

NASPA Colleagues,

NASPA staff, board members, and volunteers have been working productively throughout the year as anyone can see from the report that follows. The NASPA Executive Committee has given a considerable amount of time to discussions on the proposal for consolidation with ACPA. Our NASPA president, Elizabeth Griego, has spent untold hours talking with NASPA members individually and hosting briefings for senior student affairs administrators. Despite this, NASPA staff and volunteers have continued to work toward accomplishing important goals and objectives for the association. Nothing has been put on hold or set aside as we discuss the proposal for consolidation.

We are particularly pleased with member response to educational programs and publications. NASPA members are actively engaged in the association through Knowledge Communities, reviewing programs for the annual conference, participating in various onsite and online workshops and institutes, writing for publications, and more. Without the support and active involvement of members, NASPA would be unable to maintain a robust association and a strong presence within the higher education community.

NASPA has had a phenomenal fall with the Open House celebration of our new offices and the achievement of grant funding from the Lumina Foundation. The Open House on October 12 was a fitting celebration and culmination of the efforts of legions of members and forward-thinking board members over the years. Owning one's own headquarters in Washington, DC, is quite an accomplishment for a relatively small association. Appreciation and thanks to all of our members and NASPA leaders for pulling together to accomplish this goal. I want to express appreciation to all of our members and colleagues who either came to the Open House, viewed it online, or sent well wishes to the office. We were so thrilled to have our entire executive committee here in Washington for the Open House, as well as past executive director Elizabeth Nuss, and past presidents Joan Claar, Marsha Duncan, and Tom Goodale.

Now that we have scaled these heights, we look forward to new challenges that volunteers and staff can accomplish together.



2012 NASPA Annual Conference

- ◆ The conference planning committee—under the leadership of conference chair Larry Roper, vice president for student affairs, Oregon State University—had their first meeting November 5-6.
- ◆ The 2012 NASPA Annual Conference will utilize the Phoenix Convention Center. Hotels include the Sheraton, Hyatt Regency, and Wyndham.

2011 NASPA Annual Conference

- ◆ As of this report, current number of registrants is 910, compared to 450 registrants this time last year. To date, we have picked up 54 percent of our total room block.
- ◆ Most of the major conference functions, i.e., educational sessions, exhibits, registration, placement exchange, opening session, opening reception, and all featured speakers, will be held in a brand new portion of the Pennsylvania Convention Center. TPE will be the first event held in the new expanded space.
- ◆ New professionals (five years or fewer) and graduate students will once again have the opportunity to earn the chance to introduce one of the featured speakers by submitting a three-minute video.
- ◆ NASPA is working with Project H.O.M.E., (Housing, Opportunities for Employment, Medical Care, Education) of Philadelphia to coordinate two small service projects.
- ◆ Pre-conference workshops were posted and available for registration October 1, 2010:

Pre-conference Workshop Reviewers	95
Full-day Pre-conference Submissions	22
Accepted	18
Half-day Pre-conference Submissions	30
Accepted	15
- ◆ The Program Committee met in October to review and select the educational programs:

Program Reviewers	1,259
General Interest Program Submissions	737
Accepted	356
KC General Program Submissions	200
Sponsored	65
Accepted	52
Poster Session Submissions	24
Accepted	20
Roundtable Submissions	45
Accepted	22
- ◆ In addition to the submitted programs, the 2011 committee invited five sessions that focus on the theme of *Educating for Lives of Purpose*.
- ◆ In July, the Presenter Online Matching tool was made available to those submitting programs to match their interests with other potential presenters in order to maximize the opportunity for networking and collaboration. There were 93 users for this new tool; its usage is currently being reviewed.

EDUCATIONAL PROGRAMS

Onsite Professional Development

Institute for New Senior Student Affairs Officers: *Leadership and Management Effectiveness for the New Senior Student Affairs Officer* (October 10–12, 2010—Washington, DC)

- ◆ 36 participants
- ◆ Sponsored by the James E. Scott Academy, this is a signature program for NASPA. This year's institute director was Shannon Ellis, vice president for student services, University of Nevada, Reno.

Student Affairs Development Conference

(October 10–12, 2010—Columbia, MO)

- ◆ 45 registrants
- ◆ Cynthia Woolbright, The Woolbright Group, opened the conference with a workshop on best practices in student affairs development.
- ◆ Conference sessions included the following topics: parents as donors, securing major gifts, creating a development plan for student affairs, and a student affairs donors panel.

Online Professional Development

The DREAM Act: Research and Practice (September 22, 2010)

- ◆ 5 sites participated
- ◆ Sponsored by the Latino/a Knowledge Community, this webinar introduced participants to the DREAM Act, presented empirical data from the perspectives of the Latino/a and Asian/Asian American communities, and reviewed experiences of undocumented students.

When is a Counselor Not a Counselor at your Community College?

(September 24, 2010)

- 24 sites registered
- Co-sponsored by ASCA and presented by W. Scott Lewis, ASCA President and associate general counsel for Saint Mary's College, this webinar was geared specifically toward community colleges.

