



Kevin Kruger
NASPA President
Report for the 2012 Winter Board of Directors Meeting

NASPA President's Report

This past summer and fall was great for Washingtonians – our Washington Nationals were first place in their division with the best record in baseball. Following the season, the Nationals manager won AL Manager of the Year and Bryce Harper won the AL Rookie of the Year. While they failed to make the World Series it was a great year. They achieved great things, but they still have more that they want to accomplish. This aptly describes NASPA's past five months. We have had a number of very high profile successes. We have made significant progress towards accomplishing the major components of the 2011-2014 Strategic Plan. But here is much more to be done.

So with apologies to baseball fans – here is a quick nine inning summary of the NASPA's last five months:

1st Inning – The first ever NASPA/IASAS Global Summit attracted 46 attendees from 18 countries September 20 – 21 in Washington, DC. International Advisory Board Chair, Brett Perozzi, and NASPA staff member, Tiki Ayiku, made significant contributions to this historic event. Through the Global Summit, NASPA established itself as a credible partner and leader within the international community. This was a long home run over the center field wall.

2nd Inning – The annual New SSAO Institute was held in Washington, DC from October 7 – 10. There were 42 registrants. Institute Chair, Tom Shandley and faculty Shannon Ellis, Tyjuan Lee and Frank Ardiaolo did an outstanding job with the planning and execution of the Institute. NASPA staff, James Stascavage, provided outstanding leadership in supporting this important program. Stephanie Gordon, Brian Sponsler and Kevin Kruger all presented during the Institute. Given the connection to this important group of senior student affairs officers, this was a line drive home run.

3rd Inning – The second #NASPATech Conference was held in Indianapolis from October 25 – 27. There were 150 participants. This was the year that NASPA firmly established itself as a leader in the innovative use of technology in student affairs. The content was excellent and a solid foundation was set to expand the reach for this important topic among student affairs professionals. Levester Johnson and Kevin Kruger presented at #NASPATech. This was a well struck triple down the right field line.

4th Inning – NASPA membership reached a new record during the month of October at 13,834. While numbers do not tell the whole story, this new record indicates a very positive perception about the value of a NASPA membership. The membership numbers are also a reflection of a wide range of new

membership recruitment and retention strategies, the strength of the NASPA regional conferences and the strength of the early registration numbers for the 2013 NASPA Annual Conference. NASPA's new membership recruitment team meets weekly to develop and plan membership recruitment and retention initiatives. The team is chaired by Amy Shopkorn and Stephanie Gordon and is comprised of Max Bennett, Nathan Victoria, Rhoda Chari, Shahla Barksdale, Stephanie Municchi and Tina Green. This is a three run home run over the right field scoreboard.

5th Inning – Planning for the 2013 NASPA Annual Conference is well ahead of last year at this same time. The 2013 NASPA Annual Conference saw a record number of program reviewers and over 1,100 program submissions. As of November 15th, conference registrations have shown an increase of 11% over 2012 and 15% over 2011. All indications are that the 2013 conference will be one of our largest NASPA Annual Conferences. Brian McCoy and his talented committee have done an excellent job in planning a “**bold**” conference plan. It is still early, so this is a well struck ball with one bounce over the center field wall for a ground rule double. NASPA staff members Stephanie Gordon, Arlene Kidwell and Jennifer Vaseleck are providing excellent support and leadership for the 2013 annual conference.

6th Inning – Following a year of discussion that involved members and the excellent work of the Public Policy Division, we distributed the NASPA Public Policy Agenda to all NASPA member on October 19, 2012. In addition, the NASPA Board of Directors approved a new protocol for knowledge communities, regions and other NASPA entities to propose policy positions to the NASPA leadership. Both of these efforts represent significant progress in positioning NASPA to assume more leadership on issues affecting higher education. Rebecca Mills and her entire Public Policy division deserve much credit for this milestone. NASPA staff, Brian Sponsler, has also been instrumental in guiding this process. This is a solid two-run home run over the left field fence.

7th Inning – In September, we launched NASPA's Lead Initiative on Civic Learning and Democratic Engagement (Lead Initiative). This program recognizes a network of 50 postsecondary institutions for their commitment to civic learning and democratic engagement and represents public and private four-year and two-year colleges and universities. Each Lead Institution has committed to a series of strategies to work in partnership with on and off campus constituents to influence students' ongoing commitment to civic learning and democratic engagement. This program is still early in its development but will play an important role in NASPA's partnership with AAC&U and AASCU's efforts in the CLDE arena. NASPA staff members, Brian Sponsler and Gwen Dungy, have been instrumental in advancing the Lead Initiative. This was a double into the right field corner and scored two runs.

8th Inning – The NASPA Research and Policy Institute has made significant progress over the past five months. Brian Sponsler and Kevin Kruger have completed the appointment of the RPI Advisory Board. The current appointments are Sean Harper, Associate Professor - University of Pennsylvania, Kimberly Griffin, Associate Professor – University of Maryland, Doris Ching, Emeritus Vice President – University of Hawaii, Richard Keeling, President – Keeling and Associates, Brian Prescott, Director of Policy Research - Western Interstate Commission for Higher Education (WICHE), Lynn M. Gangone, Dean - The University of Denver, Christopher Mullin, Program Director for Policy Analysis - American Association of

Community Colleges, In addition, the RPI has projects lined up to publish reports on new research on student veterans, implications of the Affordable Health Care Act on college health centers and new research on the retention of college men of color. This is a sharply hit single into center field.

9th Inning – This November Region I, Region IV-E, Region IV-W and Regions V/VI held their annual regional conferences. WOW! Each was a huge success – with near-record or record attendance. There is incredible energy in the regions and enthusiasm for NASPA and student affairs. At each regional, nearly half of the registrants were first-time attendees. This represents a great opportunity to develop a strong affinity with NASPA. In addition, there were SSAO programs, new professionals and undergraduate programs and programs for mid-level professionals offered in various ways throughout the regional conferences. It is often said that NASPA *is* its regions. This was never more evident than in these four outstanding conferences. David Zamojski, Renée Romano, Tim Alvarez, Paul Bennion and Henry Gee all were masterful in their leadership. LJ and I couldn't have been more proud of our regions and the scores of enthusiastic volunteers who contributed to these successes. This a pure, bases clearing grand slam homerun.

The Players and the Bench – Every team succeeds by the strength of the players who contribute in different ways towards a winning effort. NASPA is no exception. We are blessed with an exceptional NASPA staff that all contribute and are a part of NASPA's many achievements. Stephanie Gordon, Vice President for Professional Development, has a strong and talented team who are working with volunteers to develop well respected and well attended professional development programs. Brian Sponsler, Vice President for Research and Policy, has made huge strides in advancing the Research and Policy Institute and in helping advance NASPA's role as an advocate for key public policy issues. Amy Shopkorn, Vice President for Operations, in her first six months, has made significant progress in identifying cost efficiencies and is analyzing and documenting all of NASPA's business practices. In addition, she is leading the team in the revision of the NASPA website and associated technologies. The remainder of the Board Report will demonstrate the progress NASPA is making to achieve the goals in the NASPA Strategic Plan and in achieving our mission to be the principal source for leadership, scholarship, professional development, and advocacy for student affairs

NASPA Mission

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

Leadership

Conference Planning Committee

2013 NASPA Annual Conference

- Under Brian McCoy's continued leadership, the organization and planning of the conference is well ahead of previous years. The conference committee meets regularly and is lead by Arlene Kidwell, senior director of meetings.

2014 NASPA Annual Conference

- The Conference Planning Committee structure and roles have been reorganized for the 2014 NASPA Annual Conference.
- The new committee will be called the Conference Leadership Committee and will be comprised of the Board Chair, a Conference Chair, and five additional members.
- The Conference Leadership Committee will also serve as the Program Committee and will add four additional individuals who will assist with program selections in the fall.
- A committee meeting was scheduled for October 28-29, 2012 in Baltimore, MD, however, due to hurricane Sandy, the meeting had to be postponed and will be held prior to the Winter Board meeting.

The Placement Exchange Committee

The Placement Exchange

- Sallie Traxler and Alison Jones of ACUHO-I met with several NASPA staff members to discuss plans for TPE 365.
- A part-time staff member, Matt Trainum, was hired by ACUHO-I and NASPA to work on TPE functions. Trainum previously served as the TPE volunteer chair during TPE 2012. He will serve as the TPE Committee staff liaison. Kidwell will continue to manage and organize all TPE logistics.

