

NASPA Colleagues,

Where has the time gone? During these few months since the summer board meeting, the board of directors, the 2012 and 2013 conference planning committees, the many active volunteers, and the NASPA staff have all been moving forward in a way that supports NASPA's strategic direction and plan. Our president, Patricia Telles-Irvin, has done an exceptional job on her campaign throughout the Regions carrying the message of NASPA's new strategic direction, enhanced strength, and energetic commitment to the new vision, mission, goals, and guiding principles generated in July.

I commend and congratulate you, the board of directors, on your initiative and courage in proposing and supporting bylaw changes that are fundamental to the transformation of NASPA to be in congruence with the vision of our members at this time. I praise you for not only proposing and supporting the bylaw changes implicitly, but for your willingness to tell members how you stood on the changes by actively campaigning for affirmative votes on title changes and the expansion of voting rights. These are huge changes in NASPA that speak volumes about the bold moves NASPA is poised to make in the future. With the successful and unequivocal passage of these bylaw changes, members have indicated that they like the direction their association is taking and they stand behind you as a board of directors all the way.

As you can see from this report, NASPA staff, in collaboration with volunteer leaders, have been working hard to continue to fulfill the mission of NASPA through educational programs, publications, and a variety of ways to engage members in a most meaningful manner. Since the summer board meeting, I have taken advantage of opportunities to be out among the membership. Invariably the experience provides valuable information for meeting member desires and needs. As an association, NASPA has much to be thankful for during this holiday season, and I'm the most grateful of all for the love and appreciation the regions have shown me during my final tour this year. Thank you all from the bottom of my heart.



2013 NASPA Annual Conference

- ◆ The conference planning committee—under the leadership of conference chair Brian McCoy, vice president for student affairs and dean, Nichols College—had their first meeting in October.
- ◆ The Executive Committee approved a fee increase for the annual conference to \$395 member/\$595 non-member, early-bird rates. Regular and onsite rates will increase accordingly.

2012 NASPA Annual Conference

- ◆ As of this report, current number of registrants is 1,139. Numbers are running just slightly under the 2011 conference at this same time last year.
- ◆ Hotel rooms are picking up steadily. Currently approximately 800 rooms out of 2,000 have been picked up on our peak nights.
- ◆ This year the opening reception will take place in the Exhibit Hall to attract more traffic into the hall.
- ◆ There are a very diverse array of speakers planned including John Legend, Dan Choi, Consuelo Castillo Kickbush, Trish Downing, and Bill Richardson.
- ◆ For the third year, there will be a YouTube contest to give New Professionals and graduate students an opportunity to win a chance to introduce one of our featured speakers at the 2012 Annual Conference by submitting a three-minute video.
- ◆ The Conference Committee has planned action and outreach events to include a candlelight vigil for social justice and change and a petition in support of the DREAM Act to send to both elected officials and Presidential candidates.
- ◆ NUFP alumna Claudia Ramirez will be displaying an array of immigration artwork that she has created. Local Phoenix artists have also been invited to show their work.
- ◆ The Community Service project will place attendees in local neighborhoods to make minor repairs, paint, and plant trees.
- ◆ Pre-conference workshops were posted and available for registration October 3, 2011:

Full-day Pre-conference Submissions	20
Accepted	19
Half-day Pre-conference Submissions	19
Accepted	16
- ◆ The Program Committee met in October to review and select the educational programs:

Program Reviewers	1,474
General Interest Program Submissions	724
Accepted	378
KC General Program Submissions	178
Sponsored	66
Accepted	57
Poster Session Submissions	33
Accepted	21
Roundtable Submissions	46
Accepted	26

EDUCATIONAL PROGRAMS

Onsite Professional Development

26th Richard F. Stevens Institute

(July 10–14, 2011—Lake Tahoe, NV)

- ◆ First half: 24 participants; Second half: 23 participants
- ◆ The first half of the Institute focused on legal issues and threat assessment for the SSAO. The second half focused on topics from the Dungy/Ellis book, *Exceptional SSAO Leadership*.
- ◆ Sponsored by the James E. Scott Academy, this is a signature program for NASPA. This year's institute director was Karen Pennington, vice president for campus life and student development, Montclair State University.