Campus Sexual Assault: Approaches, Policies, and the Law

(September 28, 2010)

- ◆ 30 sites registered
- ◆ This two-hour e-seminar featured Peter Lake, Stetson University College of Law, discussing sexual assault and misconduct policies, the nature and dangers of modern college student high-risk sexual and alcohol cultures, critical legal issues including Clery Act mandates, challenges associated with administering discipline systems when dealing with sexual misconduct, prevention strategies, and legal definitions. This new online program format included a facilitator guide, listing of additional resources for reading, and case study for participating campuses.

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

When is a Counselor Not a Counselor?

(October 1, 2010)

- ◆ 95 sites registered
- ◆ Co-sponsored by ASCA and presented by W. Scott Lewis, this webinar was geared specifically toward four-year institutions.

Documenting Student Learning: Making Meaning from Students' Co-curricular Involvement

(October 6, 2010)

- ◆ 40 sites registered
- ◆ Co-sponsored by the Student Leadership Programs KC, this webinar provided resources and ideas to student organization advisors and supervisors of advisors.

Voices from the Senior Level – Perspectives from Asian American Administrators

(October 15, 2010)

- ◆ 5 sites registered
- ◆ Co-sponsored by the Asian Pacific Islanders Concerns KC, this webinar explored perspectives of seasoned, senior-level, student affairs administrators. Panelists discussed skills needed to make policy changes, navigate institutional politics, impacting change from a position of power, and implementing change regardless of one's position in an institution.

Healthy Campus: Reintroducing the Ecological Model and Collaboration for Sharing Assessment Data (October 21, 2010)

- ◆ 5 sites registered
- ◆ Co-sponsored by the Health in Higher Education KC, this webinar examined nationally recognized approaches to improving health for student success. Webinar speakers introduced NASPA's Health Education and Leadership Program (HELP) and how it uses an ecological approach to understand how the campus environment can assist campus leaders in addressing health related issues with the goal of achieving a healthy campus that is community-based and not just individually focused.

Genderism: Transgender Students and Binary Systems (October 27, 2010)

- ◆ 15 sites registered
- ◆ Co-sponsored by the Gay, Lesbian, Bisexual, and Transgender Issues KC, this webinar's content is based on the book, *Genderism: Transgender Students, Binary Systems and Higher Education* (Bilodeau, 2009), and explored a two year, dual campus study that resulted in positing a definition and characteristics of genderism.

SSAO Conference Calls

- The second year of the SSAO-only professional development series is now called "Senior Briefings." This program is moderated by Dennis Black, vice president of student affairs, University at Buffalo.
- The first call was "Reorganization for Results" with the executive director for academic affairs at the University of Southern Maine. There were 31 participants.

Upcoming

Leadership Educators Institute (December 5–7, 2010); University of South Florida—Tampa, FL
Partnering with ACPA and the National Clearinghouse for Leadership Programs
Currently 125 registrants, with an anticipated total of more than 250 participants
35 educational sessions selected from 97 proposals

Women's Leadership Institute (December 5–8, 2010); Ritz-Carlton—Amelia Island, FL
74 registrants; 8 NASPA participants (*collaboration of seven higher education associations*)

NASPA Student Affairs Law & Policy Conference (December 9–11, 2010); Hyatt Regency Downtown—Austin, TX
48 registrants at time of report; Early-bird registration deadline November 5, 2010

2011 Institute for Aspiring Senior Student Affairs Officers (January 6–9, 2011); Renaissance Fort Lauderdale Hotel—Fort Lauderdale, FL
79 applicants; 64 selected

NASPA Mental Health Conference
and

NASPA Alcohol and Other Drug Abuse Prevention & Intervention Conference (January 13–15, 2011); Marriott Miami Biscayne Bay—Miami, FL
The Substance Abuse and Mental Health Services Administration (SAMHSA) is a co-sponsor this year and will support a Senior Administrators Pre-conference Workshop.

Community College Educational Programs

Student Services Institutes

- ◆ Metropolitan Community Colleges, Blue River – Independence, Missouri; 36 participants
- ◆ Ivy Tech Community College, Indianapolis, Indiana; 30 participants

Community College Executive Leadership Experience (CCELE)

NASPA has partnered with the University of Maryland, University College Community College program to provide content, faculty and coaching support for the CCELE prior to the NASPA Annual Conference in Philadelphia, PA, and for the duration of the two years of coaching involved.

PUBLICATIONS

Books

Book sales for this fiscal year started strong. The new book *More Than Listening: A Casebook for Using Counseling Skills in Student Affairs Work* has quickly gained recognition from several faculty members, many of whom have adopted this title for their fall courses. Between June 1 and September 30, 288 copies were sold. The book was recently the feature review in the fall 2010 *NACADA Journal*.

