

NASPA REGION V
2017-2019 Engagement Plan
(rev. June 2018)

Region V provides and promotes opportunities for individuals and organizations to engage with NASPA, serve the student affairs profession, and find NASPA membership to be a rewarding and meaningful investment. We do this by focusing our efforts in the following areas:

Inquiry: We advance scholarship and disseminate knowledge that supports evidence-informed, innovative, inclusive, and socially just student affairs practices.

Professional Development: We enhance accessibility, relevance, and quality of professional development opportunities available to Region V student affairs professionals.

Social Justice: We acknowledge that some communities face ongoing historical oppression and that intersectionality determines how barriers and opportunities exist in individuals' lives. We seek to ensure that all members have access and opportunity to fully participate at all levels.

Partnerships: We initiate and develop partnerships with organizations that share NASPA's guiding principles and advance its mission. We do this to share leadership on issues that matter to our profession, to create opportunities for our members to serve and learn, and to hold ourselves accountable to other organizations that help steward the student affairs profession.

Membership: We identify and promote opportunities for student affairs professionals (current and prospective NASPA members) to affiliate with Region V, serve the profession, and find their NASPA membership to be a rewarding and meaningful investment.

INQUIRY

We advance scholarship and disseminate knowledge that supports evidence-informed, innovative, inclusive, and socially just student affairs practices.

GOAL #1: Create and conduct a needs analysis of Region V members to inform objectives.

1. In collaboration with the Membership Committee, include items to assess member needs in a general membership needs assessment.
2. Summarize for the regional membership the findings of the needs analysis. This may be accomplished through newsletter and/or email messages to the region. The amount of time needed will depend on how many members respond to the items, how much they write, and the timing of the needs analysis. The board may review the raw data set in order to estimate the time needed to complete the analysis and then discern the reasonable amount of time.
3. In collaboration with the region's social media team, promote use of a consistent hashtag during and between conferences to help identify members' needs related to research/inquiry.
4. Follow-up with the professional development committee, newsletter committee, and other committees or groups within the region to ensure they are utilizing the data collected to create best practices, guidelines, and initiatives for Region V.

GOAL #2: Develop resources, tools, and professional development opportunities to support assessment, evaluation, and research on professional competencies.

1. Identify what tools members are using.
2. Work with other regions and NASPA central office to update existing consortium studies.
3. Collaborate with other regions and the NASPA central office to develop additional consortium studies.
4. Cross reference the results of the needs analysis with the NASPA/ACPA Professional Competency for Assessment, Evaluation, & Research to identify competencies where members' need for professional development is greatest.
5. Solicit presenters for webinars and conference sessions related to those identified needs.
6. Provide webinars and conference sessions related to members' needs.

GOAL #3: Promote venues for dissemination of faculty and practitioner scholarship.

1. Ensure that the regional newsletter provides space for members to share their scholarship.
 - When newsletter call for submissions is announced to the Advisory Board, also announce to the Region a call for scholarship-based contributions.
 - Contributions will be reviewed by the Research Coordinator and the KC representatives from at least two KCs related to the content.
 - Research Coordinator will recommend which contributions to consider.
 - Newsletter Editor makes final determination about which recommended contribution to feature. This editorial decision may be based upon how well the content fits with the rest of the issue or available space.
2. Schedule poster sessions so they do not conflict with other conference sessions. They may be scheduled concurrently with another event happening in the same location (e.g., KC Fair, Exhibitor/Vendor Fair, Coffee Break, Snack Break, etc.).
3. When the call for conference presentations opens, contact the recipients of the most recent awards to explore the possibility of submitting proposals for Scholarly Papers, General Interest Session, Sponsored Sessions, or Pre-Conference Workshops related to the reason they won the award. This action applies to recipients of awards for innovative programs, research, and other relevant awards.
4. Representatives for each Knowledge Community request at least quarterly from their regional members information about any scholarship they have published, presented, or otherwise been recognized for (e.g., grant or award). In their next KC communication, the representatives will congratulate each member for their scholarship.
5. Collaborate with the NASPA journals to identify regional members who publish articles in those outlets.
6. Share via social media for Region V any published or otherwise recognized scholarship by regional members. Awareness of this scholarship would come from KC representatives and NASPA journals.