James E. Scott Academy Advisory Board

- Patrick Day, University of Massachusetts Boston, has served as the Chair of the James E. Scott Academy Board since the conclusion of the 2012 NASPA Annual Conference in Phoenix, Arizona.
- The Academy Board, comprised of 24 senior student affairs officers nationally, has established several priorities for the 2012-2013 year:
 - Revamp the Richard F. Stevens Institute to focus to a greater extent on SSAO excellence.
 - Build a new Institute on the College Presidency to support the development of SSAOs who seek that office. The target date for the first Institute is summer, 2014.
 - Partner with SJG-The Spelman and Johnson Group to implement *Redefining Student Affairs: A Fundamental Difference* as a pre-conference offering for SSAOs during the 2013 NASPA Annual Conference in Orlando. This proposed symposium will facilitate a discussion among senior student affairs professionals on how to enhance the relevance of student affairs to the higher education enterprise.
 - Continue to shape the features presented in *Leadership Exchange*. The Winter 2013 issue will feature articles about senior-level compensation negotiations, the implications of the Obama Administration's policy of deferred action for undocumented students, organizational culture, and graduate and professional student services.
- The Academy sponsored the annual *Institute for New SSAOs* from October 7-10, 2012 in Washington, DC. See "Professional Development" section for more information about this signature Academy program.

Small Colleges and Universities Division

- Maggie Balistreri-Clark, Edgewood College, has served as the Director of the Small Colleges and Universities Division since the conclusion of the 2012 NASPA Annual Conference in Phoenix, Arizona. James Stascavage is the NASPA staff liaison with the Small Colleges and Universities Division.
- In October, 2012, Jerry Price, Chapman University, was appointed to the Division's advisory board as the Region VI Representative.
- The next *Small Colleges and Universities Institute* for SSAOs will occur June 21-24, 2014. The process to identify an institute host site has been initiated.
- Two dial-in conferences for Division members are under development. On November 27, 2012, the Division will present *Student Support, Safety and Success at the Smallest of the Smalls*, which will focus on the diverse physical and mental health needs of students. On February 6, 2013, the Division will present a dial-in conference regarding public policy issues for small colleges and universities.

Community College Division Advisory Board

- Kathryn Mueller, Orange Coast College, has served as the Director of the Community Colleges Division since the conclusion of the 2012 NASPA Annual Conference in Phoenix, Arizona. Tiki Ayiku is the NASPA staff liaison with the Community Colleges Division.
- Ayiku has supported the division in the leadership and advisory board tasks in addition to coordinating the NCC Online series by identifying presenters, setting up and running the technical aspects of the online series, building and dissemination of post-call evaluation.

Professional Standards Division

- Tisa Mason, Fort Hays State University, has served as the Professional Standards Division Director since March of 2011. Stephanie Gordon is the NASPA staff liaison with this division.
- Mason has lead the professional standards division in implementing the Competencies for Professional Development throughout the regions.

NASPA AVP Initiatives

- NASPA staff engaged with committed AVP members to explore interests and needs of this unique population of NASPA members.
- An AVP Steering Committee has been established. The Steering Committee will work with NASPA staff to develop programs and initiatives for NASPA's AVP members. Amy Hecht, Auburn University, has been appointed to serve as the Steering Committee's inaugural chair.
- The recently conducted NASPA member survey contained a set of questions specifically designed to assess AVP needs and interests. NASPA staff are analyzing the data.
- An AVP-oriented pre-conference workshop proposal (*AVP Development: Understanding and Navigating the Unique Role*) for the 2013 NASPA Annual Conference was submitted and accepted.
- An AVP-oriented roundtable session proposal for the 2013 Annual Conference was submitted and accepted.

Knowledge Communities (KCs)

- Evette Castillo Clark, University of New Orleans, has served as the National Director of Knowledge Communities since the conclusion of the 2011 NASPA Annual Conference in Philadelphia, Pennsylvania.
- Reflecting Castillo Clark’s priority for the KCs to create and disseminate knowledge, the KCs published and made available online *Excellence in Practice: A Knowledge Communities Publication*, a collection of articles written by representatives from NASPA’s 26 Knowledge Communities. The publication is available here: <http://www.naspa.org/kc/Fall-2012-KC-Publication-FINAL.pdf>
- NASPA’s KCs were very involved with the program selection process for the 2013 Annual Conference. All KCs will sponsor at least one session, and most will sponsor three, the maximum permitted. Additionally, while not sponsored by KCs, several selected pre-conference workshops were successful due to the initiative and energy of KC leaders.
- In 2013, 12 KCs will elect new Chairs or Co-chairs to serve three year terms (2013-2014 as Chair-elect/Co-chair-elect; 2014-2016 as Chair/Co-chair. Each of these KCs established a nominations committee to identify the strongest candidates for KC leadership and to appear on the election ballot. Elections will be conducted in January, 2013 following Board of Directors approval of the nominees.
- During June, July, and August, Evette, James Stascavage, and Stephanie Gordon offered twelve training webinars for KC Chairs, KC Chair-Elects, Regional KC Coordinators, Regional KC Representatives, and KC Liaisons. The trainings provided an overview of the KC program, instruction regarding KC finances, guidance regarding creating and disseminating knowledge, and strategies for leveraging technology to communicate with KC members to advance priorities and build community.
- Knowledge Community membership continues to grow. Current KC membership numbers follow.

Knowledge Community	Region I	Region II	Region III	Region IV-E	Region IV-W	Region V	Region VI	Total	Winter 2011
Administrators in Graduate and Professional Student Services	218	368	533	348	214	123	363	2167	2160
Adult Learners and Students with Children	29	39	44	48	31	18	42	251	N/A
African American	88	153	320	206	87	43	136	1033	354
Alcohol and Other Drug	201	341	405	312	177	105	203	1744	1771
Asian Pacific Islanders	72	116	104	131	60	87	242	812	818
Assessment, Evaluation and Research	195	403	595	408	202	160	311	2274	2783
Campus Safety	114	208	314	216	134	86	135	1207	1159
Disability	123	188	224	164	110	89	160	1058	1058
Fraternity and Sorority	125	265	631	330	227	74	173	1825	1813
Gay, Lesbian, Bisexual and Transgender Issues	268	374	463	407	200	177	287	2176	2105
Health in Higher Education	178	243	345	267	153	110	211	1507	1458
Indigenous Peoples	61	78	75	97	72	82	122	587	551
International Education	179	266	391	283	148	129	273	1669	1606

Latino/a	105	172	207	165	89	79	222	1039	1061
Men and Masculinities	155	201	308	287	141	83	175	1350	1255
MultiRacial	88	120	163	121	86	66	149	793	444
New Professionals and Graduate Students	462	525	966	645	391	229	574	3792	3649
Parent and Family Relations	163	231	345	243	174	92	196	1444	1414
Spirituality and Religion in Higher Education	140	203	365	279	157	103	198	1445	1163
Student Affairs Fundraising and External Relations	147	233	384	196	145	73	210	1388	456
Student Affairs Partnering with Academic Affairs	384	702	1017	691	420	256	575	4045	3434
Student Leadership Programs	524	780	1236	802	468	316	676	4802	4724
Sustainability	78	107	181	136	78	61	121	762	599
Technology	103	174	252	169	108	60	171	1037	783
Veterans	37	84	96	73	51	36	87	464	263
Women in Student Affairs	356	526	816	609	350	239	528	3424	2765

Graduate Associate Program (GAP)

- The Graduate Associate Program was developed to engage graduate students pursuing a career in student affairs through opportunities for networking, leadership, and professional development.
- For the 2012-2013 GAP class, there were 153 applications from 114 institutions, up from 125 applicants from 89 universities in the 2011-2012 applicant pool.
- 94 masters-level associates were selected for the 2012-2013 academic year.
- Associates' duties include:
 - Serve as a primary contact for students seeking info on how to get involved with NASPA.
 - Provide NASPA with feedback on programs/services students need from NASPA
 - Actively outreach to students/professionals who are not currently members
 - Six programs, including the four following:
 - Careers in Student Affairs Month (CSAM) programming
 - Hosting a Student Affairs Social (#SASocial) in February
 - Membership Drive on campus
 - Hosting a NASPA webinar showing on campus.

NUFP (NASPA Undergraduate Fellows Program)

Program Numbers:

- There are a total of 376 Fellows for the 2012-2013 academic year, with an additional 115 applicants pending with the extended deadline for Careers in Student Affairs Month. Please see the NUFP Board Chair report for a demographic chart breakdown by region. “.5” indicates that a Fellow selected more than one option.

Careers in Student Affairs Month (CSAM)

- 90 individuals from all professional levels took advantage of the NASPA CSAM Trial Membership, a complimentary online membership for the month of October. Individuals are now being added to a prospecting list for conversion to full membership.

Volunteer Activities

- The National Volunteer Coordinator, Judy Albin, Penn State, holds calls with the Regional Volunteer Coordinators and NASPA Office to discuss member involvement and volunteerism in the Association.
- NASPA Volunteer Central is running effectively. Individuals can now sort volunteer positions by posting group, and there is an alert when an individual logs into the Member's Only section of the NASPA website stating that a profile needs to be completed.
- The Volunteer Coordinators are continuing to discuss ways to increase member awareness of the site and encouraging Regional and KC leadership to utilize it to involve NASPA members.
- The NASPA Office has begun including the Volunteer Central logo in the weekly Update email for program visibility.