The 3rd edition of *Beginning Your Journey: A Guide for New Professionals in Student Affairs*, which was published in early 2009, remains popular for classroom use, as evidenced by the 452 copies that were sold, as well as *Learning Reconsidered* (364 copies), and *Learning Reconsidered 2* (250 copies). A publications catalog will be mailed in spring 2011 to coincide with the fall course adoption cycle.

Forthcoming Titles

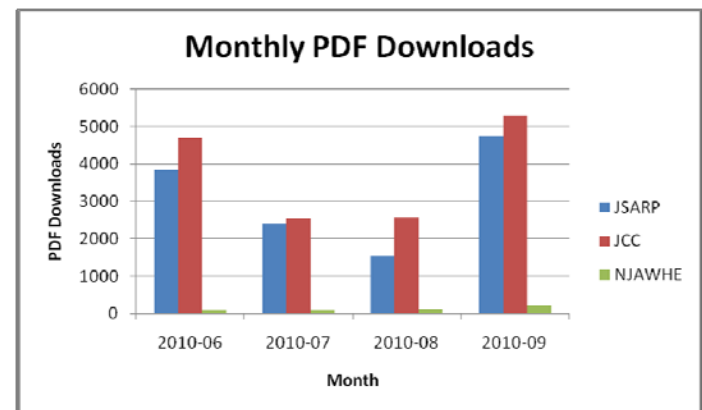
- ◆ *Foundations of Higher Education Law and Policy: Basic Legal Rules, Concepts, and Principles for Student Affairs*, by Peter F. Lake Charles A. Dana Chair and Director of the Center for Higher Education Law and Policy at Stetson University College of Law.
- ◆ *Exceptional Senior Student Affairs Administrators Leadership: Strategies and Competencies for Success*, edited by Gwendolyn Jordan Dungy and Shannon E. Ellis. Dungy is executive director of NASPA and Ellis is vice president for student services at the University of Nevada–Reno.

Print and Online Publications

- ◆ *Leadership Exchange*
 - ◆ Fall 2010 advertising revenue: \$17,493.75
 - ◆ Between June 1 and September 30, 2010, 3,798 visitors accessed the digital edition of *Leadership Exchange* for 45,865 pageviews.
 - ◆ *Leadership Exchange* e-mail announcements have a 21.8 percent open rate.
- ◆ *NetResults* continues to be published the second and fourth weeks of every month. Between June 1 and September 30, 2010, *NetResults* received 7,381 pageviews, of which 5,170 were unique.
- ◆ *Forum* continues to be published the first week of every month. Between June 1 and September 30, 2010, the *Forum* homepage received 1,183 pageviews, of which 770 were unique.

Journals

The following chart shows total downloads of journal articles by month. Spikes in download activity tend to follow the deployment of new issue email announcements, aka “mailers.” Mailers for *JSARP* were sent in June and September; no new mailers were sent for *NJAWHE*; mailers for *JCC* were sent in September. The respective sizes of the mailing lists are 51,432 (*JSARP*), 45,659 (*JCC*), and 86,854 (*NJAWHE*).



Note: Volumes 1 - 10 of JCC remain open access, while content from JSARP / NASPA Journal and NJAWHE is available only to NASPA members, users at subscribing institutions, and Guest Access users. For top downloaded articles by journal, please see addendum to board report.

Statistics on Manuscript Activity from June 1–September 30, 2010:

Category	JSARP	JCC	NJAWHE
Articles published	23	13	0
Manuscripts rejected	29	11	10
New manuscripts submitted	71	41	21
Manuscripts under consideration as of 9/30/2010	91	15	13
Median turnaround time (no. of days) from submission to first decision (for first decisions made in 2010)	39	17	18

KNOWLEDGE COMMUNITIES

- ◆ 2011 NASPA Annual Conference Knowledge Communities publication: *NASPA Knowledge Communities: Celebrating Ten Years of Educating for Lives of Purpose*, recognizing both the conference theme and the ten-year anniversary of the KC program.
- ◆ Monthly conference calls for National KC Chairs, Regional KC Coordinators, National KC Chair-elects, and the KC Public Policy liaison occurred in June, July, September, and October 2010. The calls are moderated by KC Director David Zamojski, and include KC Director-elect Evette Castillo-Clark, and NASPA Office KC liaison Joseph DeSanto.
- ◆ Weekly conference calls of Zamojski, Castillo Clark, and DeSanto to discuss KC activity and to prepare for the transition in KC Director leadership.
- ◆ Seven, hour-long, online trainings for new National KC Chairs and Regional KC Coordinators were offered in July 2010. Chair-elects and continuing KC Chairs and Regional Coordinators were also invited to attend these trainings.
- ◆ KC Membership and Marketing Committee was appointed by Zamojski during the summer months of 2010. This committee met via conference call over the course of five weeks to (1) compile a list of recommendations for KC Leadership Teams and NASPA Board of Directors with ways to increase the number of NASPA members who are affiliated with one or more KCs, and (2) compile a list of recommendations for KC Leadership Teams and NASPA Board of Directors with ways to market KCs to non-NASPA members as a way to increase membership.

