas and collaborate. Work to share information at both the regional and national level. Also plan to focus on training. Plan to shift KC outreach process. Also discussed a KC award similar to the Golden Shoe, fun, spirited award. Not necessarily a formal award. Also get KC reps to submit ideas for grant proposals. Suggest that KC reps partner with other Board members - e.g., disabilities at community colleges to increase collaboration. Sara is the program co-chair for Rapid City. Want to create a logo/icon for KCs request has been submitted.

Tim - is there a process for logo approval? Advisory Board will approve.

Job description deadline: End of June. Goals are due June 14.

Tim - were the strategic initiatives useful? Gretta - Yes, plan to incorporate into Google Doc.

Beau - every conference there is a time for KCs to connect, usually right before the business meeting. Looking to try to schedule a longer event, as a fun, social kind of event after returning from Mt. Rushmore. Think about what has been learned, etc. Will request \$1500 from the Board to fund.

Andrew. State membership coordinators. Developed 9-10 goals, primarily related to membership types. Reviewed the Job Description and handbook. Will develop a specific promotional brochure for IV-W. No reason to join if I don't go to the conference. Goal to increase membership numbers. Faculty numbers are diminishing, also SSAOs. Partner with state organizations. Create a membership corner on the newsletter to welcome new members and acknowledge long-term members. Strategic plan - can touch on each of them. Troy will contact Canadian members, invite them to participate as program presenters, etc. Work with tribal colleges, too, and be intentional. Discussed how to engage each state, how to fill the vacant positions.

Tim - add anticipated openings to Volunteer Central.

Deanne - worked on job descriptions. Lois' will be used as a model. Issues of communication and how we get effective tools to communicate, how to find information on the website. Established goals. Discussed technology at the national conference. Copies are no longer provided. Is there a way to access documents during the presentation to take notes, etc. Molly offered that ASCA uses Dropbox and that presenters can upload information and participants can access until 30 days after the conference.

Tim asked the group for input regarding the need for parliamentarian. Seems to be a simple majority is the answer to the question about today's vote.

A question was raised about the Advisory Board's role, specifically if it is a policy-making board.

Tim responded that this board can propose policy changes.

Beau introduced the topic of how conference call participation works, especially in regard to voting. Discussion focused on a desire to be inclusive, but also concerns about lack of attendance at board meetings when conference calling is an option, and the potential for less-informed voting by those who are not actively engaged in the discussion.

Beau, Matt and Joie volunteered to develop a proposal.

13. Other items.

Tim reminded everyone to submit their job descriptions by the end of June. Email to Tim, then we will figure out how to stage them on the website.

Gretta raised a question about MLI nominations. Some institutions no longer have a clearly identified SSAO. The form requires SSAO endorsement. The process needs to be reviewed and revised.

Tim requested feedback on the format and process. Comments were very positive and noted that there was a good balance of moving through the agenda and still allowing time for discussion. Concerns were expressed about the relatively low attendance at the meeting. It was recommended that the schedule include an opportunity for the Advisory Board members to tour the conference facilities.

Matt suggested the following food for thought: We have over \$130,000 in our regional account. He understands the need for a buffer, but probably not \$130,000. What is the amount needed? Then figure out a strategic plan for using the funds we have. We have an obligation to the members to use their money effectively. Let's not just sit on our money. Consider major speakers funding. Come back in the fall with ideas and proposals.

Tim thanked everyone for their efforts, energy, and excellent discussions. Great to have colleagues who are able to voice opinions and still move forward. He asked the Advisory Board members to hold him accountable. He looks forward to seeing everyone in the future. And please submit job descriptions and goals.

Beau noted that we had talked about the KC event, but had not made a funding decision.

Motion. Beau moved to increase the KC support budget by \$1500 to \$2500 with about \$1500 used at the conference.

Second: Matt.

Discussion. While there was support for the proposed "trivia night," there was concern about confusion with Club NASPA, and a desire to make sure the event could be evaluated.

Friendly amendment - add measured outcome at the spring meeting. Matt agrees.

Amended motion: Beau moved to increase the KC support budget by \$1500 to \$2500 with about \$1500 used at the conference. The success of the event will be evaluated and reported at the spring board meeting.

Motion approved.

Meeting adjourned at noon.

Respectfully submitted,

Marlesa Roney
Secretary