

When I was visiting in Regions II and III recently, I was asked about the new board. My response was that you all did not have the luxury of waiting until after the July board meeting to hit the ground running. You all received your charge when our president, Patricia Telles-Irvin, spoke at the March Business meeting about this critical time in NASPA's history. With the necessary sense of urgency following the consolidation vote, you moved forward with the charge to build on NASPA's strengths and raise our international presence, examine our current governance model, expand our membership, use our professional judgment and values and evidence-based research in taking stands on critical issues affecting our campuses, and strengthen our voice as experts in the profession to influence change. Over the past couple of months, you have been committed to communicating with your members and providing opportunities for them to learn and network with colleagues.

As always, the NASPA staff is working hand-in-glove with you to keep NASPA on the track to success which means providing members quality programs and publications in a timely manner. Beginning with an incredibly successful conference in Philadelphia, the staff continues to work with volunteers to plan and implement the activities that address the association's goals. For example, in addition to the visible products of programs and publications, we also attend to the advocacy role of a professional association through public policy and our support of undergraduate fellows. The work staff does with NASPA communities and the technology support we provide regions and our members as well as the administration of the budget are all vital to keeping NASPA as a thriving association. Being visible to the external world of education is equally as important as what we do with our members. All the parts of NASPA are functioning together at an exemplary level.

We continue to collaborate with other associations, and we enjoy a reputation for being fine partners because we carry out our responsibilities in a professional manner, and we work well with our colleagues. As you can see from the online programs and our upward spiral in the number of friends and followers on social media, we are capturing the attention of our members whenever and wherever they want to engage. We are more than pleased this year about the attendance for the Stevens Institute that will be held partly in conjunction with the July board meeting. It has been a struggle to attract senior administrators to the Institute for a variety of reasons. However, the creativity of the staff and the caliber of faculty/presenters at the upcoming Institute have helped us turn the corner. We're confident that word-of-mouth about the quality of this year's Institute will help us with future programs from the Academy for senior administrators.

In my most recent update, I shared how the president and I have been spending some of our time. Since that update, Patricia has moved from Florida to Chicago and by the time you receive this report, she will be at Northwestern University. Congratulations Northwestern! In the midst of the move, the president also convened those board members who were available for our first strategic planning meeting. Also since my last update, we held the Assessment and Persistence Conference in Las Vegas, and from the feedback onsite and the Tweets during the conference, it was a great success. I was so pleased to see two of our board members at the conference—Frank Lamas and Laura Wankel—who regularly support this conference. I hope other board members will not only send staff but will take part in our professional development programs to experience the quality of the programs and to offer feedback when we need to see the conference from the other side.

Some may not accept that NASPA is realizing its vision of being the leading voice for student affairs administration, policy, and practice, but it certainly feels that way when NASPA is invited by the Council of Europe, U.S. Steering Committee of the International Consortium for Higher Education-- Civic Responsibility and Democracy, the University of Oslo, the European Wergeland Centre, and the International Association of Universities to represent student affairs in the U.S. The conference title is Reimagining Democratic Societies: A New Era of Personal and Social Responsibility. I will be traveling to Oslo, Norway on June 24. There are approximately 125 people invited and most of those from the U.S. are college and university presidents. Additionally, our president and I were invited to represent student affairs in the U.S. and speak at the Bologna Conference in Berlin organized by our friends and colleagues from the German National Association for Student Affairs and the German Federal Ministry for Education and Research. Unfortunately, the conference is at the same time as our July board meeting and Patricia and I cannot attend. Fortunately, one of our most loyal and gifted members, Dennis Black, vice president student affairs at the University at Buffalo, is available and the conference planners have allowed us to send him as our representative.

We should be proud of the position and reputation we have achieved as we move forward to keep our members in front of the curve as change occurs so rapidly in higher education. I'm more than proud to work with dedicated leaders and committed staff at NASPA.



ANNUAL CONFERENCE

2011 NASPA Annual Conference

By almost every measure, the 2011 NASPA Conference in Philadelphia was one of NASPA's most successful conferences. The onsite feedback and post-conference evaluations were extremely positive. Conference participants praised the general conference, programs, the major speakers and the facilities at the Pennsylvania Convention Center.

Highlights included:

- 5,200 participants, 7.6 percent increase from 2010
- Most ever one-day registrants for either Sunday, Monday, or Tuesday, 126 registrants
- 972 attendees registered for pre-conference workshops
- Almost 500 educational programs, including pre-conference workshops, general interest sessions, KC-sponsored sessions, poster sessions, and roundtables
- 86 companies participated in exhibits; 20 companies waitlisted
- 828 attendees registered for both the conference and The Placement Exchange
- Featured speakers:
 - Opening session with Donna Shalala, Professor of Political Science and President of the University of Miami and a facilitated panel of students; 3200 people attended
 - Emmanuel Jal, once a child soldier on the front lines of combat in war-torn Sudan, now hailed as the "rising star of African hip hop"; 700 people attended
 - Curtis Ellis & Ian Cheney, Peabody-winning filmmakers, founders of the national AmeriCorps program Food/Corps, and creators of the traveling public art project Truck Farm: 200 people attended
 - Sarita Brown, President of *Excelencia* in Education, a national not-for-profit organization working to accelerate Latino success in higher education by linking research, policy, and practice to serve Latino students; 400 people attended
 - Closing session with speaker Robert F. Kennedy, Jr., senior attorney for the Natural Resources Defense Council; 1200 people attended

The 2011 NASPA Annual Conference Committee, under the leadership of chair Mary Coburn, volunteers, and the entire NASPA staff are to be commended for a wonderful professional development event.