Student Affairs Development Conference

(July 10–12, 2011—Salt Lake City, UT)

- ◆ 45 participants
- ◆ Patricia Justice, executive associate vice chancellor for institutional advancement and associate vice president, University of Illinois (*retired*), provided a two-hour workshop on advancing student affairs development.
- ◆ Conference sessions focused on the following topics: comparing and contrasting student affairs and development and best practices based on the development continuum (identification, information, cultivation, solicitation, stewardship).

Institute for New SSAOs: *Leadership and Management Effectiveness for the New Senior Student Affairs Officer*

(October 9–12, 2011—Washington, DC)

- ◆ 33 participants
- ◆ Patricia Justice, executive associate vice chancellor for institutional advancement and associate vice president, University of Illinois (*retired*), provided a two-hour workshop on advancing student affairs development.
- ◆ 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.

#NASPAtech: Student Affairs Technology Conference

(October 27–29, 2011—Newport, RI)

- ◆ Nearly 170 registrants and exhibitors
- ◆ The conference included approximately 30 one-hour educational sessions, ten 45-minute 'un-session' discussions; four mini-institutes, and a product demo showcase including eight exhibitors.
- ◆ The conference was the first NASPA national conference with the program book offered entirely online. The online program included general conference information, speaker bios and abstracts, the complete conference schedule including presentations, product demo showcase exhibitor information, conference participant list, and Twitter backchannel.
- ◆ The entire conference, as well as every individual educational session, had a unique Twitter backchannel for online conversation.

Online Professional Development

NASPA Community Colleges – Online: *Identifying Grants for Student Services* (August 2, 2011)

- ◆ 48 campuses represented

(Really) Small Colleges and Universities

(September 22, 2011)

- ◆ 78 sites registered
- ◆ Designed for student affairs practitioners at colleges and universities with undergraduate enrollments of 1,000 or fewer.

Our Latino Identities as Student Affairs Professionals (November 2, 2011)

- ◆ 22 participants
- ◆ Hour-long online dialogue around Latino/a identities and offered to Region III Latino/a KC members.

Motivation for Men to Engage in Masculinity Conversations (November 3, 2011)

- ◆ 13 participants
- ◆ Hour-long online discussion focused on involving college men in dialogues on masculinities and offered to Region I MMKC members.

New Models of Leadership Development for Graduate and Professional Students (November 10, 2011)

- ◆ 91 registrants
- ◆ 90-minute webinar was sponsored by the Administrators in Graduate and Professional Student Services KC.

Actively Engaging Religious and Secular Diversity on Campus: Best Practices and Recommendations (December 1, 2011)

- ◆ 19 registrants at date of reporting
- ◆ 90-minute webinar sponsored by the Region IV-East Spirituality and Religion in Higher Education KC.

Investing in Our Future Webinar Series

- ◆ In an effort to increase programming for undergraduate and graduate members of NASPA, this free webinar series was created to address the basic level of the Professional Competencies for Student Affairs Practitioners.
- ◆ ACUHO-I, NACA, and NODA have signed on as cooperating sponsors.
- ◆ A Call for Programs was sent to all members and garnered 40 program proposals. The 12 presentations are as follows):
 - ◆ Student Learning and Development: **Understanding How Students Grow During College and How We Can Help** (October 19—95 sites registered)
 - ◆ Personal Foundations: **Finding and Nurturing Purpose and Joy** (October 26—90 sites registered)

- ◆ History, Philosophy, and Values: **Making Them Your Own: Understand Student Affairs Values** (November 2—114 sites registered)
- ◆ Equity, Diversity, and Inclusion: **Serving the Historically Underserved: Multidisciplinary Approaches to Cultivating Student Engagement and Success** (November 30—97 sites registered)
- ◆ Advising and Helping: **Building Leaders, Coaching for Success, and Advising and Guiding Student Organizations** (December 6—20 sites registered)
- ◆ Leadership: **Me, You, and Us: Understanding Relational Leadership** (February 2—117 sites registered)
- ◆ Ethical Professional Practice: **Ethical Practice in Student Affairs: Your Values in Action** (February 9—111 sites registered)
- ◆ Human and Organizational Resources: **Fundamental Supervision Competencies for Student Affairs Professionals** (February 23—119 sites registered)
- ◆ Personal Foundations: **Creating Possibilities for your Future** (March 1—107 sites registered)
- ◆ Law, Policy, and Governance: **Student Affairs Law 101: What Every Student Affairs Professional Should Know** (April 4—117 sites registered)
- ◆ Law, Policy, and Governance: **Law, Policy, and Governance in Higher Education** (April 11—107 sites registered)
- ◆ Assessment, Evaluation, and Research: **The ABCs of Assessment** (April 18—96 sites registered)

Community College Educational Programs

Student Services Institutes

- ◆ Edison Community College, Collier Campus – Naples, Florida (Spring 2012)
- ◆ Drive-In Workshops hosted by Gateway Community College – New Haven Connecticut
 - ◆ Part I: Program and Service Inclusion and Diversity – Friday, January 27, 2012
 - ◆ Part II: Legal Issues in Higher Education – Friday, March 16, 2012.

