



NASPA[®]

Region III

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Director, NASPA Region III

Report for the July 2019 Board of Directors Meeting

June 21, 2019

Requested Board Action Items

None at this time.

Professional Development and Engagement

NASPA Region II & III Joint Symposium: On Common Ground

June 5-7, 2019 ♦ Omni Shoreham, Washington, DC

- Over 450 participants attended. Highlights of the meeting include:
 - Keynotes by Dr. Kevin Kruger and the creator of NPR's Storycorps,
 - Graduate assistant and new professional pre-conference and mentorship program, and a
 - Senior Student Affairs Officers track
- Both regions learned quite a bit about ways to approach their individual conferences differently. Both regions are working together to determine the financial outcome of the meeting.
- Marketing team was created for the Region III Summer Conference and Symposium with Region II, led by Peggy Crowe (Region III) and Jonathan Freifeld (Region II).
- Public Policy Update Session
 - 25 Participants
 - 1 Session sharing highlights from the most recent legislative actions taken nationally and at the state-level
 - Krista Saleet, Region II PPD Representative; Heidi Leming Region III PPD Representative

MMI 2019

May 21-25, 2019, Mississippi State University

- With Georj Lewis transitioning into his new role, Becky Spurlock – University of the South, will transition into the director role in 2020. She shadowed Georj at this year's institute. Executive Board voted to endorse their candidacy.
- 48 Participants, 7 faculty and 5 guest faculty

- 4 Faculty Panels
- 14 Professional Development Sessions
- 6 Hours of the Institute devoted to personal development through one on one meetings with Faculty Mentors

NPI 2019

June 8-13, 2019 ♦ UNC-Charlotte

- Income: \$59,680
- Expenses: \$46,000 (approximate)
- 9 Coming Together: Mentor/ Mentee Groups & Faculty Conversations
- 13 General Sessions:
 - Getting the Most out of NPI
 - Because no one told you so: Things all good student affairs professionals need to know about enrollment management.
 - Career and Life Planning: Finding Balance to Function at Your Best and Lead by Example
 - Panel discussion: Professional Involvement
 - Expect the Unexpected: The Hard Truth about the work we do
 - The art and science of effective leadership and career management as a newer professional
 - Diversity & Inclusion Journey: Exploring Self, Others, and Our Environment(s) to Foster Growth as a New Professional
 - It takes a Village: Navigating Effective Mentoring
 - Know when to hold em', Know when to fold 'em....: Conflict and civility for new professionals.
 - Exposing the Imposter: Strategies to Recognize & Manage the Imposter Syndrome
 - Student Affairs- What a President Expects
 - A Primer for understanding and navigating campus political dimensions as a new student affairs administrator
 - Movin' On Up: Transitioning to Supervisory and Administrative Roles in Student Affairs
- 83 Participants
 - 62-different Institutions
 - 2- Alabama
 - 1 – District of Columbia
 - 7- Florida
 - 12-Georgia
 - 2- Kentucky
 - 6- Louisiana
 - 5- Mississippi
 - 13- North Carolina
 - 1 – Ohio
 - 9 – South Carolina
 - 6- Tennessee
 - 17- Texas

- 2- Virginia

2019 NASPA-SC Drive-In Conference

May 17, 2019 ◊ Furman University

- 88 participants (32 NASPA members; 55 Non-NASPA members)
- 24 institutions across 3 states (SC, NC, GA)
- 2 sponsors (Maxient and Sodexo)
- Profit of approximately \$525
- Positive feedback on post-conference survey