The Placement Exchange '11

Now in its fourth year, The Placement Exchange continues to be the premier placement experience for student affairs. The committee and staff from NASPA and ACUHO-I did an outstanding job on all aspects of the TPE experience.

- 1,200 candidates registered for Philadelphia placement event
- 11,518 job interviews conducted on site, a 32 percent increase from 2010 and a new record for TPE, surpassing the previous 2008 record of 10,463
- 548 purchased interview tables and 596 positions listed

2012 NASPA Annual Conference

March 10—14, 2011; Phoenix, Arizona

- The theme for the 2012 NASPA Annual Conference is *Ignite Leadership Influence Change*.
- The call for programs for the annual conference went live in March 2011, and is based on the Professional Competency Areas for Student Affairs Practitioners. Submission deadline for pre-conference workshops, concurrent sessions, poster sessions and roundtables is September 2, 2011.
- The second onsite planning meeting was held May 20-21, focusing on budgets, major events, and space and room logistics.
- Attendees were encouraged to register by the end of the June 30 fiscal year. As of June 22, 138 people had registered for the conference.
- The Convention Center will be the primary location for both the conference as well as The Placement Exchange. The co-headquarter hotels will be the Sheraton and Hyatt.
- Other hotels in the NASPA block for sleeping rooms are the Wyndham and Springhill Suites.
- John Legend, recording artist, musician, actor, activist, is confirmed to be the opening featured speaker for the conference.
- The Exhibit Hall will officially open Sunday, hosting the opening reception.

EDUCATIONAL PROGRAMS

Conference on College Men

May 22 – 24, 2011; Indiana University Purdue University Indianapolis

- The theme for this conference, offered in partnership with ACPA, was "Masculinities in Higher Education" and offered 20 educational sessions.
- There were 110 registrants, compared with approximately 100 when this conference was last offered in 2009.
- The Conference featured two keynote speakers: Frank Harris III, San Diego State University, and Susan Marine, Harvard University.
- The Conference concluded with a panel of scholars and practitioners focusing on emerging issues and trends related to masculinities in higher education. The panel was moderated by Jason Laker, San Jose State University, and included Tracy Davis, Western Illinois University; Shaun Harper, University of Pennsylvania; Susan Marine, Harvard University; and Rachel Wagner, University of Dayton.
- More than 88 percent of conference survey respondents rated the conference as either "Outstanding" or "Good" and more than 90 percent said they would recommend this program to another colleague.

National Conference for College Women Student Leaders

June 2 – 4, 2011; University of Maryland, College Park

- There were 527 students/administrators from more than 211 institutions for the conference, representing 41 states, China, Jamaica, and Guam.
- 2011 Women of Distinction were:
 - Connie Chung, Emmy Winner and Television News Anchor
 - Marsha A. Guenzler-Stevens, director of Adele H. Stamp Student Union, University of Maryland, College Park
 - Swanee Hunt, Eleanor Roosevelt Lecturer in Public Policy at Harvard University Kennedy School of Government
 - Lisa Jackson, US Environmental Protection Agency

- Natalie Randolph, head football coach, Calvin Coolidge Senior High School, one of only a few women football head coaches in the country.
- The keynote speakers were Shelby Knox, a national champion of sex education, and Belle S. Wheelan, president of the Southern Association of Colleges and Schools Commission on Colleges

NASPA Assessment & Persistence Conference

June 9 – 11, 2011; Las Vegas, Nevada

To provide professional development to our members through the creation and dissemination of high-quality experiences, information, and exemplary models of practice.

- Arthur Levine, Woodrow Wilson Foundation; Diane Dean, Illinois State University; David Paris, New Alliance for Student Learning and Accountability; Javaune Adams-Gaston, The Ohio State University; and John Pryor, Higher Education Research Institute were the major speakers for the event.
- There were 5 pre-conference workshops, 45 concurrent sessions, 8 roundtable sessions, and 11 poster sessions during the event. There were 84 submissions for the conference this year.
- Five mini-institutes, two-hour extended learning sessions, were held on the following topics: Establishing Meaningful Collaborations in Student Learning and Development, Data Survey Creation, Assessment & Inclusive Excellence, Advancing Conversations on Assessment in Student Affairs, Persistence and Assessment in Institutional Research.
- The Association for Institutional Research also held an IPEDS workshop prior to the start of the conference where 40 individuals were trained on how to use IPEDS data in student affairs.
- The Student Learning Outcomes (SLO) preconference workshop had 47 participants and provided participants with a foundation of how to write SLOs and recommendations for a learning track for sessions throughout the conference. Registrants for this preconference workshop will also participate in a follow-up webinar in September.

Online Educational Programs

Healthy People 2020: Implications for Priorities in Higher Education

February 17, 2011

- Co-sponsored by the Health in Higher Education KC, 18 campuses registered for this webinar.
- This webinar examined recommendations from the U.S. Department of Health and Human Services Secretary's Advisory Committee for the Healthy People 2020 Initiative.
- Speakers included Jim Grizzell, Cal Poly Pomona and George Washington University; Lynn Russom, Widener University, and Susan Longerbeam, Northern Arizona University.

Preventing and Responding to Violence Against Women Webinar Series

NASPA is partnering with Margolis-Healy & Associates on a four-part webinar series focusing on violence against women on campus.