KC	I	II	III	IV-E	IV-W	V	VI	TOTAL
AGAPSS	175	320	510	443	175	127	326	2076
African American	122	328	511	433	145	90	194	1823
AOD	188	324	388	359	165	105	188	1717
API	65	110	107	151	49	76	206	764
Assessment	208	493	676	606	249	215	356	2803
Campus Safety	75	154	248	230	92	66	101	966
Disability	102	169	218	218	83	88	139	1017
Fraternity & Sorority	99	252	537	390	189	80	162	1709
GLBT	209	317	360	446	167	156	231	1886
Health & Higher Ed.	145	239	299	297	114	117	172	1383
Indigenous Peoples	50	80	88	127	59	73	101	578
International Ed.	128	256	358	393	128	128	232	1623
Latino/a	91	192	245	244	108	90	223	1193
Men and Masculinities	121	186	263	309	112	74	150	1215
NPGS	327	487	864	872	375	240	487	3652
Parent and Family	147	249	359	325	168	110	200	1558
Spirituality & Religion	134	263	394	377	164	114	207	1653
SAPAA	342	699	946	893	372	267	556	4075
Student Affairs Dev.	153	352	495	490	207	136	287	2120
Student Leadership	393	705	1082	985	444	297	595	4501
Sustainability	59	105	174	184	72	63	106	763
Technology	86	155	235	228	95	79	135	1013
Veterans	18	28	45	44	13	18	23	189
Women in Student Aff.	309	562	767	785	350	253	483	3509
TOTAL	3746	7025	10169	9829	4095	3062	5860	43786

AWARDS

Excellence Awards

- ◆ A record-high of 202 proposals were submitted for the NASPA Excellence Awards program.
- ◆ Awards Category Coordinators and their judges began reviewing awards on October 26, and will have their final selections of Gold, Silver, and Bronze honorees to Excellence Awards Director George McClellan by November 19.

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

- ◆ A total of 30 applications were submitted for award consideration.
- ◆ All scores on initial applications were received from the committee October 29, determining the top five dissertations. The top-five review will take place in November, with final scoring and results made known in mid-December.

Ruth Strang Award – Center for Women

Catherine Mattingly, director of residence life, Arcadia University, received seven abstracts for the 2011 Ruth Strang Award. Finalists will be notified by November 19, 2010, and will be asked send their article-length submissions.

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

International Student Affairs Study Tour

NASPA, ACUI, ACPA, ACUHO-I and NIRSA will partner on the 2012 International Student Affairs Study Tour. Initial conversations are taking place for planning and programmatic content. The program would take place in May 2012 and is designed for graduate students and student affairs professionals.

DIVERSITY

NUFP Program

- There are 320 fellows for the 2010-11 academic year.
- ◆ **Conference:** Due to its success last year, the NUFP pre-conference will continue to co-sponsor the Student Affairs Leaders of Tomorrow: Undergraduate Pre-conference. The NUFP Fellows will have breakout sessions available only to NUFP Fellows. Also, NUFP Fellows and Mentors will have a networking reception Friday evening before the pre-conference.
 - ◆ **Summer Leadership Institute:**
 - ◆ University of Illinois hosted the 2010 SLI July 12-16, 2010.
 - ◆ 62 applicants; 32 accepted (maximum amount allowed)
 - ◆ Renee Romano, University of Illinois, served as the institute director.
 - ◆ The 2011 SLI will be held at the University of Connecticut; Lester Manzano, Loyola University-Chicago, institute director.
 - ◆ Host Institute Application deadline for the 2012 SLI: November 24, 2010.
 - ◆ **Summer Internship:** Host applications for 2011 are due January 12, 2011.
 - ◆ **Sodexo/NUFP Partnership:** Sodexo, Inc. has re-committed its sponsorship to support eight conference stipends, the pre-conference workshop, and two graduate school scholarships.
 - ◆ **NUFP Welcome Packets:** For the spring and fall acceptances, Fellows were re-directed to an electronic welcome page specific to their region. In addition to the welcome letter from the regional coordinator, welcome letters from all KC representatives on the NUFP Board and an invite to join the "Welcome Webinar Question Hour" were on the page.
 - ◆ **NUFP Notes:** In an effort to increase communication about unique offerings to NUFP fellows, NUFP Notes were reinstated this year.

