



Brian McCoy, 2013 Annual Conference
Report for the 2013 March Board of Directors Meeting
February 2013

Since July 2011, the NASPA 2013 Conference Planning Committee has been working energetically to plan and deliver an exceptional professional development experience to the NASPA membership in March 2013 in Orlando. With the Annual Conference only a few weeks away, we are confident that this goal will be accomplished.

The vision and charge from NASPA Board Chair, Levester Johnson, was to think about how we can incorporate innovation into every aspect of our Conference planning, making sure we use social media and technology to translate our scholarship and practice into a meaningful professional development experience for our Conference participants. To that end, the Annual Conference will feature a comprehensive educational program that emphasizes NASPA's strategic initiatives of sustainability, technology, and international globalization as well as our Professional Competencies. With over 460 pre-conference and conference educational sessions, we are sure to deliver a quality experience to participants. An array of select speakers will feature a unique and special kickoff with our opening speaker, Dustin Lance Black, followed by Victor Pineda, Diane Dean and Art Levine, Bryan Alexander, a distinguished panel of educators celebrating the 50th anniversary of Martin Luther King, Jr.'s historic "I Have a Dream" speech, and conclude with Sekou. The topics and issues addressed by these inspiring individuals will encourage our members to think beyond traditional boundaries that drive our work and consider innovative approaches to student learning and our own personal and professional development.

New innovation will be demonstrated throughout the Conference. To represent our attention to sustainability we have reduced the size of the Program Booklet. This year, program abstracts will not be included in this document but will be downloadable from the Conference website. Additionally, in response to previous Conference evaluations about Regional Receptions, we have consulted with our Regional Directors to create an entertaining way for NASPA's regions to come together separately, yet encouraging regional interactions.

The new concept of Random Spaces of Coolness will take advantage of the many open spaces throughout the Conference Center where individuals will be able to experience unique information-sharing, networking, and entertainment activities. The Social Media Hub that will provide learning

opportunities for those new to social media as well as a central gathering space for those looking for technological interaction. “Dueling the Night Away” will be a unique entertainment experience that will replace the NASPA Talent Show. In recognition of the many institutions of higher education that are represented by NASPA, we will encourage participants to contribute to our NASPA Swag Swap, giving members the opportunity to acquire “swag” from another institution.

The Local Arrangements Sub-committee has thought creatively about how to deliver Orlando to our Conference participants in a way that will be “magical.” The Marriott World is a spectacular venue that will allow Conference attendees to enjoy numerous recreational activities. Additionally, participants should expect a robust and entertaining Opening Reception around the facility pool, a diverse array of off-site activities throughout the Conference that include tours of neighboring college campuses, visits to Downtown Disney locales, and other Orlando entertainment spots. And, to demonstrate our acknowledgement of the Orlando community in need, our on-site community service activity will support Clean the World.

From an “enrollment” perspective, Conference registrations have exceeded our numbers from 2012. Currently, Conference registrations are running 10% ahead of 2012 and 17% of 2011 numbers. In terms of The Placement Exchange, although we are tracking a flat enrollment of candidates and trailing behind in terms of tables, we have 18% more positions available than we had in 2012. And, very important to our revenue generation, we have been successful in selling Exhibit Hall space and securing sponsorships for our many signature events and locations. With a few weeks left before the opening of the Conference, it is expected that these numbers will continue to improve leading to financially healthy Conference experience for the Association.

It has been a privilege for the 2013 Conference Planning Committee to work together to brainstorm, plan, and deliver an innovative professional development experience for our colleagues from around the world. We have worked hard to meet Chair Johnson’s challenge of offering an educational program that demonstrates that we can be **Bold Without Boundaries** in supporting NASPA’s guiding principles and reflects the Committee’s efforts at encouraging NASPA members to be unafraid to take our work to the next level by engaging in unrelenting efforts that will help to strengthen the higher education landscape and to advocate for more research and scholarship that adds to the knowledge base of our profession to ensure its future.