- **Nature of Violence Against Women Crimes on Campus** – March 31, 2011
 - 35 institutions registered
 - 70 percent of webinar survey respondents rated the program as "Good" and more than 84 percent of respondents said they would recommend this program to another colleague
- **Conducting Inquiries and Investigations into Violence Against Women Crimes on Campus** – April 28, 2011
 - 44 institutions registered
 - More than 88 percent of webinar survey respondents rated the program as "Good" and 100 percent of respondents said they would recommend this program to another colleague
- **Student Conduct Management of Violence Against Women Cases** – June 9, 2011
 - 41 institutions registered
- **Best Practices in Higher Education for Violence Against Women Crime Prevention** – June 23, 2011
 - 43 institutions were registered as of June 13

SSAO Conference Calls—Senior Briefings

The second year of the SSAO Conference Call Series was a successful venture for NASPA, under the volunteer leadership of Dennis Black, vice president for student affairs, University at Buffalo.

Transfer Students

April 7, 2011

- 38 SSAOs participated
- Bonita Jacobs, National Institute for the Study of Transfer Students, was the speaker.

Higher Education Association Roundtable

May 12, 2011

- 27 SSAOs participated
- Speakers included Kent Blumenthal, National Intramural-Recreational Sports Association; Alan Davis, National Association of Campus Activities; Josh Goldman, Association of College and University Housing Officers-International; Kevin Kruger, NASPA – Student Affairs Admin. in Higher Education; and Monica Smalls, Association of Fraternity/Sorority Advisors.

Making Sure Student Affairs is Involved in Student Assessment Learning

June 2, 2011

- 27 SSAOs participated
- George Kuh, Indiana University and NILOA, was the speaker.

Small Colleges and Universities

Small Colleges and Universities Institute (SCUI)

June 23–26, 2012; Butler University
Institute Co-chairs: Bob Gatti, Otterbein College, and Betsy Newman, Babson College

NCAA Division III and Small Colleges and Universities Partnership

The Small College and Universities Division is continuing the collaborative partnership that began at the annual conference and the SCUI committee is working out details to visit the NCAA headquarters during the institute in 2012.

Future Educational Programs

Student Affairs Development Conference

July 10 – 12, 2011; University of Utah

- This conference, traditionally held in October, was moved to July after considering feedback from last year's conference evaluations.
- Conference sessions will focus on the following topics: comparing and contrasting student affairs and development and best practices based on the development continuum (identification, information, cultivation, solicitation, stewardship).
- As of June 14, 2011, there were 40 registrants for this conference.

#NASPAtech: Student Affairs Technology Conference

October 27 – 29, 2011; Newport, Rhode Island

- This conference will deliver innovative and high-tech educational sessions focusing on various technologies and their applications in working successfully with college and university students.
- The opening keynote will be delivered by Jeffrey Young, Senior Writer, Technology, The Chronicle of Higher Education. Eric Stoller, technology consultant, has accepted an invitation from NASPA to present a concurrent session, participate in a closing conference panel, and be a member of the conference committee.

NASPA Multicultural Institute

December 8 – 10, 2011; Atlanta, GA

- Kenyon Farrow, executive director of Queers for Economic Justice, will be the keynote speaker, focusing on both the personal and political issues surrounding LGBT student suicide and the role of higher education.
- Cornel Pewewardy, associate professor of Native American Studies, Portland State University, is also a confirmed speaker.
- A record number of 120 program proposals were received by the June 17 deadline.

Women's Leadership Institute

November 29 – December 2, 2011; Ritz Carlton on Laguna Niguel in Southern California

December 5 – 8, 2011; Ritz Carlton on Amelia Island in Florida

NASPA will once again partner with ACPA, ACRL, ACUHO-I, ACUI, APPA, NACAS, NACUBO, and NAEP, for the 2011 Women's Leadership Institute.

NASPA Student Affairs Law & Policy Conference

December 8 – 10, 2011; Arlington, VA

Peter Lake, Stetson University, continues to assist with the planning for the Law & Policy Conference.

James E. Scott National Academy for Leadership & Executive Effectiveness

26th Stevens Institute

July 10 – 14, 2011; Incline Village, Nevada

- The first half of the Stevens Institute will focus on legal issues and threat assessment for the SSAO featuring Peter Lake, Stetson University College of Law and Marissa Randazzo, SIGMA Threat Assessment Resources. There are 24 registered for this half of the Stevens Institute.
- The second half of the Stevens Institute will focus on topics from the Dungy/Ellis book, *Exceptional SSAO Leadership*. There are 23 SSAOs registered for the second half. Confirmed faculty include Karen Pennington, Montclair State University, Institute Director; Gwen Dungy, NASPA; Kate Hetherington, Howard

Community College; Michael Jackson, University of Southern California; Kevin Kruger, NASPA; Barbara Snyder, University of Utah; Laura Wankel, Seton Hall University; Sarah Westfall, Kalamazoo College

Institute for New SSAOs

October 9 – 12, 2011; Washington, DC

- Sponsored by the James E. Scott Academy, the theme for this year's NASPA signature program is *Leadership and Management Effectiveness for the New Senior Student Affairs Officer*.
- Confirmed faculty include Shannon Ellis, Institute Director, University of Nevada, Reno; Patrick Day, University of Massachusetts, Boston; Eugene Zdziarski, Roanoke College; Gwen Dungy, NASPA

Community College Educational Programs

NASPA Community College Online Learning Series

NCC Online is new quarterly online programming directed at NASPA community college institutional and individual members.