Elections

- The following NASPA Regions will hold elections in January 2013: Region I, III, IV-West, and VI. All candidate information has been shared with the NASPA Office by early November 2012.
- The following NASPA Knowledge Communities will hold elections in January 2012: Administrators in Graduate and Professional Student Services; Alcohol and Other Drug; Adult Learners & Students with Children; Fraternity and Sorority; Health in Higher Education; International Education; Latino/a; New Professionals and Graduate Students; Student Leadership Programs; Sustainability; and Veterans .
- All candidate information for both the Regions and KCs will be shared with the NASPA Office by early November 2012. KCs ballots will be shared with Regional Directors once all received.

Awards

Annual Awards

- Mid-Level Student Affairs Professional Award received 8 nominations.
- The President's Award received 6 nominations.
- George D. Kuh Award for Outstanding Contribution to Literature and/or Research received 2 nominations.
- Outstanding Contribution to Higher Education Award received 5 nominations.
- Robert H. Shaffer Award for Academic Excellence as a Graduate Faculty Member received 3 nominations.
- Fred Turner Award for Outstanding Service to NASPA received 8 nominations.
- Scott Goodnight Award for Outstanding Performance as a Dean received 7 nominations.

Excellence Awards

- 187 entries for 2012 Excellence Awards Submissions, up from 139 last year:
 - 20 entries: Administrative, Assessment, Information Technology, Fundraising, Professional Development

- 2 entries: Athletics, Recreation, Physical Fitness, Non-Varsity Sports
- 34 entries: Careers, Academic Support, Service-Learning, Community Service
- 27 entries: Enrollment Management, Financial Aid, Orientation, Parents, First-year, Other-year
- 19 entries: Housing, Residence Life, Contracted Services, Judicial
- 22 entries: International, Multicultural, Cultural, Gender, LGBTQ, Spirituality, Disability
- 5 entries: Off-Campus, Commuter, Non-traditional, Graduate, Professional
- 29 entries: Student Union, Student Activities, Greek Life, Leadership
- 20 entries: Student Health, Wellness, Counseling, and related
- 9 entries: Violence Education and Prevention, Crisis Management, Campus Security
- Final Reviews due to NASPA Office on November 9, 2012. The committee will meet on November 19, 2012 to select the Grand Gold, Silver and Bronze Award Recipients.

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

- The call for 2013 Melvene D. Hardee Dissertation-of-the-Year Award applications opened for NASPA members in May 2012. Annmarie Vaccaro is the 2013-2013 chair for the Dissertation of the Year Award committee.
- NASPA received a record 43 applications this year. The winner will be notified by December 15, 2012.

Ruth Strang Research Award

- Center for Women Liaison for the Ruth Strang Award is Heather Rowan-Kenyon, Assistant Professor at Boston College.
- Nominations are accepted until November 15 and the winner will be notified December 15.
- Award is \$500 and a plaque presented at the Center for Women Reception at the NASPA Annual Conference.

Zenobia Hikes Memorial Award

- Center for Women Liaison is Mary Kay Schneider Carodine, Assistant Vice President for Student Affairs, University of Florida.
- Nominations are accepted until November 15 and the winner will be notified December 15.
- Recipient will receive a plaque and a registration fee waiver to send a student of her/his choice to the National Conference for College Women Student Leaders. This is presented at the Center for Women Reception at the NASPA Annual Conference.

Research & Policy Institute

RPI Analysis of NASPA Surveys

NASPA staff undertook analysis of several member and member-service surveys. Analysis is in-process on the following three projects. Results will support educational programs, member services, and inform future research and policy activities. Information on the three surveys follow:

- Analysis of the 2012 Membership Survey
 - over 3,600 members responded to the survey
 - survey questions on demographics, institutional characteristics, professional development, program attendance, customer service, website and social media
 - results broken down by professional role (i.e., entry level, mid level, director, AVP) and student status (i.e., student and professional, student only)

- Analysis of the 2012 SSAO Survey
 - over 500 SSAOs responded to the survey
 - survey questions on demographics, institutional and divisional characteristics, importance of key issues in the next three years (e.g., assessment and accountability, diminishing resources, mental health concerns), social media participation
 - results broken down by institution type and enrollment size
- Analysis of the 2012 Journal Survey
 - over 300 members responded to this survey about the Journal of Student Affairs Research and Practice, Journal of College and Character, and NASPA Journal About Women in Higher Education
 - survey questions on journal quality, member reading habits, preferred delivery method, and areas for improvement

Corporate and Foundation Relations

- Secured Funding for multiple SSAO Events that will be held at the 2013 NASPA Annual Conference. Events include:
 - SSAO Reception: \$20k (EdR & EBI)
 - SSAO Lounge: \$12,500 (On Campus Marketing, NPC/NIC)
 - SSAO Lunch: (in progress), approx. \$5K
 - SSAO Gift: (in progress), in kind contribution
- Secured Funding for other SSAO Events:
 - Institute for New SSAO's & Other Academy Events: Notebook Gift
 - Stevens' Institute, Aspiring Institute, New AVP Event, New SSAO Event: \$10k.

Technology

Member Engagement through the Web and Social Media

- NASPA.org (Since June 1, 2012)
 - 1,191,959 page views vs 1,048,924 same period last year, up 13.6%
 - 311,528 total visits vs 275,526 same period last year, up 13%
 - 155,169 unique visitors vs 135,449 same period last year, up 14.5%
 - 3.83 average page views per visit vs 3.81 same period last year, up .5%
 - 43.96% new visits vs 43.10% same period last year, up 2%
 - International visits:
 - Great Britain: Up 84% same period last year
 - Spain: Up 90% same period last year
 - Japan: Up 60% same period last year
- The Placement Exchange Site (Since June 1, 2012)
 - 226,147 page views vs 199,654 same period last year, up 13.2%
 - 50,768 total visits vs 42,827 same period last year, up 18%
 - 23,326 unique visitors vs 18,458 same period last year, up 26%
 - 40.98% new visits vs 38.11% same period last year, up 7.5%
- Twitter
 - Increase in followers from 8,178 to 9,588, since June 15

- Anticipated to hit 10,000 followers by early December
- Follower Demographics:
 - 58% Female, 42% Male
 - Largest Demographic Groups: 25-34 year olds
- @NASPAtweets was listed in the “25 Essential Twitter Feeds for Higher Ed News” alongside the Chronicle, Wired Campus and Inside Higher Education
- New Twitter events for Careers in Student Affairs Month (#CSAM) and NASPATech (#NASPATech)

- Facebook
 - Increase in “likes” from 8,042 to 8,790, since June 15
 - 92% retention rate
 - Anticipated to hit 9,000 likes by the end of December
 - Page Views, July 1-November 1: 938,500 times by 312,400 users
 - 1/3 of these views were “viral,” meaning they were from other people sharing our content
 - Follower Demographics:
 - 64% Female, 36% Male
 - Largest Demographic Groups: 25-34 year olds
 - Most Active City: Chicago
 - Advertised Careers in Student Affairs Month Webinar (#CSAM), drawing over 1000 attendees
 - Competitor Information, within past 30 days
 - Engagement Level:
 - NASPA: marketing, student affairs news, conversation between members

- Volunteer Leader Engagement
 - Updated Regional Membership Reporting and Email Tools to include a more detailed breakdown membership by new metrics and categories

Membership

See attached membership statistics report under membership committee tab.

Scholarship

Books

New Releases

Building a Culture of Evidence in Student Affairs: A Guide for Leaders and Practitioners

Marguerite McGann Culp and Gwendolyn Jordan Dungy, Editors

- Released in November 2012
- The project is funded by Lumina Foundation’s *DegreeNow* Grant to the West Virginia Higher Education Policy Commission
- E-book versions available

Learning is Not a Sprint: Assessing and Documenting Student Leader Learning in Cocurricular Involvement

Kathy M. Collins and Darby M. Roberts, Editors

- Debuted in June at the 2012 Assessment and Persistence Conference
- The book's editors presented a mini-institute based on the book and also held a book signing at the Assessment and Persistence Conference
- The book was featured in the *Chronicle of Higher Education* Selected New Books on Higher Education list on July 30, 2012
- More than 650 copies sold to date

Asian Americans and Pacific Islanders in Higher Education: Research and Perspectives on Identity, Leadership, and Success

Doris Ching and Amefil Agbayani, Editors

- Debuted in March at the 2012 NASPA Annual Conference
- The book's editors have been actively promoting the book through their speaking engagements at events such as ACPA, NCORE, The College Board AAPI Summit, a University of Illinois at Urbana-Champaign Panel, and the Western Regional Conference
- The book was featured in the *Chronicle of Higher Education* Selected New Books on Higher Education list on August 13, 2012
- The book was reviewed on the Angry Asian Man blog (run by a very well-known blogger/activist within the AAPI community) on June 12, 2012
- Nearly 600 copies sold to date

Forthcoming Titles

Identity and Leadership: Informing Our Lives, Informing Our Practice

Alicia Fedelina Chávez and Ronni Sanlo, Editors

- January 2013 release date
- Book signings to be held at the Institute for Aspiring Senior Student Affairs Officers and the NASPA Annual Conference

Decisions Matter: Using a Decision-making Framework with Contemporary Student Affairs Case Studies

Delight Champagne, Annemarie Vaccaro, Mike Siegel, and Brian McCoy, Editors

- March 2013 release date
- Session and book signing to be held at the NASPA Annual Conference

