



2015 NASPA Conference Committee Report
Richard Walker, Conference Chair
March 2015

Conference Statistics

This year's annual conference is setting records on many fronts. As of the writing of this report (February 20, 2015) record registration has been achieved, the number of hotels being utilized has set a record, and the Awards Luncheon will have a record attendance. The current statistics are as follows:

- **Registration – 7,277**
- **Hotels – 19 hotels in our block**
- **Awards Luncheon – 508**

Featured Educational Sessions

The 2015 NASPA Conference Leadership Committee confirmed and announced the featured educational sessions for the 2015 conference.

College in the Crosshairs: An Administrative Discussion regarding Concealed Carry Legislation and its Impact on Campus Policy and Practice

Monday, March 23, 2015, 8:30 a.m. – 9:20 a.m.

Convention Center, R09

Moderators: Brandi Hephner LaBanc, vice chancellor for student affairs, University of Mississippi and Brian O. Hemphill, president, West Virginia State University

Mark St. Louis, general counsel, New College of Florida

Ainsley Carry, vice president for student affairs, University of Southern California

Maggie Balistreri-Clarke, vice president for student affairs/dean of students, Edgewood College

John Dunkle, executive director, counseling & psychological services, Northwestern University

Join us for a preview of NASPA and ACPA's next joint publication--*College in the Crosshairs: An Administrative Perspective on Prevention of Gun Violence*. Panelists are contributing authors with long-standing careers in higher education providing rich legal, mental health, student development and administrative perspectives. These experts will discuss the continually evolving issue surrounding campus violence and concealed carry and will field questions from participants.

Letter to Anita – Film Screening & Discussion

Monday, March 23, 2015, 12:00 p.m. – 2:00 p.m.

Hilton, Jefferson Ballroom

Letter to Anita, an award-winning documentary narrated by Meredith Baxter, is the powerful, heart-wrenching story of Anita Bryant's anti-gay rights activities of the 1970s and their

shattering effects on one lesbian's family, how those activities impacted the LGBT movement in higher education and the founding of Lavender Graduation, and the redemptive power of forgiveness. Join our own Ronni Sanlo who will lead a discussion about the film with attendees.

Advancing Student Success at Community Colleges:

The Role of Student Affairs Leaders

Monday, March 23, 2015, 1:15 p.m. – 2:05 p.m.

Convention Center, R09

Quincy Martin, *associate vice president of student affairs, Triton College*

Arnel Cosey, *vice chancellor for student affairs, Delgado Community College*

Brian Mitra, *associate dean of student affairs, Kingsborough Community College*

Jill Little, *vice president of student services, Macomb Community College*

Michael Baston, *vice president for student affairs and enrollment management, LaGuardia Community College*

A distinguished panel of student affairs leaders representing community colleges recognized for achievements in student retention, transfer and degree completion by programs such as Achieving the Dream and the Aspen Prize for Community College Excellence will detail strategies in building programs, navigating institutional dynamics, and expanding the competencies of student affairs staff toward the goal of student success. A critical discussion about the future role of student affairs in community college completion initiatives will be shared.

Hot Topics in Higher Education Law for Student Affairs Administrators

Monday, March 23, 2015, 2:30 – 3:20 p.m.

Convention Center, R09

In partnership with the National Association of College and University Attorneys

L. Lee Tyner, *general counsel, University of Mississippi and Chair-Elect, Board of Directors, National Association of College and University Attorneys (NACUA)*

Gita Bolt, *general counsel, Loyola University of New Orleans*

The relationship between an institution's student affairs administrators and general counsel is central to its effective operation. General Counsel from a public institution and a private institution will provide an overview of two key legal issues affecting student affairs administrators: free speech and student mental health. Presenters will provide an overview of legal issues under the First Amendment and the Americans with Disabilities Act that student affairs administrators must be aware of in their work.

Engaging Students through Social Media

Monday, March 23, 2015, 3:40 p.m. – 4:30 p.m.

Convention Center, R09

Reynol Junco, *associate professor, education & human computer interaction, Iowa State University*

While many of today's students use social technologies, most student affairs professionals are unaware of research evidence suggesting how these technologies can be optimally used to support student development and learning. This session will engage participants in a discussion of how research evidence can inform social media practices in student affairs. Rey Junco will use data from the research literature, his own quantitative work, and his latest book *Engaging students through social media: Evidence-based practices for use in student affairs* to guide participants in thinking about how we can best engage student learning through social media.

Employability & the Strategic Role of Student Affairs

Tuesday, March 24, 2015, 8:30 – 9:20 a.m.

Convention Center, R09

Moderator: Kevin Kruger, *president, NASPA – Student Affairs Administrators in Higher Education*

Barbara Jones, *vice president for student affairs, Boston College*

Kathryn Hutchinson, *vice president for student affairs, St. John's University*

Sheila Curran, *president and chief strategy officer, Curran Consulting Group*

Beckie Supiano, *news editor, The Chronicle of Higher Education*

Higher education is under increasing pressure to be accountable for student career outcomes. No longer is student development enough; students also need to be successfully prepared for the workforce or further education. Recent studies show a huge disconnect between the skills and knowledge required by employers and graduates' ability to meet their needs. Student Affairs needs to play a strategic, leadership role in remedying this situation. In July 2014, NASPA convened the first *President's Summit on College, Careers and Employability*, involving over a dozen student affairs leaders in re-thinking models of career preparation. This session will extend the conversation to all NASPA members, highlighting the issues, challenges and benefits of moving to a new, more holistic, model that better connects college to career.