- ◆ Part III: Student Development Theory, Adult Learning Theory, and the History and Philosophy of Student Affairs – Friday, April 27, 2012.

2012 Community College Institute: *Empowering Student Affairs Professionals at Community Colleges* (Institute Chair: Paulette Dalpes, dean of students, Kingsborough Community College)

Upcoming

NASPA Multicultural Institute (December 8–10, 2011); Atlanta, GA
226 registrants at time of report (*record high number of proposals: 122*)

Women's Leadership Institute (November 29 – December 2, 2011 at the Ritz-Carlton Laguna Niguel in Southern California and December 4 – 7, 2011 at the Ritz Carlton on Amelia Island in Florida)
Laguna Niguel: 105 registrants; 12 NASPA participants
Amelia Island: 96 registrants; 11 NASPA participants
(*collaboration of seven higher education associations*)

NASPA Student Affairs Law & Policy Conference (December 8–10, 2011); Arlington, VA
87 registrants at time of report (*ASCA is a contributing sponsor*)

2012 Alice Manicur Symposium for Women Aspiring to Become SSAOs: *Exceptional Leadership in Extraordinary Times* (January 8–11, 2012); Coconut Grove, FL
88 applicants; 76 selected

WEBINAR: Clery Act Rules: Changes and Impact on Your Campus Polices (January 12, 2012)

NCC-Online: College Cyber Bullying: The Virtual Bathroom Wall (January 2012)

NASPA Mental Health Conference
and

NASPA Alcohol and Other Drug Abuse Prevention & Intervention Conference (January 19–21, 2012); Atlanta, GA

SAMHSA is a co-sponsor again this year and will support a Senior Administrators Pre-conference.

Student Affairs Institute–CUNY (Spring 2012)

International Educational Programs

On September 15, 2011, NASPA hosted an international strategic planning meeting designed to move the NASPA strategic plan forward.

International Student Affairs Study Tour

NASPA is partnering with ACPA, ACUHO-I, ACUI, and NIRSA on the 2012 International Student Affairs Study Tour to China, May 20 – June 2, 2012.

2012 NASPA & ACPA Gulf Conference (February 1–2, 2012)

Hosted in partnership with NASPA Region III, this conference will take place at the HBKU Student Center, Education City, Doha, Qatar.

2012 International Symposium: Igniting Leadership to Influence Global Change

- ◆ Symposium Director: Oscar Felix, executive director of the Access Center, Colorado State University
- ◆ Opening Keynote Speaker: Andrew West, director of student services, University of Sheffield (UK) and director of AMOSSHE

International Exchange Program

- ◆ A three-person NASPA delegation will be visiting Sydney, Australia, December 3-8, 2011. Delegates will be hosted by the Australia and New Zealand Student Services Association (ANZSSA). The majority of the exchange will take place during ANZSSA's biennial conference.
- ◆ A five-person NASPA delegation will be visiting Germany February 13-17, 2012. Delegates will be hosted by the Deutches Studentenwerke (DSW).

Global Summit

A Global Summit is scheduled for September 2012. The Summit is designed to bring together student affairs organizations from around the world to talk about the internationalization of student affairs and how organizations can partner to create strategies to address common goals.

REGIONAL SUPPORT

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

Region I

Dates	Event	Location	Registrants*
11/13–16	Region I Conference: "Affirming Roots Cultivating Change"	Sturbridge, MA	366

Region II

10/7	Region II Careers Conference	University of Buffalo (NY); College at Brockport (NY); Towson University (MD); Pace University/Manhattan Campus (NY); West Virginia University	155
Multiple dates in October	Metro Moments Initiative	The Catholic University of America (DC); Towson University (MD); Buffalo State University (NY); Columbia University (NY); Carnegie Mellon University (PA); Alvernia University (PA); Onondaga Community College (NY)	93