The Future of Student Affairs at Community Colleges – February 11, 2011

- 52 participants
- Presenters: John Laws and Denise Swett

The Emerging Digital Campus: Issues and Implications – May 24, 2011

- 20 participants
- Presenter: Thomas Workman, Baylor College of Medicine

Upcoming Topics: Identifying Grants for Student Services (August 2); Natural Connections between HBCUs and Community Colleges (November)

Community College Institute: Student Engagement: Retention, Persistence & Success

- Held prior to the 2011 NASPA Annual Conference, there were 93 participants for this year's CCI, chaired by Denise Swett, Foothill College. Presenters included:
 - Angela Oriano-Darnall, Center for Community College Student Engagement
 - Steve Head, Lone Star College – North Harris
 - Michael Poindexter, Sacramento City College
- Sponsorships included Innovate Educators and National Society of Collegiate Scholars.
- Paulette Dalpes, Kingsborough Community College, is the 2012 CCI chair.

Student Services Institute

Metropolitan Community College – Blue River

- 36 participants from two campuses concluded their SSI June, 2011
- Topics: Diversity, Program, and Service Inclusion; Legal issues in Higher Education; Program Development, Assessment and Evaluation; Student Retention and Success; The History of Student Affairs Administration; and Research Methods and Student Development Theory

International Educational Programs

International Student Affairs Study Tour

NASPA, ACPA, ACUHO-I, ACUI, and NIRSA are amending their memorandum of understanding to include a cancellation and/or postponement clause. Dennis Gregory Old Dominion University will serve as faculty for the May 2012 Study Tour.

International Symposium

- This year's International Symposium, held at the NASPA Annual Conference, had 97 participants; sponsorships included the Qatar Foundation, Semester at Sea, and Golden Key International Honor Society.
- Presentations were given by more than 15 participants and included featured and concurrent sessions, as well as 6 roundtable discussions. Topics included programming for cultural competency, connecting campuses globally using digital and social media, a look at student affairs in South African higher education and more.
- Oscar Felix will serve as the 2012 International Symposium Director.

International Exchange Program

2011 Inbound Exchanges

- A Spanish delegation representing the Consejo de Colegios Mayores Universitarios de España visited the Philadelphia area March 7 – 11. Host institutions were Gettysburg College, Northampton Community College, and the University of Pennsylvania.
- A delegation representing the Association of Managers of Student Services in Higher Education visited Rochester, NY, June 13 – 17.

2011 Outbound Exchanges

- An outbound delegation to Ireland took place June 12 – 18. Delegation participants were Gail DiSabatino, Clemson University; Todd Adams, Duke University; and Eric Hartman, The University of the South. Participating host institutions include: University of Limerick, Trinity College in Dublin, the Dublin Institute of Technology, and University College – Dublin. Delegation participants will also have the opportunity to attend the 13th Confederation of Student Services in Ireland at National College of Ireland in Dublin.

PUBLICATIONS

New Releases

- *Exceptional Senior Student Affairs Administrators' Leadership: Strategies and Competencies for Success*, Gwendolyn Jordan Dungy and Shannon E. Ellis, Editors (March 2011)
- A well-attended book signing event was held at the 2011 NASPA Annual Conference. The majority of the authors were able to participate in the event, and feedback from both authors and readers was very positive.
- An Executive Summary was mailed to all voting delegates in early March.
- Scannable tags were incorporated into publications marketing for the first time. The back cover of the book features a Microsoft Tag that, when scanned with a smart phone, links to the free Executive Summary of the book. The tag was also featured on collateral marketing materials.
- Sales are off to a very strong start, with nearly 600 copies sold as of June 13.
- *Professional Competency Areas for Student Affairs Practitioners* (December 2010)

Forthcoming Titles

- *Foundations of Higher Education Law and Policy: Basic Legal Rules, Concepts, and Principles for Student Affairs*, Peter F. Lake (Fall 2011)
- *Learning Is Not a Sprint: Documenting Student Leader Learning in the Cocurricular*, Darby M. Roberts, Kathleen M. Collins, and Assoc. (Spring 2012)
- *Asian Americans and Pacific Islanders in Student Affairs*, Doris Ching and Amefil Agbayani, Editors (Spring 2012)

Leadership Exchange

- *Leadership Exchange* continues to be published quarterly. The hard copy is mailed to voting delegates and subscribers, and the digital edition is sent via e-mail to all NASPA members and subscribers.
- Total advertising revenue for the spring and summer 2011 issues was \$42,438.75, which is about the same as last year.
- Between March 1 and May 31, 2011, 1,030 visitors accessed the digital edition of *Leadership Exchange* for 11,186 pageviews.
- The top 5 viewed articles in the digital edition between March 1 and May 31, 2011, were:

1. Spirituality and the College Student (Spring 2011)
2. Social Media and the SSAO (Spring 2011)
3. Priorities for the First-Year Senior Student Affairs Officer (Spring 2011)
4. Views from the Top: SSAOs Leverage Experience to Gain Presidential Positions (Spring 2011)
5. Bullying on Campus (Spring 2011)

NetResults

- *NetResults* continues to be published the second and fourth weeks of every month. New issues are announced via e-mail to all members. Between March 1 and May 31, 2011, the *NetResults* homepage received 2,251 pageviews, of which 1,713 were unique.
- Planning is underway to revamp *NetResults* in the coming months.

Forum

- *Forum* continues to be published the first week of every month. It is sent via e-mail to all members and available on the NASPA website. Between March 1 and May 31, 2011, the *Forum* homepage received 1,033 pageviews, of which 629 were unique.
- Planning is underway to revamp *NetResults* in the coming months.

Journals

Please see attached journal reports from the respective editors.

Parent Involvement/SDTLA Study

NASPA's Graduate Assistant for Educational Programs, Alicia Peralta is busy running multiple regression analysis on the longitudinal Parent/SDTLA study and will be working with Dick Mullendore, University of Georgia to publish the data results.