Katrina 10 Years Later: Institutional Resilience, Managing Disasters, and Lessons Learned in Student Affairs

Tuesday, March 24, 2015, 1:15 – 2:20 p.m.

Convention Center, R09

Cynthia Cherrey, *vice president for campus life, Princeton University, and former VPSA, Tulane University*

Patricia A. Whitely, *vice president for student affairs, University of Miami*

Arnel Corsey, *vice chancellor for student affairs, Delgado Community College*

M.L. "Cissy" Petty, *vice president for student affairs and associate provost, Loyola University New Orleans*

Teresa Valerio Parrot, *principal, TVP Communications*

Ten years ago, Hurricane Katrina devastated New Orleans, Louisiana and the Mississippi Gulf coast. The student affairs staff at colleges and universities across the nation mobilized to assist the staff, the students, and the community in the wake of the disaster. Join senior leaders who were on the ground during the event, and others who stepped up to assist their colleagues in their time of need, for a discussion about institutional resilience and how student affairs administrators can learn from their experiences.

Access, Quality and Employability

Tuesday, March 24, 2015, 2:30 – 3:20 p.m.

Convention Center, R09

Moderator: Kevin Kruger, *president, NASPA – Student Affairs Administrators in Higher Education*

Amber Garrison Duncan, *strategy director, Lumina Foundation*

Daniel Greenstein, *director of education, postsecondary success, The Bill & Melinda Gates Foundation*

Matthew Pittinsky, *CEO, Parchment and co-founder, Blackboard*

Paul Fain, *editor, Inside Higher Ed*

This moderated panel will feature three leaders in higher education, each of whom are committed to issues of access, equity and to addressing the gap between what students have learned and what they need to be successful in the modern workplace. One side of these issues

is that higher education faces a huge achievement gap - only 9% of students who come from the lowest income bracket earn a bachelor's degree by the age of 24. In addition to the achievement challenge, there is mounting evidence employers are increasingly dissatisfied with what student can do when they graduate - only 11 percent of business leaders -- strongly agree that graduates have the necessary skills and competencies to succeed in the workplace. This session will explore these and other issues critical to all who work in higher education.

Ferguson and Beyond: Changing Campus Cultures

Tuesday, March 24, 2015, 2:30 – 3:20 p.m.

Convention Center, R05

Moderator: Ellen Heffernan, *president, The Spelman & Johnson Group*

Robert N. Page, Jr., *Metropolitan Community College*

Tammara Durham, *vice provost for student affairs, University of Kansas*

Mary Coburn, *vice president for student affairs, Florida State University*

Lori Reesor, *vice president of student affairs, University of North Dakota*

Dwaun Warmack, *president, Harris-Stowe University*

The challenges that face Ferguson, Missouri are the challenges that continue to rise throughout the milieu of global societies. However, Ferguson has brought the issues of race and difference to our doorstep. Simply put, the issues that are taxing the larger social fabric around race and gender are the same issues that challenge our institutional communities. As we face increasing issues with violence against women; the freedom of demonstration and speech; and how our community members navigate cultural insensitivity, in and out of the classroom, student affairs professionals must recognize the growing need for best practices and tools that can equip our campuses to face changing campus climates and cultures. Join in this discussion, designed to broaden the contact of the conversation and bring us together as a profession.

NASPA Book Club

This year's conference will include the opportunity to participate in a NASPA Book Club including a facilitated discussion, plus information and resources about starting a professional development book club back on campus. The following books were intentionally selected based on a connection to the NASPA Annual Conference Featured Speakers, New Orleans, or Conference Theme and Knowledge Communities.

Featured Speaker:

- Blog: Personal Reflections of a University President (**Renu Khator**)
- Sister Citizen (**Melissa Harris-Perry**)
- Love is the Killer App: How to Win Business and Influence Friends (**Tim Sanders**)

New Orleans Connection:

- Congo Square: African Roots in New Orleans (**Freddie Williams Evans**)
- Why New Orleans Matters (**Tom Piazza**)
- Confederacy of Dunces (**John Kennedy Toole**)

Conference Theme or Knowledge Community Connection:

- The Strategic Guide to Shaping Your Student Affairs Career (***Sonja Ardoin & Marcia B. Baxter Magolda***)
- Daring Greatly (***Brené Brown***)
- Executive Presence (***Sylvia Ann Hewlett***)
- The Confidence Code (***Katty Kay & Claire Shipman***)
- Limbo: Blue Collar Roots, White Collar Dreams (***Alfred Lubrano***)
- Triumph of Experience: The Men of the Harvard Grant Study (***George E. Valliant***)

Innovation Café

The Innovation Café area will feature innovative sessions focused on creativity and technology along with NASPA Bite Size sessions. Additionally the area will be a place to hang out, recharge and step into the techy world. The area will feature the NASPA Foundation Silent Auction and the AIDS Quilt Display. Highlighted attractions in the Innovation Café area include:

- Tech Bar
- Unique and comfortable seating
- Cyber Kiosk
- Charging Station
- Plasma Screens for Twitter and Instagram feeds
- 50 minute Café Sessions (innovative sessions, like wearable technology, Beam Pro Robots, Using iBeacons)
- 50 minute What's Appening Sessions (about many apps that can be used on smart devices to help with productivity, etc.)
- 20 minute NASPA Bite Size Sessions (small bites of information about NASPA)
- Aids Quilt Panels on Display
- Foundation Silent Auction
- A drawing for an innovative gadget (like an iWatch or similar device) – business cards collected from those who visit the Innovation Café area