Region III

10/6-8	Florida Conference —Undergraduate Symposium/Graduate Fair <i>(revenue used to purchase NASPA memberships for registrants)</i>	University of Tampa	212 78
--------	--	---------------------	-----------

Region IV-East

11/5-8	Region IV-W Conference: "Reimagine. Reinvent. Reawaken."	Evanston, IL	505
--------	--	--------------	-----

Region IV-West

10/31-11/1	Region IV-W Conference and New Professionals Institute: "Views That Inspire"	Denver, CO	352
------------	--	------------	-----

Region V & VI

11/16-19	Western Regional Conference: "Anthology"	San Diego, CA	618
----------	--	---------------	-----

Region VI

11/11	Region VI Mental Health Drive-in Conference	Loyola Marymount	21
-------	---	------------------	----

**please note that registration numbers are as of 11/13/2011 and do not reflect final numbers with onsite registration*

PUBLICATIONS

Books

Book sales for this fiscal year started strong. As evidenced by sales numbers from July 1 to October 31, 2011, several NASPA titles remain popular for classroom use: *Beginning Your Journey* (236 copies), *Learning Reconsidered 2* (258 copies), *Learning Reconsidered* (251 copies), *More Than Listening* (179 copies), *The First Amendment on Campus* (120 copies), *Assessment Reconsidered* (112 copies), *Assessing Student Learning* (110 copies), *Where I Am From* (92 copies), *Creating Inclusive Campus Environments* (86 copies), and *Understanding College Student Subpopulations* (72 copies). In addition, more than 700 copies of NASPA's newest book, *Exceptional Senior Student Affairs Administrators Leadership*, have been sold since the book debuted at the 2011 NASPA Annual Conference! This is a strong indication that the book fills a void in the student affairs literature.

- ◆ NASPA is partnering with Gary Pavela to offer his weekly law and policy newsletter, *The Pavela Report*, at a 50% discounted rate for members.
- ◆ From July 1 through October 31, 2011, the NASPA Bookstore received 3,973 visits and 13,365 pageviews, and achieved a 5.84% e-commerce conversion rate.
- ◆ The breakdown of traffic sources to the NASPA Bookstore website during this same time period is as follows: Direct Traffic: 12.46%; Referring Sites: 42.97%; Search Engines: 44.58%.

Forthcoming Titles

- ◆ *Foundations of Higher Education Law and Policy: Basic Legal Rules, Concepts, and Principles for Student Affairs*, by Peter F. Lake (December 2011)
- ◆ *Asian Americans and Pacific Islanders in Higher Education: Research and Perspectives on Identity, Leadership, and Success*, Doris Ching and Amefil Agbayani, Editors (March 2012)
- ◆ *Learning is Not a Sprint: Documenting Student Leader Learning in the Cocurricular*, by Darby M. Roberts, Kathleen M. Collins, & Assoc. (Spring 2012)

Print and Online Publications

- ◆ *Leadership Exchange*
 - ◆ *Leadership Exchange* continues to be published quarterly. The hardcopy is mailed to voting

delegates and subscribers, and the digital edition is sent via e-mail to all NASPA members and subscribers.

- ◆ Fall 2010 advertising revenue: \$18,757.50, slightly surpassing revenue for the Fall 2010 issue
- ◆ Between July 1 and October 31, 2011, 4,012 visitors accessed the digital edition of *Leadership Exchange* for 38,867 pageviews.
- ◆ The top five viewed articles in the digital edition between July 1 and October 31, 2011 were as follows, all from the Summer 2011 issue:
 1. Growing Expectations, Dwindling Resources: SSAOs Share Strategies for Managing in the New Normal
 2. Working With a New President
 3. Increasing Degree Attainment: Two Goals and Major Roles for SSAOs
 4. Promoting Partnerships: An Effective Tool to Maximize Resources, Build Community
 5. Addressing Challenges of Student Organizations
- ◆ *NetResults* continues to be published the second and fourth weeks of every month. Between July 1 and October 31, 2011, *NetResults* received 2,456 pageviews, of which 1,726 were unique. Planning is underway to revamp *NetResults* in the coming months.
- ◆ *Forum* continues to be published the first week of every month. Between July 1 and October 31, 2011, the *Forum* homepage received 968 pageviews, of which 621 were unique. Planning is underway to revamp *Forum* in the coming months.

