



**Cherry Callahan**  
**NASPA Foundation Board Chair Report**  
**June 2013**

## NASPA Board Action Items

None at this time

## NASPA Mission

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

## Leadership

### The NASPA Foundation

#### New Member Orientation

- The Foundation Board hosted its first New Board Member Orientation prior to the Foundation March Board meeting.
- The Foundation Board accepted the resignation of Pat Whitely, due to her new position as Chair-Elect for NASPA. Greg Boardman will fulfill the remainder of her term.
- Penny Rue, Eliseo “Cheo” Torres, Lori Reesor and Larry Roper began their service as new Foundation Board members.
- The Board has also developed an orientation and resource guide for new Board members. This is available for all Board members on the Foundation Portal site.

#### 40<sup>th</sup> Anniversary

- The Foundation celebrated its 40<sup>th</sup> anniversary at the NASPA Annual Conference in Orlando this year.
- Kathleen Cramer prepared a history of the Foundation to educate the membership of its origin and purpose as well as highlight the legacy established by John Blackburn.
- “Ask Me” buttons were ordered for the Foundation to raise awareness.
- The Foundation Board solicited donations in increments of \$40 from donors through a small campaign.

#### Development Director

- Amy Sajko was hired and started January 22 and works remotely in Prescott, AZ.

- Sajko has worked closely with DonorPerfect, the Foundation donor database to complete a full analysis of all of the Foundation donor records and analyze how to best use the software to process payments.
- To increase support of the Foundation (and therefore, NASPA), she developed a strategy and presented to Cherry Callahan and Kevin Kruger.
- An internal review of Foundation policies and procedures was conducted and presented to the Foundation Board.
- To keep the Foundation and NASPA Executive committee aware of new donors, Sajko implemented a monthly gift report.
- With the support of the Foundation Board, Sajko has begun to outline a potential 'ambassador' group, which will help promote the Foundation to young and mid-career professionals.
- Sajko also participated in the May conference call with the regional directors. At that time, she provided them with a history of the Foundation as well as shared initiatives of the Foundation and discussed some future goals as well (including the annual solicitation of all NASPA members and the 'ambassador' group).

#### Donor Relations

- To create a culture of annual giving, the Foundation Board approved the initiation of an Annual Fund.
- Nineteen new Diamond Club members, one President's Circle member and two new Foundation Circle members were recognized at the NASPA Annual Conference. This is the largest number of donors at these levels in recent history.
- In the past year, the Foundation has seen a 23.66% increase in the number of active donors and a 23.83% increase in the number of new donors.
- Foundation Board members have been provided a list of SSAOs from which they are identifying individuals to call in solicitation of a contribution at least at the Diamond Club level.
- Lapsed Diamond Club members (i.e., those who have not followed through on their pledge) are also being contacted. Some noted that they have not received regular reminders of their pledge. Amy Sajko is addressing this issue to insure that it does not continue to happen.

### **Foundation Awards**

#### Jim Rhatigan Conference Fellowship

- Four young professionals were awarded \$250 each to attend the NASPA Annual Conference – Laura Maki, Ijeoma Nwaogu, Mandi Schweitzer, and Denise Simpson. Each was awarded a check by James Rhatigan at the NASPA Foundation Awards Ceremony.
- This award is endowed by Jim Rhatigan. NASPA facilitated the advertising, submission and review process for this award.

#### Pillars of the Profession – Class of 2013

- The Pillar of the Profession program continues to be an important recognition and fundraising initiative for the NASPA foundation. This year, 12 Pillars were selected for the 2013 class:

Peg Blake  
Joe Buchanan  
Barbara Fienman  
Jill Halvaks  
Edward Hammond  
Shaun Harper  
Robert Kelly  
Robert Page  
Mary Skorheim  
Sharyn Slavin Miller  
James Studer  
Victor Yanitelli

- The fundraising minimum is \$2500 for each Pillar and Board liaisons work with other volunteers to meet or exceed this goal.
- \$45,174.64 was raised in conjunction with the 2013 Pillars class. This is the most ever raised to date.

#### John L. Blackburn Distinguished Pillar

- Jim Rhatigan was named the Distinguished Pillar of the year in recognition of his lifelong commitment to our profession.
- The Distinguished Pillar Award was renamed at the March 2013 Board meeting in honor of John L. Blackburn, Founder of the NASPA Foundation.

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

- 43 applications were received for the 2013 Melvene D. Hardee Dissertation-of-the-Year Award compared to 38 applications in 2012.
- Lucy LePeau, Indiana University, received the 2013 NASPA Hardee Dissertation-of-the-Year Award. Her dissertation chair was chaired by Dr. Susan R. Komives. Dr. LePeau presented her dissertation, *Academic Affairs and Student Affairs Partnerships Promoting Diversity Initiative on Campus: A Grounded Theory*, at the NASPA 2013 Conference in Orlando.
- Claire Kathleen Robbins, Virginia Tech, was the Runner-up for the 2013 NASPA Hardee Dissertation-of-the-Year Award. Her dissertation is titled, *Racial Consciousness, Identity, and Dissonance Among White Women in Student Affairs Graduate Programs*. Her dissertation was chaired by Dr. Susan R. Jones.

## Scholarship

“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.”

## **Research Grants**

- Applications for the Channing Briggs Small Grants are now being accepted for consideration by the Foundation Board at its September meeting. \$20,000 is allocated for these grants which are awarded in increments of \$5,000 or less twice a year. In conjunction with NUFP - NASPA Undergraduate Fellows Program, the NASPA Foundation is serving as the host fund for donations made to the NUFP Scholarship.

## **Professional Development**

## **Advocacy**

## NASPA Strategic Plan

*If your Advisory Board/Division/Journal has specific responsibilities or activities that pertain to the NASPA Strategic Plan, please include the goal and objective and a brief description of the activity since the last Board meeting.*

*You may also reference the NASPA Mission report where the activity is described in detail above.*

### 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 large and small 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.

- With the creation and support of the Channing Briggs Small Grants and Large Grant opportunities, this helps facilitate and support research on the impact of student affairs.

1.3 Tighten and align the connections among theory, research, and practice.

1.4 Enhance skills and provide tools to conduct student affairs program reviews in support of best practice and institutional effectiveness.

### 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.

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 NASPA Foundation will launch an annual campaign in the coming fiscal year.
  - Maintaining current donor records and relationships will also help increase the sources of revenue for NASPA due to the drive of the NASPA Foundation.
- 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.
  - With the support of NASPA Social Media Coordinator, the Foundation has created a personal hashtag, #NASPAgives to create awareness via Twitter and Facebook.
- 4.5 Strengthen NASPA's contributions to student affairs graduate preparation programs.
  - The creation of the Jim Rhatigan Fellowships allows four graduate students to attend the NASPA Annual Conference and increase knowledge of NASPA and student affairs.
- 4.6 Ensure the participation and inclusion of NASPA's members in leadership and governance.
  - Sajko is preparing the Ambassador group and will reach out to current NASPA members who support the Foundation to participate in this leadership opportunity.
- 4.7 Examine resources and staffing to ensure alignment with strategic planning goals.