



Shana Warkentine Meyer
NASPA IV-W Regional Director
Report for the July 2019 Board of Directors Meeting
Submitted July 3, 2019

Requested Board Action Items

None at this time.

Professional Development and Engagement

Every Student Counts Conference

April 12, 2019 ◊ Arkansas Tech University Campus, Russellville, Arkansas

- 315 attendees
- New Member Orientation, June 13, 2019 (14 attended)
- This conference provided an opportunity for student affairs administrators, academic affairs administrators, faculty members, graduate students, and other key stakeholders from across Arkansas and the surrounding region to discuss promising practices in the areas of student persistence, retention, success, and first-generation student excellence.
- The conference featured two tracks of educational programming: a track dedicated to Student Persistence and Retention and a track dedicated to First-Generation Student Excellence.
- Keynote Speaker Kimberlie Moock

Region IV-W Summer Board Meeting

June 12-14, 2019 ◊ Holiday Inn, Fargo; Fargo, ND

- 45 Board members, 12 conference committee members
- New Member Orientation, June 13, 2019 (14 attended)

March 2019 – July 2019 Activities

Regional Director-Shana Meyer

The Region IV-W Conference Committee & Advisory Board met for strategic planning and information sharing at our annual summer board meeting, June 12-14 in Fargo, ND.

NASPA's vision is "Fulfilling the promise of higher education." Our mission states: "As the leading voice of student affairs, NASPA drives innovation and evidence-based, student-centered practice throughout higher education, nationally and globally." The four strategic goals the Board focused on are: Advocacy for Student Success; Equity, Inclusion & Social Justice; Research & Scholarship; and Professional Development & Engagement.

Our board members are thoughtful, inspiring, and student-centered. Just a sampling of some of our philosophical discussions that served as a foundation to our strategic planning:

- Conversations on the definition of "student success." Is it simply graduation or is it a metric of student development, whether or not they graduate? How do we measure finding one's place in the world—whether it is within an institution of higher education, in the labor force, or defined in another way?
- Discussions about the cost of higher education. How we can make higher education more affordable? A focus on alumni was also discussed. We cannot talk about the cost of higher education without talking about the impact of student loans after students graduate or leave college. How do we continue to advocate for these former students, and not just our current, enrolled population?
- Brainstorming about opportunities to leverage partnerships with other associations. We'd like to continue to work alongside our colleagues to further develop and discover best practices.
- Thinking about the role of student affairs professionals as "higher education" professionals, working alongside our faculty. We'd like to become better partners to our institutions with graduate programs.
- Considering ways NASPA can improve institutions, student learning, development, and success—as well as how these ideas can be part of our ongoing tactics toward achieving the goals set within the association's strategic plan.

At the end of our discussions, each Board member created at least one goal to advance their position on the Board toward the strategic plan goals. These goals will be compiled, with a focus on common threads to develop our region's strategic plan, which will be incorporated into future Board reports.

One of the biggest discussions of the Board meeting was the Board's fiduciary responsibility in building a budget. Maintaining low conference rates and determining how to do so was a key discussion point, as well as the feasibility of conference scholarships. We also discussed the importance of historical budgetary expenditures and if they are necessary for the future. Rudy Trejo, our Corporate Sponsors liaison, led a discussion on how board members might assist in the search for corporate partners who may assist in achieving regional budgetary goals through their financial donations and sponsorships.

Other items of note:

- The Region achieved our NASPA Foundation donation and donor goals! A large THANK YOU to all the members of the region who made a donation.

- The Regional SERVE Academy is in its third cohort. This project was a Regional Director initiative, and with my term ending in March, there was discussion if the Regional Academy should consider. In a straw poll, there was overwhelming support of the program. I will create legislation to be presented at the fall regional conference to continue to program under our next RD's leadership (Teresa Clouch, Fort Hays State University, Kansas).
- Registration for the fall conference and the New Professionals Institute is LIVE!

Region IV-W SERVE Academy – Brett Bruner

The NASPA IV-West Regional SERVE (**S**upporting, **E**xpanding, and **R**ecruiting **V**olunteer **E**xcellence) Program is mirrored from the NASPA National SERVE Academy. It is our role as an Association to help our members feel a connection to the region and Association, a sense of belonging, and purpose for your membership. This Region IV-West SERVE Program engages NASPA Region IV-West members at all levels (graduate students, new professionals, mid-level professionals, senior-level professionals, and faculty members) in a cohort experience of learning about NASPA and Region IV-West, connecting with a seasoned NASPA Region IV-West volunteer leader as a mentor, and developing and implementing a cohort project that will give back to the Region in support of a strategic priority. The Region IV-West SERVE participants will meet monthly via Zoom from December through September to learn more about NASPA and Region IV-West and then design & implement a project as a cohort to better NASPA Region IV-West.