Journals

- ◆ NASPA was notified in mid-September that Berkeley Electronic Press (BePress) is stepping out of the journals business and has sold the distribution rights for all of its journals to De Gruyter, an academic publisher with offices in Boston, Berlin, and Beijing. De Gruyter is an established publisher with a larger staff and more resources than BePress. The contractual terms are to remain the same as under the BePress contract.
- ◆ The Journal of Student Affairs Research and Practice Executive Editor Search Committee completed its review of applications and interviews with candidates. The committee submitted a letter with its recommended candidate to the NASPA president-elect for approval at the December 2011 NASPA

MEMBER ENGAGEMENT

Knowledge Communities

Evette Castillo Clark and Joseph DeSanto Jones led 11 online trainings for KC Chairs, KC Chair-Elects, Regional KC Coordinators, and Regional KC Representatives in June and July 2011. These trainings focused on basics of the KC program, managing NASPA KC finances, creating knowledge, and using technology to communicate with members and build communities.

- ◆ An online KC training was provided to NASPA Board of Directors members in September 2011 and focused on general KC information, Regional KC appointments and elections, and the KC hiatus process.
- ◆ All KCs contributed to the Fall 2011 KC online publication, Excellence in Practice. The publication was sponsored by University Parent Media. The KCs are now preparing for a Spring 2012 publication.
- ◆ One proposal for a new KC will be shared with the Board of Directors for a "Students as Parent and Adult Learners Knowledge Community." The proposal authors have incorporated feedback from the KC Director over the last several months in compiling the final proposal.
- ◆ KCs continue to be active on social media sites like Facebook and Twitter.
- ◆ NASPA is working on upgrading the listserv system so that members can manage their own individual KC and Regional listserv subscriptions.

Volunteer Activities

- ◆ National Volunteer Coordinator Judy Albin holds monthly calls with the Regional Volunteer Coordinators and NASPA Office to discuss member involvement and volunteerism within the Association.
- ◆ NASPA Volunteer Central is running effectively. Volunteer Coordinators are continuing to discuss ways to increase member awareness of the site and encouraging Regional and KC leadership to utilize it to involve NASPA members. The National Volunteer Coordinator has been in contact with National KC Director Evette Castillo Clark regarding mutual support of volunteer and KC efforts to involve members.
- ◆ The Volunteer Central logo appears in the weekly *Update* e-mail for increased program visibility.

- ◆ The National Volunteer Coordinator has been in contact with Myra Morgan, Volunteers Chair for the 2012 NASPA Annual Conference, regarding assisting with volunteer efforts at the conference in Phoenix.

Faculty Fellows

- ◆ In conjunction with the Faculty Fellows, NASPA is developing a needs and satisfaction survey to be distributed to faculty members
- ◆ Tim Ecklund, chair of the Faculty Fellows, is chairing the 2012 Doctoral Seminar; at the time of this report, 28 participants were registered.

Graduate Associate Program (GAP)

- ◆ The Graduate Associate Program was developed to engage graduate students pursuing a career in student affairs through opportunities for networking, leadership, and professional development
- ◆ 125 applicants from 89 universities
- ◆ 85 masters-level associates were selected
- ◆ Associates' duties include:
 - ◆ Serve as primary contact for students seeking information on NASPA
 - ◆ Provide NASPA with feedback on programs/ services students need from NASPA
 - ◆ Actively outreach to students/professionals who are not currently members
 - ◆ Promote NASPA events and programs to the campus community
 - ◆ Maintain an active Twitter account to promote NASPA activities of relevance to graduate students
 - ◆ Conduct monthly programming for peers interested in student affairs

Membership

As of October 31, 2011, NASPA membership is as follows:

Individual	13,117
Institutional	1,193

Rhoda Chari was hired as the new Director of Member Services, effective June 12, 2011.

NASPA Undergraduate Fellows Program

There are 366 fellows for the 2011-12 academic year, with an additional 60 applicants pending given the Careers in Student Affairs Month deadline extension.