NASPA Undergraduate Fellows Program

- There were a total of 151 applicants for the 2011-2012 academic year, with 146 students accepted. Twenty NASPA members joined or renewed their expired membership due to being a mentor.
- NUFP will also have a fall application deadline the last week of September.

Summer Leadership Institute

July 7-12, 2011; The University of Connecticut

- There were 70 applicants, and the maximum of 32 fellows were accepted.
- Lester Manzano is this year's institute director. The following individuals are serving as faculty: Katherine Betts, The Ohio State University (MUFPA Alum); Jennifer Jones, Southern Methodist University; Terry Mena, Florida Atlantic University; Stacey Miller, University of Vermont; Tonantzin Oseguera, University of California, Riverside; R. Darrell Peterson, Boston College; John Saddlemire, University of Connecticut; Erica Yamamura, and Seattle University.
- The 2012 SLI will be hosted by Southern Methodist University. Applications for the 2012 SLI will be due on November 23, 2011.

Faculty Fellows

The Faculty Fellows are working with Tiki Ayiku and Nathan Victoria to bring student affairs development theory online workshops to NUFP Fellows. Florence Hamrick, Rutgers University, and Bob Reason, Penn State University, are heading up this new initiative.

To promote pluralism, diversity and internationalism in NASPA and the profession

NASPA Annual Awards

The NASPA Office will call for awards nominations over the course of the summer.

Melvene D. Hardee Dissertation-of-the-Year Award

- The call for 2012 Melvене D. Hardee Dissertation-of-the-Year Award applications opened for NASPA members in May 2011.
- For the fast-approaching 35th Year, NASPA is celebrating with:
 - The 35 Years of DOTY series currently running in the Forum; past DOTY winners reflect on their careers, the receipt of the award, and the field.
 - Submission of an educational program for the 2012 NASPA Annual Conference in Phoenix to mark the 35th Year of the Award.

Excellence Awards

- Tyjaun Lee, Prince George's Community College, and Christopher Lewis, Thomas M. Cooley School of Law will serve as NASPA Excellence Awards Co-directors through 2013.
- The call for 2012 Excellence Awards Submissions opened for NASPA members in June 2011.
- Excellence Award Honorees from 2010 and 2011 were invited by NASPA's Graduate Assistant for Educational Programs, Alicia Peralta to participate in the *Excellence in Three Minutes* initiative. Participants are invited to make a video case study per NASPA guidelines. Submissions are due by August 19.

New Professionals Award Recipients

NASPA's Graduate Assistant for Educational Programs, Alicia Peralta, is developing a "Fresh Faces, New Voices: Profiles of Outstanding New Professionals" publications plan to highlight Outstanding Regional New Professional Award Recipients.

To provide leadership for promoting, assessing, and supporting student learning and successful educational outcomes

EXTERNAL RELATIONS

Public Policy

For further information, please refer to the Public Policy Division's report.

- Submitted comments through the Consortium on proposed FERPA regulations allowing release of directory information to third parties without the direct oversight now practiced by campuses.
- Convened working group and developed statement on campus safety at request of the board.
- Signed on to a series of letters regarding the Department of Education's definition of credit hour contained in its final program integrity regulations. Letters requested an extension so that the legislation wouldn't go into effect in July 2011, as scheduled. Most recent letter was thanking Congresswoman Virginia Foxx for introducing HR 2117, which would repeal both the credit hour definition and state authorization/distance education regulations, and reiterating concerns with these regulations.
- Signed on to a letter calling attention to and expressing concern regarding the elimination of the LEAP program contained within the two-week extension of the FY '11 Continuing Resolution.

To provide leadership in higher education through policy development and advocacy for students on important international, national, state, and local issues

Media Relations

Following is a sampling of media clips since February 2011:

- 6/7/2011: Wrong People on Trial? (*Inside Higher Ed*)
- 5/25/2011: Auburn student to attend leadership conference for college women (*Auburn Reporter*)
- 5/22/2011: 'This class rocks' (*Gettysburg Times*)
- 5/22/2011: 'Talk about a dream, try to make it real' (*The Evening Sun*)
- 5/18/2011: Support network for stressed students (*Wake Forest University News Center*)
- 5/4/2011: Student Affairs campaign educates students on safety (*Daily Illini*)
- 5/3/2011: "[Insert Word Here] in a Can" (*Inside Higher Ed*)
- 4/28/2011: Final thoughts, a tweet, and thanks - #NASPACPA (*Inside Higher Ed*)
- 4/28/2011: Student Affairs Groups Won't Merge (*Inside Higher Ed*)
- 4/27/2011: 2 Student-Affairs Groups Vote Not to Merge (*The Chronicle of Higher Education*)
- 4/26/2011: Phila.'s new convention digs are topic at tourism talk (*Philadelphia Inquirer*)
- 4/16/2011: Reflections from the 2011 NASPA Annual Conference (*Higher Ed Live*)
- 4/10/2011: Thoughts from members about #NASPACPA (*Inside Higher Ed*)
- 4/8/2011: NCAA summit addresses violence on campus (*NCAA*)
- 4/5/2011: Constructing a new community: ACPA and NASPA (*Inside Higher Ed*)
- 4/4/2011: Newsmakers: Dan Jones (*Appalachian State University News*)
- 3/17/2011: NASPA: Technology, iPads, Twitter, Social Media, PLNs, and Kudos (*Inside Higher Ed*)
- 3/15/2011: NASPA 2011 Annual Conference (*Inside Higher Ed*)
- 3/15/2011: Mental well-being is a concern on campus, too (*The Times and Democrat*)
- 3/15/2011: Study analyzes college counseling statistics (*University of Virginia The Cavalier Daily*)
- 3/15/2011: Pennsylvania Convention Center plans for summer grand opening (*Exhibit City News*)
- 3/14/2011: Researchers Find Constant Contact Between Parents and Students, but Not Much... (*Chronicle of Higher Education*)
- 3/14/2011: Nearly a Third of College Students Have Had Mental-Health Counseling, Study Finds (*Chronicle of Higher Education*)
- 3/6/2011: #TPE at #NASPA11 - Are you using your strengths? (*Inside Higher Ed*)
- 3/4/2011: I'm attending #NASPA11. Are you? (*Inside Higher Ed*)
- 2/23/2011: 2011 NASPA Annual Conference 1.8.6 (Mobile) (*TechRepublic*)
- 2/6/2011: BEARER OF BAD NEWS: Officials notify parents of alcohol, drugs violations (*redandblack.com*)
- 2/4/2011: Church and State (Universities) (*Inside Higher Ed*)