The following were selected as members of the 2019-2020 cohort, along with their assigned mentor:

- Keidron Dotson, Director of Enrollment Services at Tulsa Community College. Keidron will be mentored by Dr. Brad Patterson, Vice President for Student Affairs & Student Success at Henderson State University.
- Dr. Bruce Douglas, Coordinator of Student Engagement at Cloud County Community College. Dr. Douglas will be mentored by John Fincher, Assistant Vice President for Division Operations at the University of Central Arkansas.
- Aaron Flynn, Assistant Director of the Memorial Union Facilities & Operations at the University of North Dakota. Aaron will be mentored by Josh Maples, Assistant Director of Residential Life at Missouri Western State University.
- Hayley Hull, Senior Academic Advisor at Aims Community College. Hayley will be mentored by Kasey Steele, Director of Student Life at Tulsa Community College-Northeast Campus.
- Binaya Joshi, Application Administrator at Creighton University. Binaya will be mentored by Dr. Vince Bowhay, Director of Career Development at Missouri Western State University.
- Chelsea Lairamore, Coordinator of Student Leadership at Arkansas Tech University. Chelsea will be mentored by Danielle Bristow, Assistant Dean for Academic Affairs for the Brown School at Washington University in St. Louis.
- Kristeena LaRoue, Associate Director of the Disability Resource Center & the Access Technology Center at Missouri State University. Kristeena will be mentored by Amy Pennington, Associate Vice President for Student Affairs/Dean of Students & Title IX Coordinator at Arkansas Tech University.
- Stephanie Martensen, Assistant Director of Counseling Services at Missouri University of Science & Technology. Stephanie will be mentored by Dr. Heather French, Vice President for Student Affairs at St. Louis College of Pharmacy.

- Bobbi Muehlenkamp, Area Director for Learning Commons at Mid-Plains Community College. Bobbi will be mentored by Alyssa Wendel, Academic Advisor at Kansas State University-Polytechnic.
- Dr. Veronika Salazar, Assistant Vice President for Student Engagement at Henderson State University. Dr. Salazar will be mentored by Dr. Lois Flagstad, Vice President for Enrollment & Student Affairs at Black Hills State University.
- Shannon Schwaebler, Director of Career Services at Northeastern State University. Shannon will be mentored by Amy Long Schell, Associate Director of the Student Involvement & Leadership Center at the University of Kansas.
- Megan Speck, Student Support Services Manager for the College of Pharmacy at the University of New Mexico. Megan will be mentored by Dr. Precious Porras, Assistant Vice Provost for Diversity & Equity/Director of Multicultural Affairs at the University of Kansas.
- Jennifer Sprague, Executive Assistant to the Vice Provost for Student Affairs at the University of Kansas. Jennifer will be mentored by Jennifer McDannold, Coordinator of Student Orientation & Transitions at the University of Arkansas at Little Rock.
- Thomas Strahan, Coordinator of Fraternity & Sorority Life at Arkansas Tech University. Thomas will be mentored by Dr. John Howe, Associate Dean of Students at the University of South Dakota.
- Renelle Theard, Academic Coach at the University of Missouri-St. Louis. Renelle will be mentored by Sabrina Wienholtz, Director of Student Clubs, Organizations, & Leadership at the University of Colorado-Colorado Springs.

Membership Coordinator – Alyssa Wendel

- State membership coordinators participated in institutional lapsed membership calls. 12 institutions lapsed.
- Membership Coordinator and State Membership Coordinators meet monthly via Zoom to provide updates, check-in with each other, and discuss new ideas to engage members.
- State Membership Coordinators have collaborated to produce an opinion piece for each monthly regional newsletter.
- Membership Coordinator worked to fill vacant State Membership Coordinator positions.
- All state membership coordinators post regularly to their state Facebook page to share issues within their state, important NASPA regional and national announcements, professional development articles and research.