Executive Transitions in Student Affairs: A Guide to Getting Started as the Vice President

Ainsley Carry, Editor

- January 2014 release date

Beyond the Americans with Disabilities Act: Inclusive Policy and Practice for Students with Disabilities in Higher Education

Mary Lee Vance, Kaela Parks, and Neil Lipsitz, Editors

- March 2014 release date

Cool Passion: Challenging Higher Education

By Arthur W. Chickering

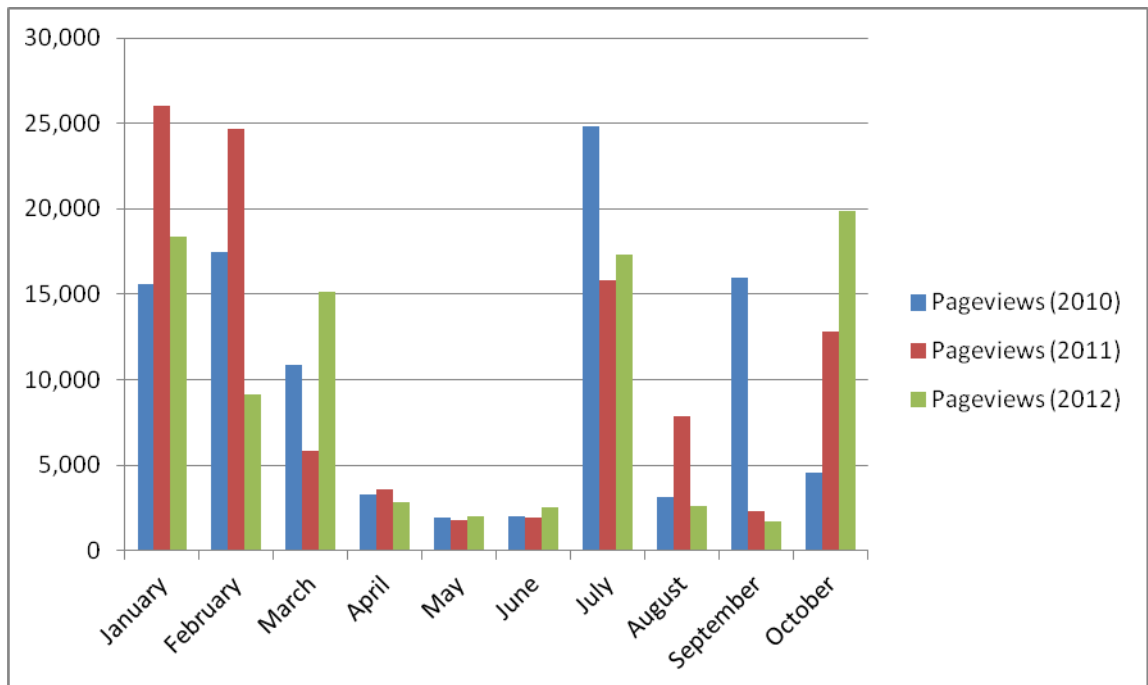
- March 2014 release date

Journals

Please see attached reports from journal editors and De Gruyter.

Leadership Exchange

- *Leadership Exchange* magazine focuses on management and leadership issues for senior student affairs officers. It is now in its tenth year of publication and continues to be published quarterly. The hardcopy is mailed to voting delegates and subscribers, and the digital edition is sent via e-mail to all NASPA members and subscribers.
- Members of the *Leadership Exchange* advisory board are: Patrick Day, Danny Pugh, Shannon Ellis, Celestino Limas, John Saddlemire, and Melissa Vito.
- The Fall 2012 issue was themed "A Closer Look at Higher Education: Student Affairs Prepares for Increased Public and Private Scrutiny."
- The Fall 2012 issue e-mail was deployed on 10/4/12 to 14,416 e-mail addresses and had a 29.4% open rate.
- The following chart shows total pageviews for the digital edition of Leadership Exchange:



Research and Policy Institute

Research and Policy Institute Sponsored Scholarship Project

The RPI is collaborating with external authors on a series of research to practice and policy to practice issue briefs on three topics important to student affairs field:

- "Supporting Men of Color" – Brief co-authored with Dr. Shaun Harper (University of Pennsylvania) focused on lessons drawn from the research literature on effective student supports for college men of color.

- “Impacts of the ACA on Administration of Student Health Services” – Brief co-authored with Glenn Egelman, MD, MS, FACP (Chief Medical Officer, Vivature) on the impacts of the ACA law and regulations on the provisions of student health and pending changes institutions may wish to consider.
- “Supporting Student Veterans” – Brief co-authored with David Vacchi (UMass-Amherst School of Education) focused on appropriate student support services for student veterans.
 - “Survey of NASPA Institutional Members Supports for Active Duty Military and Student Veterans” – Research project undertaken in partnership with InsideTrack on campus-based student supports and data collection procedures pertaining to active duty military and student veterans.
 - RPI have made or are making in the coming months presentations at the Association for the Study of Higher Education (ASHE) conference, the AAC&U national conference, and the Student Veterans of American national conference on work being undertaken at NASPA.

Awards

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

See Leadership Section.

Ruth Strang Research Award

See Leadership Section.

Knowledge Communities (KCs)

- In November, 2012, the KCs published and made available online *Excellence in Practice: A Knowledge Communities Publication*, a collection of articles written by representatives from NASPA’s 26 Knowledge Communities. The publication is available here: <http://www.naspa.org/kc/Fall-2012-KC-Publication-FINAL.pdf>
- The Student Affairs Partnering with Academic Affairs KC will again confer a \$1000 research grant. The proposal submission process is concluded, and the award will be made in January, 2013.
- The Alcohol and Other Drug KC and the Assessment, Evaluation and Research KC have developed new research grant programs.

Faculty Fellows

Faculty Fellows Summer Summit

August 15 – 17, 2012 ◊ NASPA, Washington, DC

- NASPA hosted a Summer Summit for Faculty Fellows at the NASPA office
- Tim Ecklund serves as chair of the faculty fellows until March 2013. John Lowery is Chair-Elect.
- The beginning of a proposal for a Faculty Division within was generated during the summit.

Faculty Division

- During the Faculty Fellows Summer Summit, Kevin Kruger suggested the creation of a NASPA Faculty Division. From the Summit, a proposal draft was created.
- The Faculty Fellows’ vision for the future is to create a new NASPA Division called the Faculty Assembly. The Assembly would be a membership-based entity led by a representative Faculty

Council. The Chair of the Council would serve on the NASPA Board. The entity of Faculty Fellows would continue and be represented on the Council.”

Corporate and Foundation Relations

- Secured funding for scholarships for following programs:
 - NUFPP Program (Sodexo)
 - Possible additional NUFPP support (Capstone)
 - Annual Conference Stipends (Golden Key)
 - Regional Events (Golden Key)
 - International Symposium (Golden Key)
- Continue to secure ongoing advertising revenue for quarterly Leadership Exchange

The NASPA Foundation

Research Grants

- Foundation Board reviewed 27 small grants proposals and approved 5 grants for a total award of \$20,000, from the July 2012 proposals.
- In September 2012, the Board voted not to fund large grant proposals for January 2013 due to the results of current financial statements.
- Per a previous resolution from September 2006, the Foundation Board voted to reaffirm the Small Grant Awards as the Channing Briggs Small Grant Awards.
- Recipients for July 2012 include:

Researcher	Title	Awarded
Garland, John, Assistant Professor of Higher Education, Florida State University	<i>Self-Authorship Among Active Student Affairs Professionals</i>	\$5,000
Godlewska, Anne, Professor, Queen's University	<i>Engaging and Retaining Aboriginal (First Nation, Métis and Inuit) Students in University by Transforming Awareness and the Environment</i>	\$5,000
Jenkins, Toby, Assistant Professor, George Mason University	<i>All in the Family: The Importance & Utility of Integrating Family into the Co-Curricular College Experience</i>	\$2,000
Sriram, Rishi, Assistant Professor & Program Coordinator, Higher Education & Student Affairs, Baylor University	<i>The Continual National Measurement and Assessment of Student Affairs Competencies</i>	\$3,000
Vacchi, David, Lecturer, University of Massachusetts	<i>Defining and Describing the Contemporary Student Veteran Population</i>	\$5,000

Professional Development

Workshops, Conferences, & Institutes

Student Services Institute

- This summer, Edison Community College, Collier Campus – Naples, Florida completed their series of SSI workshops.
- 30 registrants have participated. Four SSIs were conducted, covering the following topics: Student Development Theory, Adult Learning Theory, and History and Philosophy of Student Affairs, the American Community College and the Community College Student, Legal Issues and Managing and Disruptive Students.

Student Affairs Development Conference

July 22-24, 2012 ♦ Brown Hotel, Louisville KY

- Annual program sponsored in conjunction with the Student Affairs Fundraising and External Relations (SAFER) Knowledge Community.
- Robert Henry, Executive Director of emerging Constituencies for the Council for Advancement and Support of Education served as the feature speaker for this conference.
- Conference sessions focused on comparing and contrasting student affairs and development and best practices based on the development continuum (identification, information, cultivation, solicitation, stewardship). There were 62 participants. This was the largest conference to date.
- The next Student Affairs Development Conference will take place in the summer of 2013.