**To advance pluralism, diversity
and internationalism in NASPA
and the profession**

PUBLIC POLICY & EXTERNAL/MEDIA RELATIONS

- ◆ Convening member of “Act on the DREAM Act” coalition of higher education associations spearheaded by HACU:
 - ◆ NASPA Executive Director Gwendolyn Jordan Dungy spoke at press conference launching coalition;
 - ◆ NASPA initial lead referrer to coalition website through links provided on NASPA website and updates to members;
 - ◆ Feature article on the DREAM Act in fall 2010 *Leadership Exchange*;
 - ◆ Related webinar offered, sponsored by the Latino/a KC;
 - ◆ Post-election coalition sign-on letter to encourage final sponsors/support in promised post-election vote.
- ◆ **Sign-ons:** gainful employment; Title IV regulations
- ◆ NASPA Executive Director Gwendolyn Jordan Dungy chaired working group on persistence and completion established by Washington Higher Education Secretariat (WHES).
- ◆ Presented poster session on Enough is Enough campaign to stem societal violence at Department of Education’s National Meeting on alcohol and other drug and violence prevention programs (*for more Enough is Enough activities, please see separate Enough is Enough report to board*).
- ◆ Worked with *Hartford Courant*, *CBS radio* affiliate in Dallas, *Philadelphia Inquirer*, *AP*, *Bloomberg News*, and Colorado NPR affiliate. For sampling of press clips, please see addendum to board report:
 - ◆ 10/19/2010: The Next Student Health Problem? *Inside Higher Ed*
 - ◆ 10/7/2010: New breed of clubs arrive on campus *The Chronicle of Higher Education*
 - ◆ 10/3/2010: After a Suicide, Questions About Promoting Privacy on Campus *The Chronicle of Higher Education*
 - ◆ 10/1/2010: Rutgers student death: Has Digital Age made students callous? *Christian Science Monitor*
 - ◆ 9/30/2010: \$800K grant to help adults earn degrees *Charleston Gazette (WV)*
 - ◆ 9/2010: Extra Care for Foster Youth *University Business Magazine*
 - ◆ 9/2/2010: Caring for Vets in College *Huffington Post*
 - ◆ 8/20/2010: Ultrinsic Sponsors Gambling On Grades At 36 Colleges *The Capital Times (Madison, Wisc.)*
 - ◆ 8/11/2010: Better Grades *Inside Higher Ed*

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

Volunteer Activities

- ◆ Judy Albin has been appointed as the National Volunteer Coordinator. In this role, she has been working with Joseph DeSanto in the NASPA office to design and implement an expanded, online NASPA Volunteer Database.
- ◆ The design for this database was shared with all Regional Volunteer Coordinators in July 2010 and is currently under construction by the NASPA Office. The database will allow various NASPA leaders to post volunteer opportunities for which members can then indicate their interest in volunteering (e.g. reviewing conference programs, serving in a KC role, etc.).
- ◆ Until the Volunteer Database is complete, a web page has been created on the NASPA website for members interested in volunteering. The page contains contact information for the National Volunteer Coordinator and each Regional Volunteer Coordinator.

SOCIAL MEDIA

Since July, additional infrastructure has been built around NASPA's social media initiatives. The following metrics illustrate NASPA's progress in various social technologies:

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 July board mailing and how many views they had received as of October 26:

Who are the 2010 Summer Interns?	331
Why apply to be a NUFP Fellow	247
Moving on up...NASPA cleans its office!	243
1875 CT to 111 K: NASPA moves!	229
2010 NUFP SLI Graduation Spkr: Leezel Ramos	156
Why are you interested in student affairs?	141
NASPA Open House	134
Host the 2012 NUFP SLI!	55

Twitter

NASPA has a branded account on Twitter, www.twitter.com/naspatweets.

	10/26/2010	6/18/2010
Followers	1,752	1,074
Tweets	1,564	1,203
Ranking	93,002	94,745
+followers/day average	+5	+6

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

Facebook

NASPA has a few branded accounts on Facebook, including www.facebook.com/naspaFB and www.facebook.com/nufpFB. The following metrics are for NASPA's primary Facebook account:

	10/26/2010	6/18/2010
Likes	5,341	4,616
Unsubscribe rate (hiding posts in feed)	2.0%	1.9%
Total page views	31,66	21,391
Comments	122	54
Wall Posts	71	39
Video plays	334	248
Photo views	1,343	962

Demographics of NASPA's Facebook fans, as of October 26, 2010, are as follows:

	Female	Male
18-24	580	353
25-34	1,794	925
35-44	610	399

Regional Support

The NASPA office has provided programmatic and registration support for the following regional events:

- Region I Spirituality Conference
- Region I Green Mountain Getaway Drive-In Conference
- Region I Advising and Mentoring Students of Faith (Drive-In Workshop)
- Region I Men and Masculinities Drive-In
- Region II Mid-Managers Institute
- Region II Conference
- Region II Careers in Student Affairs Month Mini-Conference
- Region III Mid-Managers Institute
- Region III Summer Symposium
- Region III New Professionals Institute
- Region III Florida Drive-In Conference
- Region IV-East Men and Masculinities Drive-In

IT & WEB DEVELOPMENT

Application Development

- Developed and deployed updated NASPA Members-only section with Leadership Portal directory. Containing more than 400 new pages, the site is maintained using the existing content management system and a new administrative tool that allows authorized users to set directory access permission and navigation link permission. Portal contains NASPA's online leadership manual, and includes applications to allow KCs, Regions, Divisions, and board members to upload, download and manage documents.
- Launched 2011 NASPA Annual Conference housing access form and volunteer administrator and user application.