GOAL #4: Foster connections among members for collaborative research.

1. Ask members for their ideas about how to compile and maintain current research ideas and projects among Region V members.
2. KC representatives invite their regional members to post via social media about upcoming projects in order to find collaborators.
3. Find a way to promote publications of Region V members (maybe part of the brag board).

4. Explore opportunities on our Facebook page to incorporate a separate tab for announcements. The tab may serve as a "brag board."
5. Twice each year, the region will solicit requests for collaboration from members and post these requests in the regional newsletter. The timing of these requests will occur sufficiently in advance of the regional conference and the annual conference to allow the posts to appear in the regional newsletters published right before each conference.
6. Promote professional development and lecture events within the region to bring people together.

WORKING GROUP: Brandon Jay Brackett, Garrett Nagaishi, Jordyn Creighton, Lucas Graff, Melanie Lee, Tamara Ko, Judd Harbin (Coordinator)

PROFESSIONAL DEVELOPMENT

We enhance accessibility, relevance, and quality of professional development opportunities available to Region V student affairs professionals.

GOAL #1: Assess the challenges our colleagues face in identifying and accessing quality, relevant, professional development opportunities and utilize assessment results to enhance Region V programs, services and communications.

1. Use the Western Regional Conference to assess what people want and current challenges. Attach to the meals for greater participation rate. Utilize quick polling with white Post-It notes hanging up to gather feedback during a regional reception.
2. Utilize the data collected from assessments to create best practices guidelines and/or suggestions for Region V.

GOAL #2: Explore ways to offer more virtual development and learning opportunities.

1. Starting in January 2018, host monthly webinars for Region V, using KC reps, conference presenters, and conference alternates to lead/co-lead. Decision will need to be made on who takes ownership of scheduling these, but we want to have the board discuss this at our upcoming meeting. We also discussed monthly or weekly webinars and are open to feedback.
2. Have a conversation with national NASPA around how we can customize organizing the content and searchability of content. If this is not possible, create some other mechanism (e.g., Google drive) to archive information.
3. Develop shorter-term options for volunteer engagement (e.g., writing a blog, hosting a social media day or webinars).

WORKING GROUP: Chris Partridge, Danielle Kleist, Janna Bernstein, LeAnne Wiles, Michael Hood, Sarah Kutten, Suzanne Baker, Tricia Hughes, Valerie Pozo, Kelly Dries (Coordinator)

SOCIAL JUSTICE

We acknowledge that some communities face ongoing historical oppression and that intersectionality determines how barriers and opportunities exist in individuals' lives. We seek to ensure that all members have access and opportunity to fully participate at all levels.

GOAL #1: Reflect our social justice values in all regional activities.

1. Utilize universal design in documents and programs (e.g., strategic plan, speaker directory, marketing materials, events, conferences, award processes).
2. Consider sustainability and eco-friendliness when considering locations for events/conferences, publications and printing, and fair wages of staff of vendors we hire or allow to market at programs.
3. Provide on-going training and opportunities for inclusive and accessible dialogue for the Region V board and general membership that are connected to our professional standards on social justice competencies (e.g., monthly, free webinar series that is recorded and created with universal design/accessibility).
4. Recruit and sustain a membership and leadership that reflects the diversity of our region, with a particular emphasis on groups that have been historically underserved or underrepresented.
5. Create a library of resources for members to explore and engage with specific topics of oppression and privilege (e.g., DACA, Title IX, homelessness legislation).

GOAL #2: Actively dismantle all forms of institutionalized oppression and subordination of people including but not limited to: racism, white supremacy, sexism, homophobia, transphobia, ableism, classism, nativism, xenophobia, Islamophobia, ageism, and sizeism.