REGIONAL SUPPORT

Following are regional conferences for which the national office handled registration. For further information on regional conferences and activities, please see individual regional board reports.

Region I

Dates	Event	Location	Registrants/ Institutions
3/24–6/10	Mid-level Institute	Babson College (3/24) Southern Maine Community College (4/15) The University of Connecticut (5/19) Marlboro College (6/10)	16/15
4/8	2011 Like it or Not: Student Use of Social Networking Sites Drive In	Rhode Island College	48/15
6/2–4	Switzerland Conference	Franklin College	35/19

Region II

6/5–7	Region II Conference: “Believe: Empowering Students, The Power of Partnerships, and Making a Difference”	Baltimore, Maryland	116/59
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Region III

5/23	Emerging Trends in Student Affairs Careers	Lynn University	39/9
6/3	Threat Assessment Conference	University of Florida	129/32
6/6-10	New Professionals Institute	Emory University	52/41
6/12-15	Summer Symposium	Savannah, Georgia	109/66
6/18-22	Mid-Managers Institute	Auburn University	43/32*

Region IV-East

6/17	WISA Conference	Ohio State University	81/41*
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Region V

6/22-24	SSAO Retreat	Portland, Oregon	28/26
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Region VI

4/13	George Kuh—Inspiring Success on a Dime Drive-in	University of California, Riverside	110/21
6/25	The Only One in the Room: Latinos in the Field Drive-in	Claremont University Consortium	23/16*

**registrants/institutions as of June 13*

KNOWLEDGE COMMUNITIES

- Knowledge Community Director has made it a priority for Knowledge Communities to focus on the creation and dissemination of knowledge throughout the year. She is working with NASPA staff member Joseph DeSanto on creating KC publications twice a year: an online fall publication and a spring publication distributed at the NASPA Annual Conference.
- Regional KC Coordinators will distribute "Knowledge Community Leader" ribbons to Regional KC Representatives at their annual Regional Conferences in order to recognize these valuable leaders and increase the visibility of the KC program.
- Eleven online trainings will be offered for KC leaders in June and July 2011. These trainings will focus on basics of the KC program, managing KC finances, creating knowledge, and using technology to communicate with members and build communities.
- Two proposals for new KCs are currently being discussed for potential presentation to the Board in December 2011. These proposals would be for a Students as Parent and Adult Learners KC and a Student Conduct KC.
- More Knowledge Communities are actively creating newsletters and utilizing free social media channels like Facebook and Twitter in their work.

KC	I	II	III	IV-E	IV-W	V	VI	TOTAL
AGAPSS	166	389	503	362	171	121	301	2013
African American	127	399	521	357	131	92	201	1828
AOD	172	397	385	312	152	94	189	1701
API	71	132	104	124	48	73	198	750
Assessment	232	598	667	530	234	220	349	2830
Campus Safety	73	217	274	205	103	62	111	1045
Disability	101	202	220	194	81	80	142	1020
Fraternity & Sorority	98	302	554	325	168	74	152	1673
GLBT	220	395	388	387	147	145	218	1900
Health	142	279	318	261	113	99	181	1393
IPKC	45	94	97	120	55	75	88	574
International	142	314	340	295	117	115	218	1541
Latino/a	95	206	236	186	96	91	223	1133
Men and Masculinities	124	230	284	290	118	77	144	1267
MultiRacial	15	21	22	22	18	9	28	135
New Prof & Grad Students	322	607	880	704	343	206	463	3525
Parent and Family	153	308	360	269	158	110	195	1553
Spirituality & Religion	135	298	419	333	157	115	198	1655
Student Affairs Development	164	465	534	429	195	142	289	2218
SAPAA	310	631	840	845	332	220	485	3663
Student Leadership	402	881	1096	819	396	289	571	4454
Sustainability	70	176	200	171	81	61	112	871
Technology	93	210	245	224	100	78	156	1106
Veterans	34	78	83	70	27	33	49	374
WISA	305	675	780	657	299	235	469	3420
TOTAL	3811	8504	10350	8491	3840	2916	5730	43642

IT & WEB DEVELOPMENT

Web Stats (February 11 – May 31, 2011)

NASPA.ORG

- 704,700 page views (460,000 last year; increase of 53 percent)
- 208,165 total visits (137,011 last year; increase of 51 percent)
- 40% new visitors
- 3.4 average page views per visitor
- 3:12 average time on site
- Top Pages/Directories: NASPA Home; Conference; Members-Only/Conference Archives; Programs; Careers/Grad Prep.