Hardware Projects: Moved into 111 K Street in July, with minimal downtime. Supervised and directed the installation and configuration of network servers, updated firewall policies, updated Network Solutions record configured and installed all staff workstations and new printers on the 111 K network.

Software Projects: Working with new AMS to migrate ACGI data to AVECTRA

Other IT: Since June 1, more than 60 e-mails have been sent to NASPA membership (*Update*; program announcements, conference reminders, etc).

Membership

As of October 31, 2010, NASPA membership is as follows:

Individual	12,246
Institution	1,100

The membership numbers from the end of October represent a new record for NASPA membership! This is the first time NASPA has exceeded the 12,000 mark. Our current membership is a 20 percent increase over the previous year. The increase has come across the board, but of note is a 49 percent increase in graduate student members and a 47 percent increase in faculty affiliates from this time last year. The overall increase speaks to the strength of NASPA's national and regional programs.

Web Stats

NASPA.ORG	July 1-October 20, 2010	July 1-October 20, 2009
Page Views	820,328	600,000
Total Visits	222,100	153,309
New Visitors	42%	42%
Average Page Views per Visitor	3.7	4
Average Time on Site	3:34	3:50

Top Pages/Directories: Home; Conference; Members-only; Events/Programs; Careers/Grad Prep; Regions; KCs.

THEPLACEMENTEXCHANGE.ORG

	July 1-October 20, 2010	July 1-October 20, 2009
Page Views	170,422	134,000
Total Visits	34,000	25,150
New Visitors	32%	34%
Average Page Views per visitor	5	5.3
Average Time on Site	2:40	2:45

Top Pages/Directories: Home; Job Search; Candidate Search

66 Purchased Int. Tables: 61 Standard; 5 Premium

Finances

NASPA continues to operate from a strong financial position. As of September 30, 2010, total net assets were \$6,610,573, an increase of \$899,122 since July 1, 2010. This increase is partially due to unrealized gains of \$328,419 in the NASPA Reserve Account, and increases in membership and conference revenue. Overall, NASPA's operating activities (not including investments) generated a net gain of \$570,703.

DEVELOPMENT AND CORPORATE RELATIONS

Exhibits

The 2011 NASPA Annual Conference Exhibit Hall is sold out, resulting in a total of 100 booths, representing more than 80 companies. Three new dedicated times (two coffee breaks and one pretzel break) have been incorporated in the conference schedule between program sessions to allow attendees to visit the exhibit hall.

Sponsorships

2011 Annual Conference: 24 sponsorships secured, with more than \$130,000 in monetary revenue for conference programs, and \$40,000 in in-kind support, including:

- ◆ 3rd Millennium Classrooms: SSAO Lounge
- ◆ Bon Apétit: SSAO Reception
- ◆ Whirley Drinkworks: Attendee Java Mugs
- ◆ AllOne Health: Awards Luncheon
- ◆ University Parent Media: KC Booklets
- ◆ Adden Furniture: SSAO Lounge Furniture
- ◆ Pharo Resources: CCELE Program

Advertising

The fall 2010 *Leadership Exchange* had 14 advertisers, resulting in \$17,494 in ad revenue.

Strategic Partners

- ◆ NASPA retained nine Strategic Partners in the 2011 calendar year,;: USA Today, Student Voice, Sodexo Education, Chartwells, Aramark, Golden Key, The Spelman & Johnson Group, Outside The Classroom and LifeAdvantages.
- ◆ New Potential Partner: Working with Microsoft to sponsor/implement a new technology "Smart Room" at 2011NASPA Annual Conference and simultaneously discussing a Technology Training Institute for May/June 2011 that would be hosted at one (or multiple) Microsoft training centers.

Upcoming Online Educational Programs

Knowledge Construction of African-American Women in an Historically Black College/University (November 4, 2010)

I Moved Abroad! Psychosocial and Career Reflections from Colleagues Working Overseas (November 17, 2010)

Developing and Assessing Effective Partnerships in Service-Learning and Civic Engagement (November 18, 2010)

Greening Student Affairs: Standards of Sustainability Practice (January 21, 2011)

Healthy People 2020: Implications for Priorities in Higher Education (February 17, 2011)