1. Create a NASPA Region V self-assessment rubric to help members evaluate themselves and their institutions as socially just.
2. Develop education to help members understand the responsibility of positional power to allow increased representation, mentorship, and pipeline access of marginalized communities.

GOAL #3: Challenge claims of neutrality, objectivity, and meritocracy within NASPA, our campuses, and larger society.

1. Create a better understanding of microaggressions toward different communities among our members.
2. Develop more understanding of implicit bias and how it operates at multiple institutionalized levels.

GOAL #4: Educate for an increased understanding of and active work towards eco-justice, which impacts people, our environments, and our reciprocity to marginalized communities.

1. Create a guide to name eco-justice impacts and ideas to support consistent understandings, best practices, and statements of social justice.

WORKING GROUP: Andrea Vargas, Dianna Foulke, Hing Potter, Jes Takla, Jessika Chi, Marcela Carillo Pattinson, Matthew Jeffries, Kathryn Kay Coquemont (Coordinator)

PARTNERSHIPS

We initiate and develop partnerships with organizations that share NASPA's guiding principles and advance its mission. We do this to share leadership on issues that matter to our profession, to create opportunities for our members to serve and learn, and to hold ourselves accountable to other organizations that help steward the student affairs profession.

GOAL #1: Develop sustainable and mutually beneficial partnerships with other regional student affairs professional associations.

1. Host regional leaders from other professional associations at a Region V hosted and/or sponsored event (e.g., PSC, INSAC, Region V Board meeting) to address a relevant topic and/or identify a shared action agenda.
2. Pilot an association liaison role where 1 to 3 current Region V board members commit to developing tools to facilitate information sharing and partner opportunities between another organization in which they are active and Region V.
3. Invite top educational sessions from other regional conferences to present at the WRC.
4. Continue Knowledge Community pilot effort to collaborate with presenters/partners outside of NASPA to host sessions at the Western Regional Conference.

GOAL #2: Develop mutually beneficial partnerships with organizations located in communities where our membership gathers for Region V hosted and/or sponsored events.

1. Host at least one opportunity to engage civically with the local community during events that last longer than two days.
2. Hold one or more meetings in spaces that connect us with, and educate us about, the local community.

WORKING GROUP: Brenda Dao, Emily McCoy-Marley, Jackie Saarenas, Jenna Parisi, Lincoln Johnson, Nicholas Hudson, Terese King, Brenda Dao, Kathleen Farrell (Coordinator)

MEMBERSHIP

We identify and promote opportunities for student affairs professionals (current and prospective NASPA members) to affiliate with Region V, serve the profession, and find their NASPA membership to be a rewarding and meaningful investment.

GOAL #1: Connect with institutional members and nonmembers to increase membership and facilitate communication with current and prospective members.

1. Send at least four email engagements per year to campus contacts, affiliated associations (e.g., NASAP, OWHE, TRIO-related organizations like WESTOP, ASPIRE, and NAEOP), or local graduate programs within our respective states or provinces.
2. Connect with contacts at non-member institutions to discuss the benefits of institutional membership and how to best reach student affairs professionals on their campuses about local events and opportunities.

GOAL #2: Serve as a resource and help current and prospective members connect to opportunities that foster community, share best practices and build on student affairs competencies, and enhance leadership capacity.

1. Host at least two events each year (e.g., brown-bag lunch meeting via Zoom) within each state or province.
2. Connect with other Advisory Board members (e.g., KC reps, Engagement Plan subgroups) on events or opportunities within each state or province and help to promote efforts to both NASPA members and non-members.

GOAL #3: Conduct a membership assessment to inform data-driven engagement efforts.

1. Contribute questions to membership assessment and use data to refine existing efforts or create new opportunities to engage members or increase membership.

WORKING GROUP: Brenda Hanson, Chris Meiers, Christopher Washko, Dennis Denman, Lauren Baines, Perry Fittler, Shane Simpson, Sue Ann Huang, Sean Ferris, Sara Henry (Coordinator)