March 2019 – July 2019 Activities

- Monthly Public Policy Newsletter for March 2019, April 2019, May 2019, and June 2019 were sent to Region III members.
- NASPA-FL Board Reorganization has been ongoing
 - Phase I positions – Chairs – have been filled
 - Phase II positions
 - Applications have been open in Volunteer Central and interviews will begin shortly
- NASPA-VA Board reorganization has begun. An email going out the student affairs listserv will go out by the end of June recruiting for volunteer positions.
- NASPA-GA
 - By the end of June 2019, board positions will be developed and posted
 - Emails will be going out to notify GA members
 - Selections of positions anticipated by the end of July 2019
- NASPA-MS State Awards
 - Held state-wide awards nominations process May-June
 - Still in process of reviewing nominations
- NASPA Region III Awards
 - Awarded a total of 13 awards at the NASPA Region II and III Joint Symposium, United: On Common Ground
 - Inaugural award this year for our region was the HBCU/MSI Student Affairs Professional award that went to Dr. Angela Coleman, Vice-Chancellor for Student Affairs at North Carolina Central University
- NPI 2020-21 Director
 - Terry Mena, Lamar University
 - Board voted to endorse their candidacy.
- NPI 2020-21 Host Site Applicants
 - Three proposals in total. Under committee review currently.
 - East Carolina University
 - Texas Woman's University
 - University of Southern Mississippi

- Summer Symposium 2020
 - Swan & Dolphin Resort at Disney in Orlando – June 9-13, 2020
 - Peggy Crowe and Jim Settle will be co-chairing.
- Summer Symposium 2021 & 2022
 - Just began the process of soliciting bids for both 2021 and 2022
- 2019 NASPA-FL Drive-In Conference
 - September 26, 2019 – September 27, 2019 ◊ University of South Florida, Tampa, FL
 - Registration Opens Soon
 - Call for Programs Opens Soon
- Knowledge Communities
 - Matthew Clifford stepped down from the position of Region III Knowledge Community Co-Coordinator, as he assumed the position of NASPA Knowledge Communities Director. The Region III Board has elected to not fill the position.
 - For the summer symposium, partnered with Region II to educate attendees on the value of knowledge communities, the process to join a KC, and vacant leadership positions.
 - Hosted a social for knowledge communities at the Summer Symposium, in conjunction with Region II.
 - Provided training and support to the new regional representatives.
- Communications and Website Development
 - Facebook
 - 2,088 followers
 - Highest reaching posts:
 - 1.1k: Save the Date for 2020 Region III Summer Symposium
 - 10k: Region III Award Recipient announcements
 - 1k: Ellen Neufeldt’s Managing Up, Down, and All Around Free Course in NASPA Learning Exchange
 - Twitter
 - 2,702 followers
 - Instagram
 - 749 followers
 - 9,975 impressions
 - Audience Insights and Demographics
 - 55% of followers fall in the 25-34 age range
 - 64% of followers are women and 36% are men
 - Most people are engaging between 6 and 9pm across all days
- NASPA web-form was created for streamlining communications/website requests: http://apps.naspa.org/cfp/evt_frm_user.cfm?event_id=1172.
- Event/website request form was updated: http://apps.naspa.org/cfp/evt_frm_user.cfm?event_id=316.

- Communications/IT Team positions were posted on Volunteer Central, resulting in the selection of two graduate students from the Region who will assist with social media and website development: Lilly Plascencia and Paige Jenkins.

STRATEGIC PLANNING ALIGNMENT

Professional Development and Engagement

Provide exceptional education and volunteer engagement that prepare members to lead on current and future issues in higher education.

NASPA will...