Maintaining and Thriving: A Dial-in Conference Sharing Ideas for Supporting Students in Recovery

August 8, 2012

- NASPA staff supported this Alcohol and Other Drug KC dial-in conference featuring Dr. Robert Reff of Oregon State University.
- 100 NASPA members and non-members participated.

Global Summit on Student Affairs and Services

September 20-21, 2012 ♦ Hilton Garden Inn, Washington DC

- NASPA and the International Association of Student Affairs and Services (IASAS) hosted this first-ever gathering of student affairs and services association representatives from around the world. Education is central to raising the socio-economic levels in any country. Higher education, including the support provided from student services and programs, only enhances opportunities for improving those conditions. This Global Summit allowed participants to share ideas regarding student affairs and services role in bettering the world in which we all live.
- 46 participants attended the summit, representing the following 18 countries: Austria, Belgium, Botswana, Canada, Germany, Ireland, Israel, Italy, Japan, Lebanon, Lithuania, Mexico, Qatar, Saudi Arabia, South Africa, Uganda, the United States, and Zimbabwe.
- The Summit has generated several working groups, a listserv, and the committee finishing a summit related document for all attendees.

2012 Institute for New SSAOs

October 7 – 10, 2012 ♦ Washington Capitol Hilton Garden Inn, Washington, DC

- Annual program sponsored by the James E. Scott Academy.
- 42 new SSAOs participated in the three-day institute led by four season SSAO faculty.
- One hundred percent of evaluation respondents indicated that they would recommend the program to a colleague.

Crisis Leadership and Compliance Management for the SSAO

October 22, 2012 ♦ NASPA, Washington, DC

- One-day mini-conference focused on managing critical incidents on campus and compliance with sexual harassment, sexual assault, and disability laws and regulations.
- 10 SSAOs participated in the mini-conference hosted in the NASPA 111 K Street headquarters.
- Workshop presenters included experts from the International Association of Campus Law Enforcement Agencies (IACLEA), Office for Civil Rights of the U.S. Department of Education, and the Bazelon Center for Mental Health Law.

Crisis and Compliance Management for the "Second in Command"

October 23, 2012 ♦ NASPA, Washington, DC

- One-day mini-conference focused on managing critical incidents on campus and compliance with sexual harassment, sexual assault, and disability laws and regulations.
- 5 AVPs participated in the mini-conference hosted in the NASPA 111 K Street headquarters.
- Workshop presenters included experts from the International Association of Campus Law Enforcement Agencies (IACLEA), Office for Civil Rights of the U.S. Department of Education, and the Bazelon Center for Mental Health Law.

#NASPAtech: Student Affairs Technology Conference

October 25-27, 2012 ♦ JW Marriott, Indianapolis, IN

- 132 individuals were registered for the event along with six exhibitors.
- Featured speakers included:
 - Eric Stoller, Blogger, Inside HigherEd;
 - Michelle Lapierre, Senior Director of Customer Experience and Social Media, Marriott Rewards;
 - Jeffrey Sun, Associate Professor of Educational Leadership & Higher Education and Affiliate Associate Professor of Law, University of North Dakota;
 - Neal H. Hutchens, Assistant Professor, Department of Educational Policy Studies and Evaluation, University of Kentucky;
 - Karen Miksch, Associate Professor of Higher Education and Law, University of Minnesota, Twin Cities;
 - Levester "LJ" Johnson, moderator, Vice President for Student Affairs, Butler University;
 - Kevin Kruger, President, NASPA;
 - Mary Jo Gonzales, Associate Dean of Students, Iowa State University;
 - Julie Payne-Kirchmeier, Assistant Vice President for Student Auxiliary Services, Northwestern University
- The conference included approximately 27 one-hour educational sessions, ten one-hour 'un-session' discussions; three mini-institutes, and six product demo showcase including six exhibitors.
- The conference was the first NASPA workshop with the program book offered entirely through a mobile app. The mobile app included general conference information, speaker bios and abstracts, the complete conference schedule including presentations, product demo showcase exhibitor information, and Twitter backchannel. Use of the mobile app directly relates to the NASPA Strategic Plan, Goal 4, Objective 4.4, to increase opportunities for innovation through technology.
- The entire conference had a unique Twitter backchannel for online conversation, #NASPAtech.

Women's Leadership Institute

Two locations:

November 27 – November 30, 2012 ◊ Ritz-Carlton Laguna Niguel, Southern California and December 2 – 5, 2012 ◊ Ritz Carlton on Amelia Island, FL

- NASPA is partnering with ACPA, ACRL, ACUHO-I, ACUI, APPA, NACUBO, and NAEP, for the 2012 Women's Leadership Institute. This partnership directly relates to the NASPA Strategic Plan, Goal Four, Objective 4.2, to increase collaboration and partnerships with higher education and other organizations.
- Currently 68 are registered for Laguna Niguel and 8 are NASPA members. 57 are registered for Amelia Island and 18 are NASPA members.
- Sarah Brokaw will be the keynote speaker at both Laguna Niguel and Amelia Island locations.

NASPA Student Affairs Law & Policy Conference

December 6 – 8, 2012 ◊ Westin Charlotte, Charlotte, NC

- ASCA is a contributing sponsor to this event. This partnership directly relates to the NASPA Strategic Plan, Goal Four, Objective 4.2, to increase collaboration and partnerships with higher education and other organizations.
- NACUA is a cooperating sponsor for this event.
- Early-bird deadline was November 9, 2012. There are 115 people registered for the event. There will be two pre-conferences: Higher Education Law 101 and Managing Critical Incidences presented by IACLEA.
- For the first time, the Law conference is hosting a Call for Programs for 50 minute roundtable discussions. There are seven submitted programs and the Call for Programs will close November 9.
- Presenters for the NASPA Student Affairs Law & Policy Conference include:
 - Mary Kennard, JD, General Counsel, American University
 - Peter F. Lake, JD, Charles A. Dana Chair and Director, Center for Excellence in Higher Education Law and Policy at Stetson University College of Law
 - Jeffery C. Sun, PhD, JD, Assistant Professor of Educational Leadership & Affiliate Professor of Law, University of North Dakota
 - Karen Miksch, Associate Professor of Higher Education and Law, University of Minnesota, Twin Cities
 - Neal Hutchens, Assistant Professor, Department of Educational Policy Studies and Evaluation, University of Kentucky
 - Dana Scaduto, NACUA 2012-2013 President and General Counsel of Dickinson College
 - Ryan Holmes, President, ASCA
 - John Lowery, Associate Professor, Indiana University of Pennsylvania
 - Archie Cubarrubia, Education Statistician, U.S. Department of Education
 - Liliana Garces, Assistant Professor of Higher Education Administration, The George Washington University
 - Steven Bloom, Director of Federal Relations, ACE
 - Howard Kellem, Chief Regional Attorney, Office of Civil Rights
 - Arthur Jackson, Vice Chancellor for Student Affairs, UNC Charlotte
 - Edward Smith, Research Analyst, Institute for Higher Education Policy

Leadership Educators Institute

December 9 – 11, 2012 ◊ *The Ohio State University, Columbus OH*

- Bi-annual program sponsored in conjunction with ACPA and the NCLP (National Clearinghouse on Leadership Programs).
- John Dugan, Assistant Professor, School of Education, Loyola University of Chicago, Susan Komives, and Corey Seemiller, Director of Leadership Programs, the University of Arizona have agreed to serve as conference keynote speakers.
- Over 50 sessions were accepted and this year's institute will have three pre-conference workshops.

2013 Institute for Aspiring SSAOs

January 10 – 13, 2013 ◊ *Hyatt Regency, New Orleans, LA*

- 76 people applied for the Institute and 70 were invited to attend.
- The Institute Director for the 2013 Aspiring Institute is Jennifer Capeheart-Menningall, Vice President for Student Affairs at the University of South Florida.
- Faculty selected for the 2013 Aspiring Institute include:
 - Kurt Keppler, Vice Chancellor for Student Life and Enrollment Services, Louisiana State University
 - Kevin Bailey, Vice President for Student Affairs, University of West Florida
 - Cissy Petty, Vice President for Student Affairs and Associate Provost, Loyola University
 - Penny Rue, Vice Chancellor for Student Affairs University of California -San Diego
 - Zauyah Waite, Vice President of Student Affairs & Dean of Students Chatham University

2013 Mental Health Conference & 2013 NASPA Alcohol, Other Drug Abuse, and Violence Prevention Conference

January 17-19, 2013 ◊ *Worthington Renaissance Hotel, Fort Worth, TX*

- Partnering with SAMHSA, ACCA, ACHA, AUCCCD, the Texas Counseling Association, The Jed Foundation, the Suicide Prevention Resource Center, the Network, the Health in Higher Education KC, the Alcohol and Other Drug KC, the Disabilities KC and the Veterans KC.
- Two conferences held at the same time in the same location.
- Keynote speakers include Amelia Arria, Director, Center on Young Adult Health and Development, Department of Family Science and Thomas Vander Ven, author of *Getting Wasted: Why Students Drink Too Much and Party So Hard*.
- 89 conference proposal were submitted (47 for the AODV Conference and 38 for the NASPA Mental Health Conference.)
- Early-bird registration deadline is December 7, 2012.