Professional Standards– Keegan Nichols

The Professional Standards Team Members are:

- Patrick Bussiere; pbussiere96@gmail.com; Graduate Student Representative
- Amy Pennington; apennington@atu.edu; Research Coordinator
- Dr. Brett Bruner; blbruner@fhsu.edu; Public Policy Division Chair
- Dr. Heather French; Heather.French@stlcop.edu; Small Colleges and Universities Chair
- Dr. Jim Williams; jwilliam@emporia.edu; Senior Student Affairs Representative
- Aaliyah Moore; amoore71@atu.edu; NUFP Chair
- Dr. Michele Smith; MDSmith@missouristate.edu; Faculty Liaison
- Richard Monroe; Richard.Monroe@mckc.edu; Community College Representative
- Position currently vacant; NUFP Undergraduate Student

Professional Standards

- Filled all board positions.
- Meeting as Professional Standards National Team in July
- Reviewing idea for competency awards and credentials at conference
- Monthly Professional Standards Group meetings for Region IV-W team are scheduled.

Small Colleges and Universities

- Attended SCU Division Zoom Call, and the second is scheduled for late July.
- Proposed promoting SCU's via social media by conducting social media "takeovers," that would feature Board members from SCU's around the country highlighting "a day in the life of..." on their campuses.
- Sent email communication to senior leaders at Region IV-W SCU's to introduce myself, encourage involvement in NASPA and the region, and ask their input on how the SCU Division can support them.
- Crowd-sourced for information on blog topics that would be of interest to SCU professionals.

Senior Student Affairs Representative

- Working on finalizing the "in conference" workshop for the SSAO/AVPs at the Fargo Conference – Focus on using regional resources.
- Secured the Graduate Rep for the Advisory Board.
- Updating Data Base for SSAO Contact and AVP contact.

Public Policy Division

- I am working with the Regional SSAO Representative to add a Public Policy Update into the SSAO/AVP Institute for the Regional Conference in Fargo.

Research Coordinator

- The NASPA IVW Research Grant review committee was pleased to receive 7 quality applications for the 2018-19 award, each proposing interesting and important research that will move the knowledge of the profession forward.
- The selection of the committee was Dr. Patty Witkowsky for her project titled, *Experiences of Post-Traditional Students in Intergenerational Student Affairs Preparation Programs*. Dr. Witkowsky plans to present her research findings at the 2020 regional conference in Chicago.

Coordinator for Regional Finances-Lori Lander

- The 2019 IV-West conference budget is set, and attendance (300) and fiscal goals (revenue \$73,060) have been determined. Women's Words of Wisdom event and the New Professional Institute will be self-sustaining. The conference committee is expected to return \$4,000 in revenue to the regional budget.
- The 2019 IV-West regional budget was approved at the summer advisory board meeting at \$42,064 in both revenue and expenses.
- Rudy Trejo, corporate sponsor liaison will be sending out a membership survey to determine which campuses are seeking to purchase products/contracts with vendors and how to develop a stronger shared experience between administrators and vendors.
- The IV-West Foundation Ambassadors, David Adams and Mary Alice Serafini were successful in achieving both the donor count of 100 and the contribution amount of \$18k.

- Jerrid Freeman, the new foundation ambassador with work with Mary Alice Serafini to accomplish the same goals for this next year. They have already started to identify the strategies for success.

Communications-Shannon Breske

- Monthly newsletters highlight all areas of the NASPA IV-W region. A total of five newsletters were created and sent to 1200+ members each month. With each newsletter, individual blogs are created and posted on our NASPA IV-W region. A total of 30 individual blogs were created for our region.
- David Murphy, Social Media Coordinator, continues to increase social media outreach for the following platforms:
 - Facebook (1,030 followers)
 - Twitter (1,286 followers)
 - LinkedIn (58 members)
 - Instagram account (264 followers)

Knowledge Community Co-Coordinator: Amy Sellers & Vince Bowhay

Recruiting/Filling KC Rep positions

- We have 4 open KC Positions to fill, and have reached out to the appropriate National Chairs to fill the following open KC Positions:
 - Assessment, Evaluation, & Research
 - Sexual & Relationship Violence Prevention, Education & Response
 - Spirituality & Religion in Higher Education
 - Student Affairs Fundraising & External Relations
- Vincent Bowhay and Amy Sellers attend the quarterly National KC Co-Coordinator Zoom Meetings.
- Vincent Bowhay and Amy Sellers attend the regular KC Co-Coordinator and KC National Chair Joint Zoom Meetings in order to learn new happenings in the KC World, and network with the KC National Chairs.