THEPLACEMENTEXCHANGE.ORG

- 1,237,113 page views (500,426 last year; increase of 147%)
- 150,000 total visits (71,466 last year; increase of 111%)
- 14% new visitors
- 8.2 average page views per visitor (7 last year)
- 5:51 average time on site (5:00 last year)
- Top Pages/Directories: Home; Job Search; Candidate Search

Membership

- Rhoda Chari was hired as the new Director of Member Services, effective June 12, 2011. Rhoda comes to NASPA from the Anxiety Disorders Association of America.
- As of May 31, NASPA membership is as follows:

Individual:	12,312 (10 percent increase from last year)
Institutional:	1,173

Finances

NASPA continues to operate from a strong financial position. As of March 31, 2011, total net assets were \$7,162,318, an increase of \$1,598,533 since July 1, 2010. This increase is partially due to unrealized gains in the NASPA Reserve Account, and an increase in membership and conference revenue. Overall, NASPA's operating activities (not including investments) generated a net gain of \$550,056.

Software and Applications Development

- Managed program submissions, reviewer assignment set-up and troubleshooting, and sent accept/reject emails for Assessment & Retention Conference, Region I, Region IV-E, Region IV-W, Western Regional and Leadership Educators Institute.
- Developing event management application to allow staff members to create and manage events; create "call for programs" submission forms; create event schedules and assign rooms to programs; assign and communicate electronically with reviewers; accept/reject/hold programs, and communicate electronically with program submission users.
- Continue to expand NASPA's Members-only section: Based on feedback from staff and volunteer leaders, made significant enhancements to Volunteer Central for users and administrators; Added event management for staff administrators; and made regional event reports active for all regional leaders.
- Upgraded KC/Regional e-mail tool to allow users to create their own HTML content.
- Launched 2012 annual conference site in March 2011, with updated program submission process.
- Developed XML/RSS applications to output and display the following content on the NASPA website and external sites: NASPA blog and Twitter feeds; NASPA events; NASPA Conference room changes/updates; TPE job postings.
- Developed application to allow non-member access to conference presentations and workshop archives.
- Managed the migration of data from our current customer management system, ACGI, to our new CMS/AMS, Avectora.
- Electronic Communications. Since February 11, we have sent out more than 50 emails to NASPA membership (NASPA Update; SSAO Update; professional development workshop announcements, national and regional conference reminders, etc). live in mid-July.

To maintain, evaluate, and develop a high-quality association infrastructure and national office to meet current needs, anticipate future trends, and promote growth

SOCIAL MEDIA

The following metrics illustrate NASPA's progress in various social technologies:

Facebook

NASPA has a few branded accounts on Facebook, including www.facebook.com/naspaFB and www.facebook.com/nufpFB. As of June 13, NASPA's primary Facebook account had 6,411 "likes," as compared to 5,797 at the time of last reporting February 15. Over the past month, there have been 2800 active users and 21,490 post views.

LinkedIn

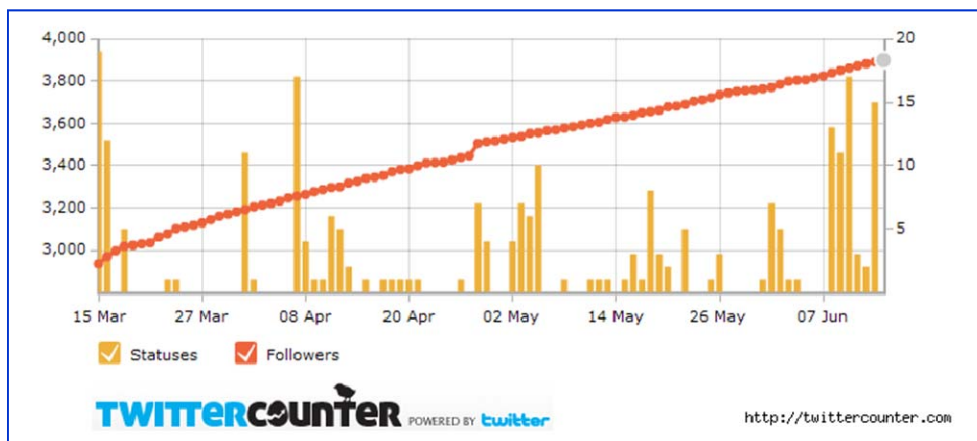
LinkedIn continues to grow and have dedicated, self-directed users generating and contributing to various discussions. As of June 13, there were 2,400 members of the NASPA group on LinkedIn.

Twitter

NASPA has a branded account on Twitter, www.twitter.com/naspatweets. The following is a comparison list of NASPA's Twitter account over the past year:

	6/18/10	10/26/10	2/15/11	6/22/11
Followers	1,074	1,752	2,486	3,990
Tweets	1,203	1,564	1,780	2,150
Ranking	94,745	93,002	83,941	69,005
+followers/day avg	+6	+5	+8	+10

NASPAtweets' "Klout" score establishes it as a "Specialist," "effectively using social media to influence [its] network across a variety of topics." The NASPA Twitter account generate a steady flow of actions and discussions, is engaged by influencers, and is influential on topics including higher education, job search, gender, social media, and parenting.



Video

NASPA has continued its use of video on its branded channel on YouTube, www.youtube.com/naspastuaff. The following is a list of the new videos since the March board mailing and how many views they had received as of June 13:

Why you should join the student affairs family!	758
TPE C.A.R.E.S.	284

Additionally, scholarship recipients recorded videos at the 2011 NASPA Annual Conference that will be uploaded over the course of the summer.