NASPA Annual Conference & The Placement Exchange

2013 NASPA Annual Conference

March 16-20, 2013 ◊ *World Center Marriott, Orlando, FL*

- As of this report, current number of registrants is 1,488. This time last year we had 1,341 registrants.
- Hotel rooms are picking up steadily. As of November 9, 2012, approximately 740 rooms on peak have been reserved, out of 2,200. This is slightly trailing where we was last year at this same time, 800 rooms.

- This year we transitioned to a new registration system called Event XL. The system is owned and operated by Experient, Inc., whom we already have a relationship with for sourcing, housing, and annual conference logistics. This integration will allow conference registrants to register and reserve hotel rooms in one seamless process.
- Although we were able to negotiate a great package for wireless connectivity for attendees in all public spaces as well as it being complimentary to the attendee in his/her sleeping room, we find ourselves faced with some connectivity challenges through the facility. Conference bandwidth usage, according to previous conference, exceeds what the facility is currently able to support. We are still trying to work through these challenges in order to provide great coverage to attendees.
- In lieu of a First-time Attendee Lounge, an Attendee Engagement Area will be created, where individuals can relax, learn more about NASPA, meet other professionals, etc. The area will be staffed and intentional scheduling of activities will take place in this area.
- In the Attendee Engagement Area, a Social Media Hub is being created that will allow individuals to learn about social media platforms, get assistance with setting up an account, learn and understand how to maneuver through the conference App on their smart phones.
- In addition to the senior student affairs officers (SSAO) Lounge, we will have a Faculty Lounge. This will be a place where faculty can relax, network, and share information. The lounge will be available on Monday and Tuesday only.
- In and around the conference facility, the committee has created “Random Spaces of Coolness.” Some things planned for these areas are as follows:
 - Say Something Nice – Shout Outs
 - Regional highlights
 - Swag Swap
 - Live Radio Broadcast
 - Improv
 - Performance Breaks/Musical Interludes
 - Meet the Author (at the book store)
 - Educational/Reflection questions posted near elevators
 - Penny Wars
- Due to the limited number of restaurant options and means of transportation in and around the Marriott hotel, we are offering a \$10, roundtrip shuttle to Downtown Disney on either Monday and/or Tuesday evenings of the conference.
- An array of featured speakers have been identified for the conference, Dustin Lance Black, Screen Writer, Producer, Director will be the opening speaker. Closing the conference will be Sekou Andrews, Poetic Voice & CEO of Sekou World, Inc. The remaining speakers for Monday and Tuesday will be Bryan Alexander, National Institute for Technology in Liberal Education (NITLE), Art Levine, President, Woodrow Wilson Foundation & Diane Dean, Associate Professor, Higher Education Administration and Policy; Victor Santiago Pineda, Post Doctoral Fellow; A panel has been put together in honor of Martin Luther Kings I Have a Dream Speech 50 years ago. This presentation is called “I Have a Dream: A Reflection of the Last 50 Years.” Members of the panel include, Thomas Parham, Vice Chancellor of Student Affairs, University of California- Irvine, Lori Patton Davis, Associate Professor, Indiana University-Purdue University-Indianapolis, Patricia Marin, Associate researcher and lecturer, University of California- Santa Barbara, Kenji Yoshino, Chief Justice Earl Warren Professor of Constitutional Law, New York University, School of Law
- Pre-conference workshops were posted and available for registration October 1, 2012:

Full-day Pre-conference Submissions 19

Accepted 15

Half-day Pre-conference Submissions 46

Accepted 26

- The Program Committee met in October to review and select the educational programs:

Program Reviewers 1,664

General Interest Program Submissions 810

Accepted 331

KC General Program Submissions 163

Sponsored 67

Accepted 33

Poster Session Submissions 39

Accepted 18

Roundtable Submissions 67

Accepted 25

The Placement Exchange

March 13-17, 2013 ♦ World Center Marriott, Orlando, FL

- The TPE Committee met in Orlando, Florida in July to discuss plans and map out the space.
- At the time of this report, there were 143 Candidates; 43 Positions; 91 Tables (91 Standard and 13 Premium) registered for Orlando.

Historically Black Colleges and Universities Pre-Conference Workshop

March 17, 2012 ♦ Bethune-Cookman University, Tallahassee – Florida

- Historically Black Colleges and Universities (HBCUs) are unique in their missions and expectations of student affairs professionals. As the climate of student affairs and higher education has evolved, HBCUs have worked to integrate traditions and bold leadership into plans for long-term sustainability. Participants will join senior and mid-level professionals in a critical analysis of best practices, collaborative partnerships, challenges, and the future of student affairs work at HBCUs.
- This pre-conference workshop is co-sponsored by the NASPA HBCU Council and Bethune-Cookman University.

International Symposium

March 16 – 17, 2012 ♦ Orlando World Center Marriott, Orlando – Florida

- The International Symposium was created 17 years ago to facilitate the advancement of a global discussion and worldwide understanding of student affairs as a field, and, in many countries, a profession. The Symposium is a dynamic program featuring prominent speakers, panels of distinguished professionals from around the world, and interactive, engaging roundtable discussions. Dr. Oscar Felix, Executive Director of the Access Center, Colorado State University serves as the Symposium Director.

Community College Institute – Expanding Multicultural Competencies

March 17, 2012 ♦ Orlando World Center Marriott, Orlando – Florida

- This year's CCI will be an interactive and engaging institute that will challenge participants to identify multicultural competencies critical to serving today's increasingly diverse community college students, assess how effectively staff, faculty and students demonstrate these

competencies, and develop strategies for how to influence and institutionalize professional development and performance goals of all staff and faculty on campus. Dr. Paulette Dalpes, Deputy to the Vice Chancellor for Student Affairs and Chief of Staff for City University of New York serves as Institute Chair.

Doctoral Seminar

March 17, 2012 ♦ Orlando World Center Marriott, Orlando – Florida

- The Doctoral Seminar was created to give graduate students who are either pursuing or thinking of pursuing a doctorate degree in higher education support and information to help them through the process. A panel of faculty and doctoral students will discuss their experiences and the activities/strategies that will assist participants in meeting their doctoral student goals. The seminar will include small group time to network with faculty and doctoral student peers.
- 2013 Doctoral Seminar chair is Dr. Anna Ortiz, California State University – Long Beach.

International Student Affairs Study Tour

- NASPA, in conjunction with ACUI, and ACUHO-I will partner on the 2013 International Student Affairs Study Tour to Doha, Qatar and Dubai and Abu Dhabi of the U. A. E., June 19 – June 30, 2013.

Online Learning

Online Programming

CAS Standards and Learning Outcomes

- The NASPA Office is partnering with the Assessment, Evaluation and Research KC on this three-part webinars series that will occur October, November and December 2012. 41 people are registered for the webinars.
- The programs in the series will be *CAS Standards and Learning Outcomes—Using the CAS Standards to Create Divisional, Departmental, and Activity Outcomes, A Co-Curricular Systems Map, and Identifying and Measuring Student Learning Outside of the Classroom.*
- Speakers include Dan Bureau, PhD, Director, Student Affairs Learning and Assessment, University of Memphis; Ellen Meents-DeCaigny, DePaul University; Nathan Lindsay, University of Missouri-Kansas City; D'Arcy John Oaks, Ph.D., Associate Director for Assessment and Planning with the Center for the Study of Student Life, The Ohio State University; and Michael N. Christakis, Ph.D., Assistant Vice President for Student Success, University at Albany.

NCC-Online

- Four NCC – Online conference calls are scheduled:
 - November 16, 2012 - Topic: Using 2.0 Tools to Augment Service & Support. Presenter: Dr. Barry Hubbard - Hillsborough Community College.
 - April 19, 2013 at 2 p.m. EST - Topic: Developing a Pathway that Leads to Completion. Presenter: Dr. Kathleen Cleary – Sinclair Community College.
 - February 21, 2013 2 p.m. EST - Topic: Bridging the Gap: Partnerships between HBCUs and Community Colleges. Presenters: Dawn Lewis - Prince Georges Community College; Cynthia Polk-Johnson and Cletra Peters - Bethune-Cookman University .
 - Late Spring 2013 – Topic: Dealing with Disruptive Students. Presenter: W. Scott Lewis – Partner, NCHERM.

Investing in Our Future Webinar Series

- In effort to increase programming for undergraduate and graduate members of NASPA, this webinar series, created to address the basic-level competencies of the Professional Competencies for Student Affairs Practitioners, will be continued for a second year.
- A Call for Programs was sent to all membership and garnered 19 program proposals.
- Presenters have until November 12th to confirm interest. Webinars will begin in the month of December and go until June 2013.