- ❖ Develop, implement, and evaluate accessible professional development and networking opportunities that address current and emerging issues for all career levels.
 1. *NASPA- MS and NASPA-LA will partner to again host a summer webinar series on current topics and trends such as bridging the gap between academics and student affairs, supervision best practices, and helping students in crisis.*
 2. *2019 NASPA-FL Drive-In Conference - Increase numbers by 10% over 2018 attendance*
 3. *The implementation of a Professional Development Chair position on the NASPA-FL Board will result in the creation of accessible networking events in regions throughout the state of Florida.*
 4. *NASPA-SC is in the process of picking date and location for its next drive-in conference (May 2020). Will rotate between institutional member campuses.*
 5. *Distributed materials to promote knowledge community membership and leadership positions at the Summer Symposium.*
 6. *Hosted a social at the Summer Symposium for current and potential members of knowledge communities.*
 7. *Hosted two networking socials at Summer Symposium for current board members (volunteers).*
 8. *NASPA-VA has partnered with VACHOU (Virginia Housing Officers) to plan and implement the Virginia Student Services Conference in November 2019.*
 9. *Hosted a webinar featuring Dr. Ellen Neufeldt about managing across the institutions. Several hundred professionals participated.*
 10. *Upon selection of board, NASPA-GA will look at ways to provide development opportunities for graduate students within the state*
- ❖ Foster and promote volunteer engagement that enhances effective professional practice and pathways to leadership.
 1. *Beginning June 2019, Region 3 will be hosting a regional level of the SERVE Academy to conclude at SS 2020.*
 2. *Seventy-three members representing 10 states from our Region, served as volunteers to review nominations for the Region III awards this year*
 3. *NASPA-FL will promote open positions on the reorganized State Board to encourage volunteerism at the committee member and leadership levels*
 4. *NASPA-SC will engage 12 individuals from 5 institutions in volunteer roles and received multiple requests post conference from individuals seeking to get engaged as volunteers.*

❖ Extend the value of NASPA membership to a wider network of higher education professionals and partners.

1. *The Membership Engagement Chair for NASPA-FL will work to increase membership of professionals from State Colleges and HBCU institutions by 10%.*
2. *NASPA-SC social media will highlight conference sessions presented by South Carolina members at national conference and SACSA/Region III conference*

Equity, Inclusion, and Social Justice

March 2019 – July 2019 Activities

STRATEGIC PLANNING ALIGNMENT

Equity, Inclusion, and Social Justice

Invest in and advocate for equitable and inclusive practices that promote socially just communities.

NASPA will...

- ❖ Open pathways throughout the Association and the student affairs profession for equity-seeking, historically minoritized, and marginalized communities.
1. *NASPA-SC assistant director will serve as liaison to NASAP institutions within the state (Voorhees and Claflin, HBCUs)*
 2. *The HBCU Division Chair is focusing on supporting the SACSA with NASPA Region III Conference with proposals for HBCU space.*
 3. *The Region would like to host an HBCU NASPA Region III reception at SACSA and NASPA 2020 Austin.*
 4. *The HBCU Division Chair is working on getting more HBCUs to get memberships and involved.*
 5. *NASAP updated agreement and talked about hosting a reception at NASAP or NASPA Conference together.*
 6. *NASPA-GA board positions will include members-at-large for HBCUs, Technical Colleges, Small/Mid-Size colleges to increase representation, volunteerism and involvement within the state and region III.*

Research and Scholarship

March 2019 – July 2019 Activities

Awarded five regional grants for \$1,000 each to the following individuals:

- Crystal Garcia, Ph.D. - Auburn University - "Exploring the Role of Culturally Based Fraternities and Sororities as Spaces of Activism for Students of Color at Predominantly White Institutions"

- Aoi Yamanaka, Ph.D. & Graziella McCarron, Ph.D. - George Mason University - "Examining the Role of Experiential Learning in Evolving Students' Social Justice and Human Rights Awareness"
- Dena Kniess, Ph.D, University of West Georgia & Amy French, Ph.D., Indiana State University - "A Comparative Case Analysis of Student Affairs Graduate Program Curricular Outcomes and Competency Development"
- Jason Wallace, M.Ed., University of Georgia - "Exploring the Terminal Educational Journey of Black First Generation Doctoral Recipients"
- Justin Jeffrey, Ph.D., Ben Cecil, & Beate Brunow, Ph.D., University of Georgia - "International Student Engagement: Gaps and Opportunities in Internationalizing Student Affairs"

STRATEGIC PLANNING ALIGNMENT

Research and Scholarship

Generate research and scholarship that advance evidence-based, emergent, and equitable practices.

NASPA will...

❖ Create and foster interdisciplinary strategic partnerships to advance a data-informed research and practice agenda.

1. See above.

❖ Invest in and promote a scholar-practitioner identity and mindset within the student affairs profession.

1. See above.