PUBLICATIONS ADDENDUM

Top 10 downloaded articles by journal, June 1 – September 30, 2010

Journal of Student Affairs Research and Practice / NASPA Journal

Rank	Title	First published	Total PDF Downloads
1	Positive Psychology and Student Affairs Practice: A Framework of Possibility	6/4/2010	516
2	The Relationships Among Academic Attitudes, Psychological Attitudes, and the First-Semester Academic Achievement of First-Year College Students	6/4/2010	444
3	Consequences and Strategies Student Affairs Professionals Engage in Their Advocacy Roles	6/4/2010	306
4	NASPA Journal Volume 46, Issue 4	12/17/2009	258
5	The Mental Health Needs of Today's College Students: Challenges and Recommendations	12/17/2009	258
6	Hip-Hop Feminism: A Standpoint to Enhance the Positive Self-Identity of Black College Women	6/4/2010	247
7	Preparing for Fiscal Leadership in Student Affairs: The Senior Student Affairs Officer Voice	9/1/2010	206
8	Conditions Supporting a Culture of Assessment in Student Affairs Divisions at Small Colleges and Universities	9/1/2010	206
9	Underlying Paradigms in Student Affairs Research and Practice	2/23/2010	175
10	Media Review: <i>Inclusion and Diversity: Meeting the Needs of All Students</i>	6/4/2010	155

Journal of College and Character

Rank	Title	First published	Total PDF Downloads
1	When Faith Fails: Why Nurturing Purpose and Meaning are So Critical to Student Learning and Development in College	8/25/2010	252
2	How We Teach Character in College: A Retrospective on Some Recent Higher Education Initiatives That Promote Moral and Civic Learning	4/30/2010	201
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NASPA Journal About Women in Higher Education

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2	How Should Colleges and Universities Respond to Peer Sexual Violence on Campus? What the Current Legal Environment Tells Us	2/17/2010	40
3	Bridging the Gap: 16 Years of Academic Leadership Development for Women	2/17/2010	38
4	Women Who Lead: Utilizing a Strong Collaboration between Student Affairs and Academic Affairs to Facilitate the Professional Development of Our Students	2/17/2010	38
5	Relational Leadership and Technology: A Study of Activist College Women Leaders	2/17/2010	34
6	Women's Leadership Development Program	2/17/2010	23
7	Advancing Women Faculty to Senior Leadership in U.S. Academic Health Centers: Fifteen Years of History in the Making	2/17/2010	21
8	Women Higher Education Administrators with Children: Negotiating Personal and Professional Lives	12/30/2009	18
9	Tenure Clock Extension Policies: Who Uses Them and to What Effect?	2/17/2010	17
10	Gender Differences Over the Span of College: Challenges to Achieving Equity	12/30/2009	17

MEDIA CLIPS ADDENDUM

Inside Higher Ed

10/19/2010

[The Next Student Health Problem?](#)

BY Allie Grasgreen

Three beers, a can of Red Bull and a large espresso: no big deal, many college students might say. Three beers, a can of Red Bull and a large espresso times three or four, and they still might tell you they're not intoxicated....

... Glen L. Sherman, co-chair of the Alcohol and Other Drug Knowledge Community for **NASPA**: Student Affairs Administrators in Higher Education, said the drinks are dangerous because of their apparent targeting of underage student consumers and their high alcohol content -- drinking one can of Four Loko is the approximate equivalent of drinking four beers, according to an informational page **NASPA** recently posted on its website.

"These beverages are of great concern to us," Sherman wrote in an e-mail. "Each campus must decide what specific steps make sense to best educate students about and try to protect them from these risks, and to encourage students to make good decisions when they are confronted by them." ...

The Chronicle of Higher Education

10/7/2010

[New breed of clubs arrive on campus](#)

BY William Loeffler

There are things in college that can't be learned from a textbook or laptop. To fight zombies, play cricket or learn how to repair your own bicycle, join a club.....

Students involved in campus activities such as clubs had higher GPAs and studied more than uninvolved students, according to a survey by the **National Association of Student Personnel Administrators**.

"You might think the more involved you, are the less time you have to study," says Kevin Kruger, associate executive director. "It's just the opposite."

Besides providing a break from studies, joining a college club provides experience in interacting with people from different backgrounds. It can also help freshmen make the transition from home to campus life.

"You take a larger campus and you make it smaller," Kruger says. "Instead of being one out of 25,000, you're one out of 30 people in a club."...

The Chronicle of Higher Education

10/3/2010

[After a Suicide, Questions About Promoting Privacy on Campus](#)

BY Elyse Ashburn

The death of a freshman at Rutgers University has colleges revisiting issues of privacy, civility, and diversity that have long vexed them....

In the wake of the Virginia Tech shootings, in 2007, **NASPA**—Student Affairs Administrators in Higher Education started a national program to combat societal violence. The goal is not only to help students identify peers who may be in potentially violent situations, but also to combat the root causes of violence and harassment, says Gwendolyn Jordan Dungy, executive director of the group.

As part of the campaign, the University of the Pacific, for example, held a week of sessions last spring on such topics as sexual empowerment. The university is also working with a local elementary school on programs to prevent bullying. The idea is to end harassing behavior long before kids end up on a college campus, says Steven Jacobson, associate vice president for student life at Pacific. Eventually, he says, "they're coming to us."

Christian Science Monitor (USA)

10/1/2010

[Rutgers student death: Has Digital Age made students callous?](#)

BY Stacy Teicher Khadaroo Staff writer

The story of Tyler Clementi is bringing to light the darker side of the pervasiveness of social media in young people's lives. It's prompting renewed calls for everything from more specific antibullying education to stronger consequences for harmful ...