- ◆ **Annual Conference:** The NUFPP pre-conference and the Student Affairs Leaders of Tomorrow Conference is now being called the Undergraduate Student Conference. All undergraduates, including NUFPP fellows, will be invited to attend.
- ◆ NUFPP Fellows and Mentors will have a networking reception Friday evening. NUFPP will continue having "NUFPP Buddies," NUFPP alumni who will serve as guides onsite for NUFPP Fellows in attendance.
- ◆ **Summer Leadership Institute:**
 - ◆ University of Connecticut hosted the 2011 SLI July 7 -12—71 applicants (up from 62 last year); 32 accepted (maximum amount allowed)
 - ◆ The 2012 SLI will be held at Southern Methodist University; Lester Manzano, Loyola University-Chicago, institute director

- ◆ Host Institute application deadline for the 2013 SLI: December 20, 2011

- ◆ **Summer Internship:** Host applications for 2012 are due January 11, 2012; the NUFPP board is being more intentional in reaching out to new institutions, including community colleges
- ◆ **Sodexo/NUFPP Partnership:** Sodexo, Inc. dropped its commitment from \$15,000 to \$10,000 for the 2011-2012 year. This money will be used in the following ways:
 - ◆ Annual Conference Attendance Stipends: \$6,000 (8 at \$750 each)
 - ◆ Graduate School Scholarships: \$4,000 (2 at \$2,000 each)

Awards

NASPA Annual and Excellence Awards

- ◆ 52 nominations across the annual award categories
- ◆ 139 entries for 2011 Excellence Awards Submissions; Final Reviews were due to the NASPA Office November 18, 2011
- ◆ More than 12 Excellence Award Honorees from 2010 and 2011 participated in the Excellence in Three Minutes initiative. Video case studies to be released to members in early 2012.

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

- ◆ 38 applications.
- ◆ The committee is currently narrowing down to the top ten abstracts, with final results due to the NASPA Office December 12, 2011.
- ◆ The 35 Years of DOTY series is currently running in the Forum, with past DOTY winners reflecting on their careers, the receipt of the award, and the field.
- ◆ An educational program for the 2012 NASPA Annual Conference has been accepted to mark the 35th Year of the Award.
- ◆ Merna Jacobsen, DOTY 2011 Recipient, published an article based on her award-winning dissertation

"Leading Through a Crisis: How SSAOs Can Develop Effective Strategies" in the Fall 2011 Leadership Exchange.

Ruth Strang Research Award – Center for Women

- ◆ The funds for this award are raised through the Center for Women and the NASPA Foundation. Award is \$500 and a plaque presented at the Center for Women Reception at the NASPA Annual Conference.
- ◆ Nominations were accepted until November 30 and the winner will be notified December 15.

Zenobia Hikes Memorial Award – Center for Women

- ◆ Recipient will receive a plaque and a registration fee waiver to send their student of /his choice to the National Conference for College Women Student Leaders. The award is presented at the Center for Women Reception at the NASPA Annual Conference.
- ◆ Nominations were accepted until November 30; the winner will be notified December 15.

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 November 13, NASPA's primary Facebook account had 7,242 "likes," as compared to 6,411 at the time of last reporting June 13. Over the past month, there have been 4,941 active users and 44,648 post views.

LinkedIn

LinkedIn continues to grow and have dedicated, self-directed users generating and contributing to various discussions. As of November 13, there were 3,480 members of the NASPA group on LinkedIn. TPE jobs RSS has been added as a feature, and divisions and knowledge communities are exploring connecting as their own entities or subgroups of the primary NASPA group.

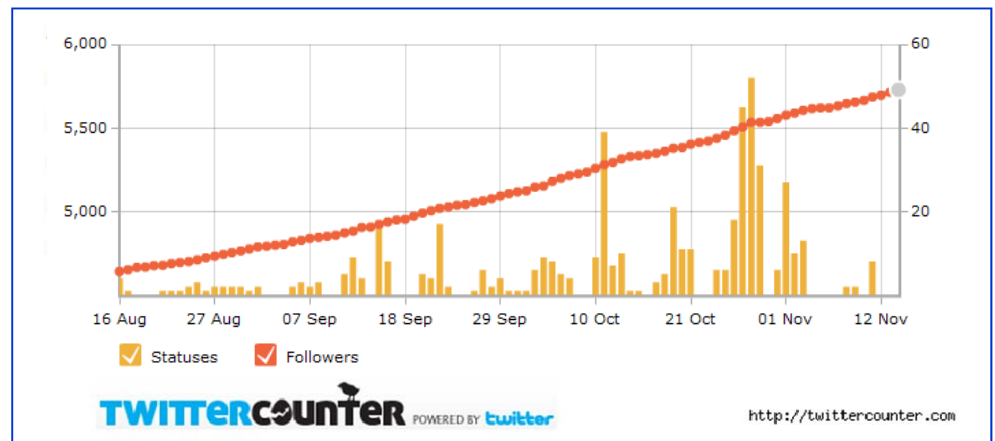
Twitter

NASPA tweets' "Klout" score continues to identify it as a "Specialist," "effectively using social media to influence [its] network across a variety of topics" with its content "focused around a specific topic or industry with a focused, highly engaged audience." The NASPA Twitter account generates 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. The account's Klout score has increased by 2 in the past month, with its "True Reach" increasing by 381. "True Reach is

the number of people you influence, both within your immediate network and across their extended networks," attempting to identify a more realistic number than simple "followers."

