



Levester Johnson, Chair
Report for the 2012 Summer Board of Directors Meeting
July, 2012

Discussion Items

1. NASPA Strategic Plan

Action Items

1. Public Policy Agenda and Guiding Principles
2. Any new Strategic Plan Initiatives results from breakout sessions

NASPA GOALS & GUIDING PRINCIPLES

1. Build the capacity to create knowledge and use data to provide evidence that will support excellence in practice.
 - April 9 – 10 participated in planning session at the NASPA office organized by President Kruger. Topics included implementation of the strategic plan; further development of the NASPA Research and Policy Institute; support of constituent groups including faculty and SSAOs; certification and accreditation within student affairs; our role within the “completion agenda”; international initiatives; NASPA Foundation fundraising; and further exploring/clarifying President Kruger’s vision.
2. Lead advocacy efforts that shape the changing landscape of higher education.
 - Continuing our association’s efforts to play a leadership role on critical policy issues and following up on desires by our membership for NASPA to communicate a stance on these matters, Rebecca Mills and the Public Policy Division have proposed a Public Policy Agenda and Guiding Principles for decision making.
3. Launch an initiative to collaborate with student affairs worldwide.
 - Will attend the NASPA sponsored Global Summit on Student Affairs and Services in Washington, DC, September 21 – 22, 2012.
4. Strengthen NASPA by making it a more responsive, vital and sustainable organization.
 - This is the area in which I have been spending the majority of my time and efforts. President Kruger and I have been spending countless hours meeting and planning the direction for the association in light of challenges within higher education and thus the opportunities that await student affairs practitioners. In particular, we have worked to make functional areas within the association more efficient and hopefully more effective. The works begins with the Board of Directors as technology will be utilized more for meetings of the board through “Go to Meeting” software. Accordingly, all board members have been asked to familiarize themselves with webcams for our conference calls. This also allows us to cut out one of the

- formal face-to-face meetings of the executive committee, saving funds which can be utilized for association strategic purposes. Other changes include eliminating one of the conference planning team site visits where again the funds will be used for strategic initiatives.
- We are actively transitioning the Board to becoming more strategic focused. Thus the agenda for the formal meeting of the Board has been changed such that much of the committee work is completed during conference calls before the meeting. This has allowed for more concentrated time on critical topics at our board meetings that focus on the strategic plan.
 - Following my interest in the power of social media, it has been an honor incorporating the use of Twitter in my travels across the country, engaging with the membership and highlighting the great work being completing toward advancing the profession and supporting our work within high education. Both the @naspapres and @levesterjohnson accounts have grown significantly since March and more important, followers are engaging with us!

Travels and presentations included:

- **EDUCAUSE Security & Enterprise 2012 Conferences Joint General Session**, served on panel, May 17, 2012, Indianapolis, IN
 - **Council of Higher Education Management Associations (CHEMA)**, May 23 -25, 2012, Boston, MA
 - **NASPA Region III Summer Symposium**, June 3 – 6, 2012, Virginia Beach, VA
 - **NASPA Region II Conference**, June 10 – 12, 2012, Buffalo, NY
 - **Canadian Association of College and University Student Services 2012 Conference (CACUSS)** , June 11, 2012, Niagara, Ontario
 - **2013 NASPA Annual Conference Planning Team meeting**, June 13 – 15, 2012, Orlando, FL
 - **NASPA Dugy Leadership Institute**, June 16 – 22, 2012, Dallas TX
 - **New American Colleges and Universities (NAC&U) Summer Institute**, June 19 – 21, 2012, Salt Lake City, UT
 - **NASPA Small Colleges & Universities Institute (SCUI)**, June 22 – 26, 2012, Indianapolis, IN
- I had the pleasure of submitting the Capstone article for the Summer 2012 *NASPA Leadership Exchange* magazine. The title: “Boost Student Engagement through Technology”. Surprise, Surprise! The piece challenged SSAOs to embrace social media and technology as a “value added” to their current engagement with students on their campus. Sending a team of practitioners to the 2012 #NASPAtech Conference in Indianapolis, IN was also encouraged.