KC Rep Engagement

- Committee Chairs have been chosen for the following KC Representative Engagement:
Professional Development: Jessica Neumann Barraclough; KC Trivia Night: Danielle Bristow; KC Mini Sessions: PJ Martinez

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. *2019 Region IV-W Conference – Partner with Region IV-E to market our respective conferences to members in the others’ region.*
2. *Critical Conversations will host a webinar session in July*
3. *Applications for the next Critical Conversations drive-in conference are due September 30, 2019 (<https://www.naspa.org/constituent-groups/regions/region-four-west/initiatives>)*
4. *Readjust the focus of state membership position(s) and create more opportunities for more connections and professional development at the state level (i.e. state drive-in meetings, Zoom conference calls). (Alyssa Wendel, IVW Membership Coordinator)*
5. *Redesign our social media plans from individual state Facebook pages to utilizing a centralized one (i.e. Region IV-West) to create a space for members to ‘idea bounce; and connect with other members around topic(s). (Alyssa Wendel, IVW Membership Coordinator)*
6. *Define roles with Knowledge Communities and State Membership to collaborate with state conferences, webinars, recruiting efforts. (Alyssa Wendel, IVW Membership Coordinator)*
7. *Create small group dialogue and idea sharing opportunities to encourage sense of belonging and knowledge sharing. (Alyssa Wendel, IVW Membership Coordinator)*
8. *Begin planning for Community College pre-conference sessions at the 2019 fall regional joint conference (Richard Monroe, IVW Community Colleges Rep)*
9. *Critical Conversations sponsored the Every Student Counts Conference on April 12, 2019, donating funds as co-sponsorship. (Shannon Breske, IVW Communications)*
10. *Promote all Knowledge Community related drive-ins, webinars, and conference proposals through our various social media and professional outlets. (Amy Sellers & Vince Bowhay, IVW KC Co-Coordinators)*
11. *Submit program proposals to advertise Knowledge Communities to our broader IV-West audience. (Amy Sellers & Vince Bowhay, IVW KC Co-Coordinators)*

❖ Foster and promote volunteer engagement that enhances effective professional practice and pathways to leadership.

1. *Ongoing Regional Advisory Board Onboarding (14 attended) – The goal is to improve understanding of the policies and procedures and to improve satisfaction of the members. Data will be gathered to demonstrate progress. (David Adams, IVW Secretary)*
2. *Developed How-To-Guide for New Advisory Board Members. Collaborated with the Assistant to the Regional Director on developing a guide with common questions/answers of policies and procedures. (David Adams, IVW Secretary)*
3. *Regional SERVE Academy (Brett Bruner, IVW Regional SERVE Academy Chair)*
4. *Hosting the Knowledge Community Trivia Night at the fall regional conference (Amy Sellers & Vince Bowhay, IVW Knowledge Community Co-Chairs)*
5. *Share testimonials for current NASPA members to express how NASPA has helped them beyond their specific area of expertise to demonstrate the diversity of the NASPA membership, specifically within Region IV-West. (Alyssa Wendel, IVW Membership Coordinator)*
6. *Partner with Graduate KC and NASPA to support Graduate Associate Programs in the region. (Alyssa Wendel, IVW Membership Coordinator)*
7. *Assigned competencies to each board position as starting place; presented position descriptions to all Regional Advisory Board members and had them review competencies and their position descriptions. (Keegan Nichols, IVW Professional Standards & Brett Bruner, IVW Public Policy)*

8. *Encourage seasoned Knowledge Community representatives to mentor newly appointed representatives within their first 90 days of appointment. (Amy Sellers & Vince Bowhay, IVW KC Co-Coordinators)*
9. *Identify broad volunteer opportunities within the region and national constituencies and encourage Knowledge Community Representatives to apply. (Amy Sellers & Vince Bowhay, IVW KC Co-Coordinators)*
10. *Use Knowledge Community social media pages to encourage new individuals to apply to IV-West openings in Volunteer Central. (Amy Sellers & Vince Bowhay, IVW KC Co-Coordinators)*

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

1. *2019 Region IV-W Precon, New Professionals' Institute*
2. *Regional membership coordinator assisted with institutional membership calls (Alyssa Wendel, IVW Membership Coordinator)*
3. *Submit a program proposal at IV-West that covers the volunteer opportunities with Knowledge Communities in the region. (Amy Sellers & Vince Bowhay, IVW KC Co-Coordinators)*
4. *Provide printed materials members can take back to their campuses to encourage engagement. (Amy Sellers & Vince Bowhay, IVW KC Co-Coordinators)*

Equity, Inclusion, and Social Justice

March 2019 – July 2019 Activities

Membership Coordinator – Alyssa Wendel

- Continue to recruit new members throughout the higher education profession through intentional reach out with states, institutions, and members.