Cyberspying and other forms of cyberbullying not only show a lapse in college students' empathy, but also indicate "that we need to work with them on their critical thinking skills," says Gwen Dungy, executive director of **NASPA**, a group of student-affairs administrators in Washington. Her group started the Enough Is Enough campaign in conjunction with K-12 educators in the wake of the Virginia Tech shootings, to stem social violence by helping students understand how to build a sense of community.

Tolerance for differences, including homosexuality, should be promoted widely on college campuses, Ms. Dungy says....

Reposted on ONTD blog: http://community.livejournal.com/ontd_political/7016572.html

Charleston Gazette (WV)

9/30/2010

[\\$800K grant to help adults earn degrees](#)

BY Davin White

West Virginia has earned a four-year, \$798,400 grant from the Lumina Foundation for Education to help more adults with some experience in college return to earn a degree or credential. Recognizing that the "Great Recession" has destroyed the ...

... said. As part of the grant, the policy commission will work with a Washington, D.C., group known as **NASPA**, or Students Affairs Administrators in Higher Education, to identify ways that state colleges and universities could be more adult-friendly, he said. ...

Picked up by West Virginia Sunday Gazette-Mail

University Business

9/2010

[Extra Care for Foster Youth](#)

BY Michele Herrmann

A RECENTLY ENACTED STATE LAW requires all institutions in the California State University and University of California system – plus community colleges that maintain student housing facilities – to provide students raised in foster care with priority campus housing year-round. ...

A foster care youth's needs can equal those of a first-generation college student with requiring guidance through the college process as well as lacking support from home, finds Kevin Kruger, associate executive director of the organization NASPA – Student Affairs Administrators in Higher Education. "The percentage of foster care youth who enroll in college is quite low."....

Huffington Post

9/2/2010

[Caring for Vets in College](#)

BY Victor Schwartz and Jerald Kay

The data released recently by the US government regarding the alarming rate of suicide among active members of our armed forces is cause for serious concern. For the past two years, the rate was nearly double that of age matched civilians and, in 2009, more soldiers died as result of suicide and related high risk behaviors than in combat....

Collaborative efforts with existing VA programs are also vital. Student groups such as Active Minds on Campus, and college mental health advocacy organizations, such as the Jed Foundation, need to promote connections with veterans' groups on campus. And it is essential that the relevant professional organizations, such as the Association of University and College Counseling Centers

Directors and **NASPA**-Student Affairs Administrators in Higher Education communicate with their constituents, as well as find effective programs and become clearinghouses to disseminate the most current information on these programs. Working closely with leaders of grassroots veteran groups, like the Student Veterans of America and the Iraq and Afghanistan Veterans of America, we must work to break down the trepidations and barriers to care and support those who are at-risk ...

The Capital Times (Madison, Wisc.)

8/20/2010

[Ultrinsic Sponsors Gambling On Grades At 36 Colleges](#)

Todd Finkelmeyer

Psssst. Hey, kid...

Think you're smart enough to get an A in that UW-Madison economics course you're signed up for in the fall semester?...

Want to bet on it? How about \$25?...

"The concern I have is that academic success and grades are serious endeavors — an important part of college experience," Kevin Kruger, associate director of the **Student Affairs Administrators in Higher Education**, told Inside Higher Ed. "Certainly, for many students, the pursuit of good grades is not always incidental to the pursuit of knowledge."

Turning learning into a betting game, adds Kruger, "seems a little antithetical to the spirit of the academic mission." ...

Picked up by [Coulee News](#)

Inside Higher Ed

8/11/2010

[Bettor Grades](#)

BY Steve Kolowich

Student affairs experts have said that gambling is an unhealthy habit among college students, especially in the age of online poker. But what about if instead of a virtual hands, the students were betting on their ability to meet or exceed a certain grade? ...

The proliferation of such a service strikes Kevin Kruger, associate director of the **Student Affairs Administrators in Higher Education**, as ominous. "The concern I have is that academic success and grades are serious endeavors — an important part of college experience," Kruger says. "Certainly, for many students, the pursuit of good grades is not always incidental to the pursuit of knowledge," he says, but turning it into a betting game "seems a little antithetical to the spirit of the academic mission." ...

Picked up by [USA Today](#); [Education News Roundup](#)

Program Mentions:

10/19/2010: University of Arizona highlights C.A.T.S. Life Skills Program, which earned the 2009 NASPA Excellence "Gold" Award

10/10/2010:NASPA mentioned in [New Orleans Times-Picayune](#) story in relation to sponsorship of National Conference for College Women Student Leaders

10/5/2010: University of Arkansas lists NASPA site as place to go for more information on Careers in Student Affairs Month

9/21/2010: Genderism webinar cited as relevant link on blog at <http://dirtywhiteboi67.blogspot.com/2010/09/vanderbilt-university-nora-spencer-tj.html>