#SAGradHunt

- ◆ #SAGradHunt was developed to assist students who are currently considering a graduate program in higher education/student affairs and are "hunting" for graduate schools/programs. The program utilizes Twitter as the primary way to disseminate information using the hashtag #SAGradHunt.
- ◆ NASPA held three interactive Twitter Chats about graduate school for student affairs on October 11, November 1, and November 29.
- ◆ Additionally, on November 15 and December 13, a NASPA staff member was/will be available from 3:00-4:00 p.m. (Eastern) to answer questions students may have about student affairs or how to find resources on various programs, and to provide general guidance for those who may feel overwhelmed by the graduate school hunt.
- ◆ The first Twitter chat had more than a dozen active participants (NOTE: there is no way to know how many people follow the #SAGradHunt hashtag without actively participating).



	10/26/2010	2/15/2011	6/13/2011	11/13/2011
Followers	1,752	2,486	3,890	5,714
Tweets	1,564	1,780	2,122	2,798
Ranking	93,002	83,941	69,522	55,223
+followers/day avg	+5	+8	+11	+14

Careers in Student Affairs Month (CSAM)

- ◆ During September and October, there were daily tweets from @NASPATweets encouraging individuals to come to the NASPA website. Resources cited included:
 - ◆ NASPA Graduate School Directory
 - ◆ “Inside Look” write-ups for the day-to-day life of student affairs professionals
 - ◆ Archived webinars for new professionals
 - ◆ Various functional areas of student affairs
- ◆ 58 new graduate students took advantage of the CSAM membership offering, an additional two months of membership free for individuals new to NASPA
- ◆ Two webinars were hosted during CSAM including:
 - ◆ “Can I Really Do This For a Living? Careers in Student Affairs” (186 sites registered; 42 viewed recording later)
 - ◆ “Success From the Start: Graduate Students and New Professionals” (217 sites registered; 54 viewed recording later)

Elections

- ◆ The following NASPA Regions will hold elections in January 2012: Region II, IV-East, and V. All candidate information was shared with the NASPA Office by November 2011.
- ◆ The following NASPA Knowledge Communities will hold elections in January 2012: African-American Concerns; Asian Pacific Islanders Concern; Assessment, Evaluation and Research; Campus Safety; Disability; Indigenous Peoples; Men and Masculinities; MultiRacial; Parent and Family Relations; Spirituality and Religion in Higher Education; Student Affairs Development and External Relations; Student Affairs Partnering with Academic Affairs; Technology; and Women in Student Affairs. All KCs had candidates to suggest by November 1, 2011 with the exception of the Disability, Indigenous Peoples, and Student Affairs Development and External Relations KCs.

Video

NASPA has continued its use of video on its branded YouTube channel, www.youtube.com/naspastuaff. Following is a listing of the most viewed videos as of November 13, 2011:

Why apply to be a NUFP Fellow	1,056
Enough is Enough campaign to stem societal violence	859
The Future of Student Affairs: A NUFP Perspective	752
Who are the 2010 Summer Interns?	643
Moving on up...NASPA visits its new space!	448
Why you should join the student affairs family!	426
Voices of Student Affairs: Ronni Sanlo	421
Host the 2012 NUFP SLI!	374
NUFP Welcome	330
Why are you interested in student affairs?	327

Invaluable Office Support

- ◆ NASPA received more than 90 applications from American University, George Mason University, George Washington University, and Georgetown University for federal work-study opportunities
- ◆ NASPA hired 12 students, with two returning from previous years.
- ◆ NASPA has three graduate assistants for the 2011–12 academic year. The following is a sample of programs being coordinated by the NASPA graduate assistants:
 - ◆ The graduate assistant for educational programs received all 2011 data for the Parent Involvement/SDTLA Study and ran descriptive statistics for all data; T-tests for SDTLA.
 - ◆ The graduate assistant for educational programs took and compiled notes for NASPA Annual Conference Program Committee conference calls, and provided administrative support for the scheduling, reviewer assignment and program selection weekend.
 - ◆ A graduate assistant will work with the Academy to implement the 2012 Think Tank and multiple programs for senior student affairs officers and other projects.

