



Cherry Callahan
NASPA Foundation Board Chair
Report for the 2012 Winter Board of Directors Meeting
November 2, 2012

NASPA Board Action Items

- MOU Between NASPA and NASPA Foundation for Fundraising Position

NASPA Mission

To be the principal source for leadership, scholarship, professional development, and advocacy for students.

Leadership

The NASPA Foundation had its Fall 2012 meeting September 16-18 in Portland, Maine. The days were filled with hard work and wonderfully collaborative and challenging discussions. A number of key decisions were made that will be summarized in the following bulleted points accompanied by other bullets noting accomplishments and progress toward the Foundation's Strategic Plan.

- Jan Winniford agreed to chair the Board's Nominations Committee charged to develop a slate of individuals to be considered for Foundation Board membership in the coming year. Elections for new Board members will occur in December. Other committee members are Prakash Mathew and Kevin Bailey. The committee is using a new set of guidelines developed by a committee (also including Jan and Prakash) that were adopted at the September Board meeting. These guidelines formalized what had heretofore been an informal process with no financial requirements. A minimum giving level of the Diamond Club was established for new Board members and prospective Board members will be informed of this requirement. Also included in the documents approved at the September meeting were "Expectations of NASPA Foundation Board Members" which are now a part of an evolving Handbook for Foundation Board members.
- The NASPA Foundation will celebrate its 40th Anniversary at the Orlando Annual Conference. A committee led by Gage Paine is working on some great ideas for our celebration in Orlando. Others serving on this committee are Nancy Crimmin, Kathleen Cramer, Lori White, Charlotte

Tullos, Lucy Fort, and Kevin Kruger. LJ will consider the possibility of including some element of this celebration in the Orlando Opening Session.

- A formal orientation program for new Foundation Board members will be introduced to this year's newly elected members. It will begin with an introduction housed in the Leadership Portal featuring an Orientation PowerPoint developed by Frank Ardaiole. It will continue with a special session for new members prior to the March Foundation Board meeting with additional materials available in the "handbook" currently being developed.
- A major decision was made to prepare the Foundation for an upcoming campaign (beginning date yet to be determined). This decision was to hire a Development Officer who will coordinate the Foundation's fundraising efforts on a fulltime basis and in coordination with the Foundation Board and NASPA staff. The position description is complete and advertising is underway. Hopefully, we can have someone on board in January and he/she will be with us in Orlando for our Board meeting. This decision was carefully weighed in light of the current financial assets of the Foundation which have declined in the past year, and the final decision was tough but unanimously accepted. In this process, Larry Dietz and Frank Ardaiole agreed to follow up with those who pledged in the last campaign who have not completed their pledge in an effort to bring those monies into the Foundation.
- The Pillars process is well underway thanks to Barb Snyder and fundraising efforts are in full swing. This year's Pillar class includes the following:
 - **Peg Blake**, Humboldt State University
 - **Joe Buchanan**, Tidewater Community College
 - **Barbara Fienman**, Suffolk University
 - **Jill Halvaks**, University of California, Irvine
 - **Edward Hammond**, Fort Hays State University
 - **Shaun Harper**, University of Pennsylvania
 - **Robert Kelly**, Loyola University Chicago
 - **Robert Page**, Metropolitan Community College, Penn Valley
 - **Mary Skorheim**, University of Utah
 - **Sharyn Slavin Miller**, Azusa Pacific University
 - **James Studer**, Texas State University - San Marcos
 - **Victor Yanitelli (in memoriam)**, Saint Peter's College
 - **Jim Rhatigan** was named the Distinguished Pillar for this upcoming year in recognition of his lifelong commitment to our profession.
- Kathleen Cramer is hard at work updating and completing the history of the NASPA Foundation for the purposes of educating the membership about its origin and purpose as well as bring into focus the legacy that was created by John Blackburn who passed away this past summer. She is

working with a graduate student at Bowling Green who is examining the archives to bring this information to light.

- As a part of “digging up history,” it has been realized that in 2006 the Foundation Grants Program was named for Channing Briggs. This naming has not been used. Thus the naming was reaffirmed and the website has been updated to reflect this.
- Frank Ardaiole presented a draft Naming Policy for the Board’s consideration. This has become increasingly important as more initiatives are being created and funded. This policy was accepted by the Board.
- The Foundation Board approved the Memorandum of Understanding with NASPA as it does annually.

Scholarship

As the Board knows, “The NASPA Foundation supports the advancement of knowledge concerning students, higher education institutions, and issues facing the student affairs profession. Through the contributions of NASPA – Student Affairs Administrators in Higher Education, members and friends, the Foundation has established an investment program and restricted endowments that provide support for NASPA awards, professional development programs, regional activities, and research projects.” There are two processes for research grant opportunities now in place and funded through and by the Foundation.