Knowledge Communities – Amy Sellers & Vince Bowhay

- Travis Tucker, Gender and Sexuality Knowledge Community Representative, assisted in the planning of the Stonewall 50th anniversary commemoration at the 2019 NASPA Annual Conference.

STRATEGIC PLANNING ALIGNMENT

Equity, Inclusion, and Social Justice

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

NASPA will...

- ❖ Strengthen capacity in all professional roles to recognize, challenge, and dismantle systemic barriers to improve post-secondary access and achievement.

1. *Explore the option of graduate cost for membership or more equitable approach to covering costs. (Alyssa Wendel, IVW Membership Coordinator)*

❖ Open pathways throughout the Association and the student affairs profession for equity-seeking, historically minoritized, and marginalized communities.

1. *Member At Large position researched how other regions are utilizing their member at large position to see how Region IV-West can develop and implement the position for areas not being met. (Molly Pierson, IVW Member at Large)*
2. *The NUFPP Coordinator participated in three application review cycles for selecting NUFPP fellows for Region IV-W. Currently there are 30 NUFPP fellows participating from Region IV-W. (Aaliyah Moore, IVW NUFPP Coordinator)*
3. *The AAKC held a networking event in partnership with the Southern Association of Colleges & Employers-Diversity Committee in Tulsa, OK in May. There were 20 attendees, representing 5 academic institutions (University of Tulsa, Tulsa Community College, Tulsa Technology Center, Tulsa Public Schools, Langston University) & 3 agencies (Oklahoma State Department of Education, Black Wall Street Chamber of Commerce, Workforce Tulsa). (Michael Harris, AAKC Rep)*

Advocacy for Student Success

March 2019 – July 2019 Activities

Membership Coordinator – Alyssa Wendel

- Membership Coordinator wrote a blog for the monthly newsletter to recruit Graduate Associate Program participation within Region IV-West.

Knowledge Communities – Amy Sellers & Vince Bowhay

- *From Non-traditional to Post-traditional Student Success: Policy and Practice Changes* by Jared Cook, Doctoral Student – University of South Dakota (Adult Learners and Students with Children Knowledge Community Representative) & Nathan Williams, Doctoral Student – University of South Dakota (2019 Knowledge Community Publication).
- *Hard Liquor Bans and Hazing Prevention Awareness: The Current Fraternal Movement Trends* by Laura Anderton, Director of Sorority/Fraternity Life & Leadership – University of South Dakota (Fraternity & Sorority Knowledge Community Representative) & Kayla Garrett, Live-In Fraternity Graduate Assistant – University of South Dakota (2019 Knowledge Community Publication).
- *The Thriving Culture of Trans* Oppression across College Campuses* by Jessica Henault, Graduate Research Assistant – Kansas State University (2019 Knowledge Community Publication – sponsored by the Gender and Sexuality Knowledge Community).
- *The Perceived Role of Parents and Family Members of First-Generation College Students on Transition* by Brett Bruner, Dean of Student Engagement – Arkansas Tech University (Advisory Board Member) & Keegan Nichols, Vice President for Student Affairs – Arkansas Tech University (Advisory Board Member).

- Olt, P. A. (2019). A review of Congress and U.S. Veterans: From GI Bill to the VA Crisis. *Journal of Veterans Studies*, 4(2). Retrieved from <https://journal-veterans-studies.org/articles/abstract/107/>.

STRATEGIC PLANNING ALIGNMENT

Advocacy for Student Success

Advocate to support student learning and success.

NASPA will...

❖ Center student learning, development, and success as core outcomes of higher education.

1. *Develop opportunities to connect undergraduate and graduate students to higher education professionals to help support and understand NASPA and higher education. (Alyssa Wendel, IVW Membership Coordinator)*

Research and Scholarship

March 2019 – July 2019 Activities

Professional Standards / Research Coordinator – Amy Pennington

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STRATEGIC PLANNING ALIGNMENT

Research and Scholarship

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

NASPA will...

❖ Develop innovative models to support the creation and recognition of exemplary research and scholarship.

1. *NASPA IV-W is committed to supporting research in the region. Applications will be reviewed by the Research Coordinator, Regional Director, SSAO Liaison, and the Assessment, Evaluation, & Research Knowledge Community Region Representative. Funds may be awarded to one or several research projects based upon a review of the applications.*