IT & WEB DEVELOPMENT

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, Avectra.
- ◆ 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.

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

NASPA.ORG	July 1- November 10, 2011	July 1-October 20, 2010
Page Views	984,000	820,328
Total Visits	257,620	222,100
New Visitors	43%	42%
Average Page Views per Visitor	3.4	3.7
Average Time on Site	3:51	3:34

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

THEPLACEMENTEXCHANGE.ORG	July 1- November 10 20, 2011	July 1-October 20, 2010
Page Views	192,000	170,422
Total Visits	42,000	34,000
New Visitors	40%	32%
Average Page Views per visitor	5	5
Average Time on Site	2:43	2:40

DEVELOPMENT AND CORPORATE RELATIONS

Exhibits

- ◆ **New Initiative:** 2011 #NASPAtech Conference: Recruited eight participating companies and one sponsor to be a part of the first #NASPAtech Conference product demo showcase
- ◆ 2012 Alcohol & Other Drug/Mental Health Conference: exhibitor support remains strong again with 10 exhibitors
- ◆ 2012 Annual Conference
 - ◆ Implemented new user interface for 2012 exhibitors to purchase booths online.
 - ◆ 103 of 154 booths sold (on track for one of the largest exhibit halls for a NASPA annual conference)

Sponsorships

- ◆ #NASPAtech Conference: Recruited new gold sponsor (Going On) for this first-time event.
- ◆ 2012 Alcohol & Other Drug/Mental Health Conference: three sponsors include E-CheckUp ToGo (San Diego State University), Symplicity, Caron Treatment Center.
- ◆ 2012 Annual Conference: 24 secured so far; new sponsorship: Face Yourself (Faculty Fellow Retreat)

Advertising

- ◆ The fall 2011 *Leadership Exchange* brought in an ad revenue of \$18,757.50, slightly surpassing the fall 2010 issue.
- ◆ 10 advertisers (\$7,800) for 2012 NASPA Annual Conference Program Guide
- ◆ **New Initiative:** Creating a new 2012 Media Kit that will be a comprehensive annual snapshot of all the ways companies can advertise with NASPA

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, Outside The Classroom and LifeAdvantages.
- ◆ Golden Key will renew their 2012 Strategic Partnership, supporting the regional conferences, the annual conference, and the International Symposium.
 - ◆ USA Today will renew their 2012 Strategic Partnership, increasing their support for the Western Regional Conference.
 - ◆ Sodexo, Aramark, and Chartwells will continue their 2012 Strategic Partnerships.
 - ◆ The Spelman & Johnson Group renewed their multi-year 2012-13 Strategic Partnership.

PUBLIC POLICY / EXTERNAL RELATIONS

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

- ◆ Partner in follow-up survey on veterans' services, sent out on Veterans' Day
- ◆ Contributing to Higher Education Compliance Alliance
- ◆ Signed on to a letter of concern regarding proposed changes to the TRIO program
- ◆ Signed on to a letter in support of sustained funding for Minority-Serving Institutions.

Signed on to amicus brief in appeal case in Seventh Circuit filed by the University of Illinois in an attempt to uphold privacy safeguards and preserve federal education funding that would have been lost by court's forced breach of FERPA

Following is a sampling of media clips since June 2011:

- ◆ 11/13/2011: [ROTC honors fallen service members on Veterans Day](#) (*Flyer News*)
- ◆ 11/11/2011: [Reflecting on a Riot](#) (*Inside Higher Ed*)
- ◆ 11/2/2011: [#NASPAtech Was Superb](#) (*IIHE*)
- ◆ 10/26/2011: [The Wait is Over: #NASPAtech is Here](#) (*IHE*)
- ◆ 10/24/2011: [Conference Previews/Reviews](#) (*Campus Talk Connection*)
- ◆ 10/7/2011: [ISAA Holds Annual Conference at IPFW for the First Time](#) (*IPFW News Room*)
- ◆ 10/3/2011: [College Flash Mobs Become Pep Rallies Made for YouTube](#) (*The New York Times*)
- ◆ 8/22/2011: [What Students Don't Know](#) (*IHE*)
- ◆ 6/22/2011: [Persistence and Completion in Higher Education](#) (*Student Affairs Live*)