DEVELOPMENT AND CORPORATE RELATIONS

Strategic Partners

- For the 2011 calendar year, NASPA has 10 Strategic Partners: USA Today, Student Voice (now Campus Labs), Sodexo Education, Chartwells, Aramark Higher Education, Golden Key, EBI, The Spelman & Johnson Group, Life Advantages and Outside the Classroom.
- As part of their two-year agreement, S&J continues to support the New SSAO Institute, Steven's Institute, Outstanding New Professional Award, Manicur Symposium, and the Small College and University Institute.
- NASPA is working with Life Advantages to launch the NASPA CU Thrive Program for members. AUCCCD is also collaborating on the development of this project.

Exhibits

2011 Annual Conference

- 100 Booths sold, with just 1 booth cancellation.
- Implemented new breaks in the 2011 exhibit hall during dedicated time when program sessions were not occurring.
- Exhibitor evaluations were excellent. This year's exhibitors rated the 2011 show the highest in the past three years.
- 2011 NASPA Annual Conference Attendee Evaluations:
 - 39 percent visited the exhibit hall one day
 - 28 percent visited the exhibit hall two days

2012 Annual Conference

- Expected to sell out 150 exhibit booths (one of the largest exhibit halls ever for NASPA).
- This year, the opening reception will be held in the exhibit hall.

Sponsorships

2011 Annual Conference had 38 different conference sponsors, a new record for NASPA. Some new 2011 sponsors include: Tech Room (Microsoft); SSAO Lounge (3rd Millennium Classrooms); SSAO Reception (Bon Appétit); Mobile App (xpedx, Global Financial Aid Services); Community College Reception: \$5k (Baudville, Pharos Resources); Community College Institute (Innovative Educators, National Society of Collegiate Scholars); Sustainability KC Reception: (Capstone, xpedx); SAPAA KC Reception (Stylus Publishing); Graduate/New Professional KC Reception

(xpedx); Attendee Java Mugs (Whirley Drinkworks); KC Booklets (University Parent Media); 2012 Promo Flash Drives (CampusFlashDrives.com); SSAO Writing Journals (Eco Promotional Products, Inc.); SSAO Lounge Furniture (Adden Furniture)

To date there are fifteen confirmed sponsors for the 2012 NASPA Annual Conference, including:

- Opening Keynote Speaker: Chartwells
Increased support for John Legend.
- Leadership Dinner: Aramark
Increased support for transportation.
- Conference Welcome Bags: EBI
- SSAO & New Attendee Lounge Furniture: Adden Furniture
Increased support for new attendee lounge.
- Conference Lanyards: public identity
- 2013 Flash Drives: CampusFlashDrives.com
- SSAO Gift: Eco Promotional Products, Inc.
- Volunteer Vests/Staff & 2012 Planning Committee Shirts: Halo Branded Solutions
- Community College Institute: Innovative Educators
- SAPAA KC Reception: Stylus Publishing
- Gift Card Raffle: Foliot Furniture
- Gift Card Raffle: Education Realty Trust (Allen & O'Hara Education Services, Inc.)
- Gift Card Raffle: Student Health 101
- Gift Card Raffle: Treanor Architects
- Outstanding New Professional Award: The Spelman & Johnson Group

Sponsorship Support Outreach

- Community College Division. Working with John Laws to help increase the corporate support to NASPA's Community College Division for 2012.
- Regional Sponsorship Support. Provided assistance with exhibit/sponsorship recruitment strategies for the 2011 Western Regional Conference.

Advertising

- Advertising continues to stay strong for the *Leadership Exchange* (2 issues): Spring 2011 \$23,198.75; Summer 2011 Issue: \$19,240.00.
- 2011 Annual Conference Program Guide: \$12,800 in revenue, largest revenue generator to date for annual conference program guide. (25 Total Advertisers).

Pillars of the Profession

The NASPA Foundation and the volunteers for each Pillar raised a total of \$33,397 for the 2011 Pillars of the Profession class:

- William Banis, Northwestern University
- Charlotte Gaylord Burgess, University of Redlands
- Michael J. Cuyjet, University of Louisville in Louisville, Kentucky
- Margaret A. Healy, University of North Dakota, Grand Forks
- Joan Kindle, Harper College
- Phyllis L. Mable, Council for Advancement of Standards in Higher Education
- James E. Moore, La Salle University
- Steven S. Neilson, Rollins College
- Penny Rue, University of California San Diego
- Robert H. Shaffer, Indiana University (Emeritus)
- Gail Short Hanson, American University
- Bette Simmons, County College of Morris
- Jim Thorius, Simpson College

Annual NASPA Foundation Silent Auction

The NASPA Foundation had a successful 2011 Silent Auction under the direction of Kathleen Cramer at the NASPA Annual Conference in Philadelphia. This year, the silent auction raised over \$20,000 with over 100 items being auctioned off.

Research Grants

- Five grants awarded totaling \$13,700 for the January 15, 2011 submission deadline.
- The Foundation Board has increased the maximum amount of awarded grants from \$5,000 to up to \$50,000.
- A letter announcing this grants change was sent to all faculty members of NASPA.

Ruth Strang Research Award

During the 2011 NASPA Annual Conference in Philadelphia, the Center for Women recognized Lea M. Jarnagin as the 2011 Ruth Strang Award Winner.

Volunteer Activities

- A meeting was held at the 2011 NASPA Annual Conference for the National Volunteer Coordinator and Regional Volunteer Coordinators. The group discussed the progress of the NASPA Volunteer Database and offered feedback. This feedback was incorporated into the Database which has been rebranded NASPA Volunteer Central.
- The National Volunteer Coordinator, Judy Albin, is holding monthly calls with the Regional Volunteer Coordinators to discuss strategies for involving members in NASPA.