NUFP (NASPA Undergraduate Fellows Program)

Annual Conference

- The Undergraduate Student Conference will be hosted by the University of Central Florida the Saturday and Sunday before the Annual Conference. All undergraduates, including NUFP fellows, will be invited to register.
- NUFP Fellows and Mentors will have a networking reception Friday evening before the pre-conference. NUFP will continue having “NUFP Buddies,” NUFP alumni who will serve as guides on-site at the Annual Conference for NUFP fellows in attendance.

Summer Internship Process

- Host applications for the 2012 NUFP Summer Internship are due on December 21, 2012.
- The NUFP board is being more intentional to outreach to new institutions, including Community Colleges and International Members.

Dungy Leadership Institute

- Southern Methodist University held the 2012 Summer Leadership Institute from June 17-22, 2012.
- Lester Manzano of Loyola University-Chicago served as the Institute Director, and the faculty for the program are available in the 2012 Summer Board Report.
- The 2013 SLI will be held at Iowa State University with Tonantzin Oseguera, Assistant Dean of Students, University of California, Riverside will be serving as institute director.
- Applications to host the 2014 SLI have a priority deadline of November 30, 2012 and a final deadline of December 20, 2012.

NUFP Welcome Packets

- For the Spring and Fall acceptances, Fellows were re-directed to an electronic welcome page specific for their region. In addition to the welcome letter from the regional coordinator, welcome letters from all KC representatives on the NUFP Board and an invite to the join welcome webinar question hour were on the page. The following are the pages for each region:
 - www.naspa.org/programs/nufp/regi.cfm
 - www.naspa.org/programs/nufp/regii.cfm
 - www.naspa.org/programs/nufp/regiii.cfm
 - www.naspa.org/programs/nufp/regiveast.cfm
 - www.naspa.org/programs/nufp/regivwest.cfm
 - www.naspa.org/programs/nufp/regv.cfm
 - www.naspa.org/programs/nufp/regvi.cfm
- An itinerary calendar of all important deadlines for the program, NUFP stUFP, was created again for the 2012-2013 academic year.

NUFP Notes

- In an effort to increase communication about unique offerings to NUFP fellows, NUFP Notes were continued. This monthly newsletter covers specific things for NUFP Fellows. The following are the NUFP notes for the 2012 year thus far:
 - www.naspa.org/programs/nufp/notes/1213/sept.cfm
 - www.naspa.org/programs/nufp/notes/1213/oct.cfm
 - www.naspa.org/programs/nufp/notes/1213/nov.cfm

Corporate and Foundation Relations

#NASPAtech: Student Affairs Technology Conference

October 25-27, 2012 ∅ JW Marriott, Indianapolis, IN

- 7 exhibitors
- 2 conference sponsors

NASPA Student Affairs Law & Policy Conference

December 6 – 8, 2012 ∅ Westin Charlotte, Charlotte, NC

- 2 exhibitors (as of early November)

2013 Mental Health Conference & 2013 NASPA Alcohol, Other Drug Abuse, and Violence Prevention Conference

- 5 exhibitors (as of early November)

2013 NASPA Annual Conference

March 16-20, 2013 ∅ World Center Marriott, Orlando, FL

- 90 exhibitors representing 98 booths (as of early November)
- 25 conference sponsors (as of early November)

Technology

- Improved Call for Programs submission process for all NASPA events
- Updated TPE website with new content and better work flow tools for candidates and employers.

NASPA Foundation

Jim Rhatigan Conference Fellowship

- The Board voted to create four \$250 conference scholarships for young professionals to attend the NASPA Annual Conference.
- An application is currently being revised and the selected individuals would be known as Rhatigan Fellows.

Foundation Board Nominations Committee

- Jan Winniford will chair the committee, and Kevin Bailey and Prakash Mathew will serve as committee members.
- New guidelines were passed at the September Board meeting for electing new Board members.

40th Anniversary

- The Foundation will celebrate their 40th anniversary at the NASPA Annual Conference in Orlando this year.
- Gage Paine will chair the committee to facilitate ideas for celebration; Nancy Crimmin, Kathleen Cramer, Lori White, Charlotte Tullos, Kevin Kruger and Lucy Fort will serve as members of the committee.
- Kathleen Cramer is researching the history of the Foundation to educate the membership of its origin and purpose as well as highlight the legacy established by John Blackburn.

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.
- The fundraising minimum is \$2,500 for each Pillar.
- Board liaisons will work with other volunteers to meet or exceed this goal.
- Jim Rhatigan was named the Distinguished Pillar for this upcoming year in recognition of his lifelong commitment to our profession.

Pillar Last Name	Pillar First Name	Institution	Board Liaisons
Blake	Peg	Humboldt State University	Cherry Callahan
Buchanan	Joe	Tidewater Community College	Cherry Callahan, Gene Zdziarski
Fienman	Barbara	Suffolk University	Nancy Crimmin
Halvaks	Jill	University of California, Irvine	Lori White
Hammond	Edward	Fort Hays State University	Larry Dietz
Harper	Shaun	University of Pennsylvania	Barbara Henley
Kelly	Robert	Loyola University Chicago	Lori White
Page	Robert	Metropolitan Community College, Penn Valley	Kevin Bailey
Skorheim	Mary	University of Utah	Barb Snyder
Slavin Miller	Sharyn	Azusa Pacific University	Charlotte Tullos, Cynthia Cherrey
Studer	James	Texas State University - San Marcos	Stan Carpenter, Gage Paine
Yanitelli*	Victor	Saint Peter's College	Stan Carpenter
Blake	Peg	Humboldt State University	Cherry Callahan

Advocacy

Research and Policy Institute

Please see discussion of RPI activities and contributions to advocacy listed under the Strategic Planning Goals in the next section.

NUFP (NASPA Undergraduate Fellows Program)

Sodexo/NUFP Partnership:

Sodexo, Inc. has renewed its commitment of \$10,000 to NUFP for the 2012-2013 year. This money will be used in the following ways:

- Annual Conference Attendance Stipends: \$6,000 (8 students at \$750/each)
- Graduate School Scholarships: \$4,000 (2 at \$2,000/each)

Careers in Student Affairs Month (CSAM)

Four webinars were hosted during CSAM including:

- “Careers in Student Affairs: Purpose. Passion. Profession.”
 - 307 sites registered; 83 viewed recording.
 - Panelists included:
 - Tim Albert, Associate Director, Housing, Seattle University
 - Mariela Campuzano, Senior Academic Advisor, Florida International University
 - Dr. Paulette Dalpes, Deputy to Vice Chancellor for Student Affairs & Chief of Staff, City University of New York
 - Tiffany J. Davis, Doctoral Candidate, University of Georgia
 - Cord McLean, Program Advisor, Texas A&M University
- “Student Affairs Job vs. Career: The Choice to Work Full-Time or Attend Graduate School”
 - 215 sites registered; 53 viewed recording.
 - Panelists included:
 - Phyllis McCluskey-Titus, Associate Professor, Illinois State University
 - Frank Cuevas, Executive Director of University Housing, University of Tennessee-Knoxville
 - Corey A. King, Associate Vice President & Dean of Students, Florida Atlantic University
- “Things I Wish I Knew When I Was Applying to Graduate School”
 - 276 sites registered; 56 viewed recording.
 - Panelists included:
 - Yolanda M. Barnes, Program Coordinator, Leadership Development and Second Year Initiatives, Loyola University Chicago
 - Steve Jenks, Residence Hall Director, Cornell University
 - Michael C. Jones, Residence Hall Director, Georgia Institute of Technology
 - Kim McAloney, Coordinator, Student Life Programs, Oregon State University
 - Brian J. Talton, Resident Director, University of Illinois at Urbana Champaign
- “Making the Most of your Career: Navigating your NASPA Membership”
 - 180 sites registered; 21 viewed recording.
 - Panelists included:
 - Nathan Victoria, Director of Member Engagement and Student Initiatives, NASPA

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.

Research and Policy Institute

- Continue efforts to partner with EDUCAUSE, CampusLabs, and other student data focused entities to build capacity to collect unique data on college student experience.
- Completed student services expenditure survey project funded by Lumina Foundation. This project provides the RPI with a baseline for gathering data about the location of student services within the organizational structures of institutional members.

1.2 Demonstrate the impact of student affairs on student learning, persistence, and success through scholarship, assessment, evaluation, and research.

Publications

- Published *Learning is Not a Sprint* and *Building a Culture of Evidence in Student Affairs*

Research and Policy Institute

- Partnering with InsideTrack on survey of NASPA institutions use of data and student services to support active duty and student veteran populations. Resulting report will be presented at NASPA Annual in March.
- RPI is sponsoring a series of “Five Things You Should Know” briefs that link the research, policy, and practitioner spaces to support and demonstrate the alignment of student services with learning goals.
- Leading a national initiative on student affairs contribution to civic learning and democratic engagement (CLDE) efforts. NASPA has established a LEAD Initiative that comprises of a network of 50 postsecondary institutions working in the CLDE space. Activities include a future webinar series, a meeting at the Annual conference, and a newly established national conference on CLDE and student affairs to be held in June of 2013. This effort, led by staff working with professional development and the RPI, is designed to provide evidence of effective student affairs practice in support of institutional wide learning outcomes related to CLDE.