The first is the Channing Briggs Small Grant Program. Five grants were awarded at the September Board meeting based on recommendations from the Grants Committee chaired by Linda Kuk. Other members of the committee were Brian Sponsler, Sandy Scherrens (Foundation Board member), Cedric Conell Hackett, Larry Roper, Larry Dietz (Foundation Board member), Laura Ketchum-Ciftci, and Sharyn Slavin Miller. The five grants awarded were:

1. Self-authorship among active student affairs professionals/ Bradley Cox /\$5,000
2. Engaging and retaining aboriginal students in university by transforming awareness and environment/ Ann Godlewska /\$5,000
3. All in the family: The importance of utility and integrating families in the co-curricular college experience/ Toby Jenkins / \$2,000
4. The continual national measurement and assessment of student affairs competencies/ Rishi Sriram / \$3,000
5. Defining and describing the contemporary student vet population /David Vacchi /\$5,000

The second grant program is the “Large Grant Funds.” The guidelines for this program were developed in collaboration with the NASPA Faculty Fellows and the NASPA Research Division and were approved by the Foundation Board at the September meeting. These grants will be designed to “support the discovery of new knowledge, new applications of theory to practice and innovation in the field of student affairs.” The maximum award will be \$30,000 annually (can be renewed for a second year up to a total of \$60,000 for an entire project). An RFP will be developed and marketed to the profession at

the beginning of the grant proposal request process. This RFP will be developed by the NASPA Foundation Board in consultation with NASPA leadership.

As already noted in this report, the Board is concerned about the current financial reports and decided that the RFP planned for marketing in January 2013 be deferred for another year. This was a difficult decision but one that had to be made.

Advocacy

The Foundation Board made progress in diversifying its Board in the last year, but the Nominations Committee is committed to continuing that effort in the coming Board election.

The Channing Briggs small grant program noted above is indicative of how the Foundation supports student success and student learning. Both the Briggs grant program and the large grant program are related to Student Affairs Advocacy. These processes will involve Brian Sponslor as we identify ways in which we can support the important work that he is doing and identify programs that are critical to our profession and fundable.

NASPA Strategic Plan

Goal 1

1. Build the capacity to create knowledge and use data to provide evidence that will support excellence in practice.

Objectives

- 1.1 Be the primary source of data on the experience of college and university students.
 - Provided \$20,000 in grant funding to five NASPA members who will be required to share their findings with the Association through presentation at the Annual Conference, on the website, and/or article submission to NASPA publications.
- 1.2 Demonstrate the impact of student affairs on student learning, persistence, and success through scholarship, assessment, evaluation, and research.
 - Findings from grant funded projects will shed light on these topics.
- 1.3 Tighten and align the connections among theory, research, and practice.
 - Grant funded projects will allow for this objective
- 1.4 Enhance skills and provide tools to conduct student affairs program reviews in support of best practice and institutional effectiveness.
 - Two of the five grants awarded will address issues in support of this objective.

Goal 2

2. Lead advocacy efforts that shape the changing landscape of higher education.

Objectives

- 2.1 Assert NASPA's leadership role in critical issues of public policy regarding higher education.
 - The Foundation will support the NASPA agenda and work collaboratively with Brian Sponslor on the Institute. This may include future funding for these initiatives when funds are available.
- 2.2 Define, adopt, and communicate a public stance on critical policy issues in higher education.
- 2.3 Build capacity among membership in order to effectively influence public policy.
- 2.4 Track state and regional issues that might significantly affect students, practitioners, and/or campuses.

Goal 3

3. Launch an initiative to collaborate with student affairs worldwide.

Objectives

- 3.1 Conduct a needs assessment to guide and prioritize NASPA's international efforts.
- 3.2 Clarify NASPA's niche in international student affairs.
- 3.3 Provide context-appropriate professional development activities to improve knowledge and skills of student affairs professionals both domestic and abroad.

Goal 4

4. Strengthen NASPA by making it a more responsive, vital and sustainable organization.

Objectives

- 4.1 Diversify and strengthen the sources of NASPA's revenue.
 - The hiring of a development office will facilitate the Foundation's realization of this objective. Research will begin in earnest on potential new corporate partners as well as reaching out to SSAOs and new members.
 - Celebrating the 40th Anniversary of the Foundation Board's establishment by John Blackburn will be a highlight of the Orlando conference with a goal to strengthen the membership's awareness of how important it is to "give" to the profession.
- 4.2 Increase collaboration and partnerships with higher education and other organizations.
- 4.3 Review and redefine the roles and responsibilities of the NASPA President, Executive Director, Regional Vice Presidents, and Board structure and composition.
- 4.4 Increase opportunities for innovation through technology.
- 4.5 Strengthen NASPA's contributions to student affairs graduate preparation programs.
- 4.6 Ensure the participation and inclusion of NASPA's members in leadership and governance.

- The Foundation Board is an active Board with members assuming multiple new roles. Members' participation is increasing and will continue to increase as we move into a more active fundraising mode.

4.7 Examine resources and staffing to ensure alignment with strategic planning goals.

- The creation of a development officer will allow the Foundation to increase financial resources to support NASPA and to provide full-time support to the volunteer Board in this process.
- The Foundation Board is moving forward in addressing its own Strategic Plan and substantial progress has been made. The Plan was included in the July 2012 Foundation Report to the NASPA Board.