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

Publications

- Published *Journal of Student Affairs Research and Practice*. See journal reports for more detail.

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

Publications

- Published *Building a Culture of Evidence in Student Affairs*, which includes resources specifically for use in program reviews

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.

Publications

- Each issue of *Leadership Exchange* included a Public Policy column with articles authored by leaders of the Public Policy Division

Research and Policy Institute

- Collaborated with others to create guidelines to request that NASPA take a position and/or make a public statement on a policy issue or current event.
- RPI staff participated in planning and executing of ASHE public policy pre-conference held mid-Nov. Promoted NASPA as critical voice in policy dialogues at institution, state, and federal levels.
- Supported creating and dissemination of Public Policy Agenda for NASPA. Collaborated with the PPD on these efforts.

2.2 Define, adopt, and communicate a public stance on critical policy issues in higher education.

Research and Policy Institute

- Authored and served as editors of briefing papers to support the three major issues in the public policy agenda.
- Implemented a communication plan for sharing the public policy agenda with members:
 - Drafted communication for NASPA's President could share policy agenda information with the entire membership
 - Created materials and revised for public policy section of NASPA's website
 - Promoted agenda on via social media

2.3 Build capacity among membership in order to effectively influence public policy.

NASPA Student Affairs Law & Policy Conference

December 6 – 8, 2012 @ Westin Charlotte, Charlotte, NC

- The conference will hold several public policy focused sessions which will include presentations from the Office for Civil Rights, US Department of Education, Staff from the Research and Policy Institute, and policy makers from Washington, DC.

2.4 Track state and regional issues that might significantly affect students, practitioners, and/or campuses.

Research and Policy Institute

- Maintain active communication with Consortium lead to track federal policy and regulatory actions impacting higher education and student affairs. Monitored pending elections likely impact on policy discussion.

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.

Global Summit on Student Affairs and Services

September 20-21, 2012 ♦ Hilton Garden Inn, Washington DC

- NASPA and the International Association of Student Affairs and Services (IASAS) hosted this first-ever gathering of student affairs and services association representatives from around the world.
- 46 participants attended the summit, representing the following 18 countries: Austria, Belgium, Botswana, Canada, Germany, Ireland, Israel, Italy, Japan, Lebanon, Lithuania, Mexico, Qatar, Saudi Arabia, South Africa, Uganda, the United States, and Zimbabwe.
- The Summit has generated several working groups, a listserv, and the committee finishing a summit related document for all attendees.

3.3 Provide context-appropriate professional development activities to improve knowledge and skills of student affairs professionals both domestic and abroad.

NASPA International Student Services Institute

NASPA is planning *NASPA International Student Services Institute* which will take place during the Gulf Region Spring Conference beginning in 2013. There will be three parts to the *NISSI*:

- 1) Student Affairs in Higher Education Certificate from Colorado State University (11 credits online)
- 2) NASPA on-site workshops based on the *Professional Competency Areas for Student Affairs Practitioners*
- 3) International Leadership Institute for students including exchanges provided by the *Center for Student Leadership* at Kennesaw State University

NASPA, in partnership with Colorado State University will present a two-day institute prior to the Honk Kong Student Services Association meeting from December 14-15. Gwen Dungy and Jody Donovan will be the lead faculty for the institute. The main topics covered will be:

- History, Philosophy, and Values
- Advising and Helping
- Student Learning and Development

NASPA is in the process of developing a partnership with Colorado State University to offer a Student Affairs Certificate Program to international student affairs professionals. This certificate comprises four foundational courses that provide an introduction to the student affairs profession. Courses explore the application of college student development theory, the function of student affairs within an institution, the impact of campus environment on student development and learning, and fiscal management in a university and student affairs environment. The four courses are as follows:

- EDHE 660 – Financial Management in Student Affairs (2 cr.)
- EDHE 670 – College Student Personnel Administration (3 cr.)
- EDHE 673 – Student Development Theory (3 cr.)
- EDHE 674 – Campus Ecology (3 cr.)

International Exchange Program

- Currently have 6 International Exchange Agreements with sister organizations worldwide. Working to reestablish our agreement with CNOUS, and Qatar.
- 2013 Exchanges
 - Inbound Exchanges
 - CNOUS- Centre National des Oeuvres Universitaires et Scolaires, will send a delegation in the early spring on 2013. The delegation will be hosted by Oregon State University, Portland State University, the University of Washington – Vancouver and Reed College.
 - Outbound Exchanges
 - Confederation of Student Services in Ireland will host a 3- 5 person delegation in June of 2013. Participants will visit Dundalk Institute of Technology, Trinity University, University College Dublin, and attend the CSSI annual conference.

Publications

- A special discount offer on publications was extended to International Symposium participants
- The summer 2012 issue of *Leadership Exchange* included an article on the advantages and disadvantages of using international recruitment agents

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.

Publications

- Release 3 new books. See "Books" in Scholarship section of Mission Report for more details.
- Maintained multiple channels for publications sales--Avecetra, Amazon, mail, phone, fax
- Expanded journals sales and marketing efforts, which resulted in new library subscriptions. See journals reports for more information.

Corporate and Foundation Relations

- Fine Tuned 2013 Annual Conference Exhibits Budget. On track for resulting in highest net revenue for an annual conference exhibits.
- Secured scholarship funding for 2013 NUFP Programs, International Symposium, and Annual Conference scholarships. (see above under Scholarship)
- Increased sponsorship support for SSAO Events (see above under Leadership)
- Continue to secure funding through ad space to produce the *Leadership Exchange*. (see above under Scholarship)

- 4.2 Increase collaboration and partnerships with higher education and other organizations

Research and Policy Institute

- Partnerships with InsideTrack established.

- Exploring formal partnerships with EDUCAUSE, National College Access Network (NCAN), CampusLabs, and MilesAboveStrategies.
- Making progress in naming of RPI advisory board, which will establish and strengthen connections with several institutions, think tanks, and government agencies through representation on the board.
- Have made contacts with other research/policy organizations to alert them to presence of NASPA's new RPI and our willingness to partner on projects.

Publications

- New NASPA books were featured in the *Chronicle of Higher Education* Selected New Books on Higher Education list. See "Books" in Scholarship section of Mission Report for details.
- Authors regularly promoted their publications through speaking engagements at events outside of NASPA (i.e., other associations, campuses, etc.). See "Books" in Scholarship section of Mission Report for more details.

Corporate and Foundation Relations

- Renewed strategic partnerships with Golden Key, Spelman & Johnson Group, and Educational Benchmarking, Inc. (EBI).
- Attended the 2012 NACUBO Annual Conference.
- Have discussions in progress with other higher education organizations such as E-Check Up To-Go, NSCS and NACURH for potential partnerships.

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.

Publications

- *Building a Culture of Evidence in Student Affairs* is an interactive resource that includes links to PowerPoint Presentations and is offered in e-book format as well as paperback
- The NASPA Bookstore website completed its transition from Network Solutions to Avectra in July to create a more seamless shopping experience for members
- The Point of Sale system for on-site publications sales was upgraded to a mobile payment system, which debuted at the #NASPAtech conference

Corporate and Foundation Relations

- Recruited 7 tech companies to participate in the 2nd annual #NASPAtech Product Demo Showcase for 135 attendees.
- Implemented SCVNGR game at #NASPAtech for attendees to participate in using smart phones.
- Offered new advertising outlets in 2012 (e-newsletter and web site).

Technology

- Created new and enhanced existing tools designed to enable our members to interact with each other and take advantage of NASPA programs.
 - Regional Membership Report and Email Tools (see above under Leadership)
 - Call for Programs Tool (see above under Professional Development)

4.5 Strengthen NASPA's contributions to student affairs graduate preparation programs.

Research and Policy Institute

- Made efforts to speak with graduate students via classroom presentations: Florida State University, University of Maryland, George Washington University, and University of Utah

Publications

- Faculty mailing included special discount offer on publications
- NASPA books are being adopted for course use as indicated by desk copy requests and publications sales data that show increased sales activity during textbook adoption seasons

4.6 Ensure the participation and inclusion of NASPA's members in leadership and governance.

Publications

- Members of the *Leadership Exchange* advisory board are: Patrick Day, Danny Pugh, Shannon Ellis, Celestino Limas, John Saddlemire, and Melissa Vito. See "Leadership Exchange" in Scholarship section of Mission Report regarding for more detail.
- The journal editors regularly recruit for new editorial board members

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

Research and Policy Institute

- Pursuing funding for research activities from third-parties. Will continue to communicate with funders and other partner organizations about the opportunity to work with the RPI on funded projects.

Professional Development Team & Operations Team

- Conducted member surveys and analyzing information to provide additional services and staffing for the member services and programmatic aspects of NASPA's offerings.

Publications

- In October, NASPA administered a survey on its three scholarly journals. The survey was designed to measure preferences in terms of access and use as well as satisfaction with content. The results were used to inform discussions on journals strategic planning.