



**Jeanine Ward-Roof, Region III Director**  
**Report for the 2012 Summer Board of Directors Meeting**  
**June 27, 2012**

**Discussion Items**

1. *Graduate Students in NASPA* – how are they currently involved and what does the future hold for their involvement? Region 3 Board just voted to create a Regional Board position for a graduate student based on other Region’s models and are incorporating graduate specific programming into our Region-- but want to be in sync with National agenda.
2. *Stance on and resources for supporting webinars and online professional development*, i.e. criteria, expectations, process, etc.
3. *Stance on free job postings within NASPA state structure* vs. TPE and NASPA online pay-for-service.
4. *Community Colleges* – Continue to talk about getting community college professionals involved in NASPA. Where are we with membership pricing and programming to help support these efforts?
5. *International Members* – We have developed strong relationship with colleagues in parts of the Middle East and Mexico but members continually ask what benefits NASPA can offer them and if NASPA is ready to be an international association. Seeing benefits of global Regional activity, concerned that splitting national and international aspects of NASPA will not internationalize or globalize the organization but will only create separate entities that do little with or to understand each other.
6. *Corporate sponsors*. Would others be willing to share their sponsors and how they work with and recognize them in their Region, KC, etc.?
7. *History*. If others are capturing their history, what are you capturing?

**Action Items**

*Nothing from Region III the requires a vote*

**NASPA GOALS & GUIDING PRINCIPLES**

*At our summer board meeting we set goals for the year to coincide with the NASPA Strategic plan. The goals that have been received thus far are copied below.*

1. Build the capacity to create knowledge and use data to provide evidence that will support excellence in practice.

<b>Objective 1.1:</b> Be the primary source of data on the experience of college and university students.
<b>Strategies</b>
Create a living document of Region III’s history

This newly formed Adult Learners and Students with Children KC will begin by recruiting members for the KC in August and September 2012
Develop an Alcohol and Other Drug KC Social Media Plan
Encourage research in the area of Asian Pacific Islanders
Engage in the development of a presentation on Transgender Student concerns
<b>Objective 1.2:</b> Demonstrate the impact of student affairs on student learning, persistence, and success through scholarship, assessment, evaluation, and research.
<b>Strategies</b>
Recruit a Research Division Representative for the NASPA-Florida Board for 2012-2014 to communicate with the State of Florida members
Develop on-line tools for Small College and University Division members
<b>Objective 1.3:</b> Tighten and align the connections among theory, research, and practice.
<b>Strategies</b>
Increasing awareness and usage of new professional competencies among professionals, faculty and graduate students.
Enhance the NASPA-FL Case Study Competition at the annual State Drive-in Conference
Provide area on alcohol and other drug Blog for sharing research-based initiatives and professional development opportunities
<b>Objective 1.4:</b> Enhance skills and provide tools to conduct student affairs program reviews in support of best practice and institutional effectiveness.
<b>Strategies</b>
Develop on-line tools for small colleges and universities
Host a webinar for student affairs practitioners working in academic settings. Webinar will be focused on advancing student affairs philosophy/practicing student affairs in an academic affairs setting.

2. Lead advocacy efforts that shape the changing landscape of higher education.

<b>Objective 2.1:</b> Assert NASPA's leadership role in critical issues of public policy regarding higher education.
<b>Strategies</b>
The Adult Learner and Students with Children KC will conduct a survey of its members in 2013 to identify topics of interest and determine directions for the KC.
Partner with the Center for Alcohol Marketing and Youth to shed light on policy and regulatory issues on marketing to our under-21 population
<b>Objective 2.2:</b> Define, adopt, and communicate a public stance in critical policy issues in higher education.
<b>Strategies</b>
Keep members abreast of issues in the area of alcohol and other drugs
<b>Objective 2.3:</b> Build capacity among membership in order to effectively influence public policy.
<b>Strategies</b>
Provide pertinent information about public policy
Build capacity & efficacy in effectively influencing public policy
Increase membership of Community College professionals in NASPA
Plan and execute one membership drive campaign in Kentucky
<b>Objective 2.4:</b> Track state and regional issues that might significantly affect students, practitioners, and/or campuses.
<b>Strategies</b>
Include members from non-western nations voices
Recruit a Public Policy Division Representative to the NASPA-FL Board for 2012-2014
Establish a Georgia state Board
Implement and orient a Kentucky State Board

Draft at least four Kentucky newsletters for NASPA members
The Adult Learner and Students with Children KC will provide educational materials and data that will benefit higher education administrators who have adult learners on their campuses.
Assess current trends in GLBT related concerns for Region 3 membership.

3. Launch an initiative to collaborate with student affairs worldwide.

<b>Objective 3.1:</b> Conduct a needs assessment to guide and prioritize NASPA's international efforts.
<b>Strategies</b>
Determine the needs of our international partners in the area of alcohol and other drugs
<b>Objective 3.2</b> Clarify NASPA's niche in international student affairs.
<b>Strategies</b>
Include pieces from international regional members-highlighting a different country each edition
<b>Objective 3.3:</b> Provide context-appropriate professional development activities to improve knowledge and skills of student affairs professionals both domestic and abroad.
<b>Strategies</b>
Share resources for professional development in the newsletter
Region 3 members will regularly contribute to the Student Leadership and Programs KC quarterly e-newsletter
Offer professional development opportunities for community college staff and leadership
Encourage and develop small college and university workshops at all NASPA conferences
Organize and execute a New Professionals Institute that provides cutting edge information and learning for contemporary student affairs practitioners
The Women in Student Affairs Co-Representatives see the opportunity throughout the year to highlight women working in student affairs in international settings.
Present a conference session focused on women in student affairs at the Summer Symposium.
Host or Co-Host at least two professional development opportunities for the State of Kentucky
Determine site visit hosts within the state of Mississippi
<b>Objective: (IF NEEDED)</b>
<b>Strategies</b>
Increase the communication amongst current, new and prospective members in the state of Mississippi
The Adult Learners and Students with Children KC will begin distributing peer reviewed articles and publications to the members of the KC for discussion and dialogue

4. Strengthen NASPA by making it a more responsive, vital and sustainable organization.

<b>Objective 4.1:</b> Diversify and strengthen the sources of NASPA's revenue.
<b>Strategies</b>
<b>Provide sponsorship opportunities for the 2013 NASPA-FL Drive-in Conference and Undergraduate Symposium</b>
<b>Objective 4.2:</b> Increase collaboration and partnerships with higher education and other organizations.
<b>Strategies</b>
Effectively partner with SACSA to offer quality sessions at the SACSA Conference for NASPA members
Collaborate with the Florida College System and other possible state associations
Work with newly established Board to provide Georgia state-wide professional development opportunities
Increase Georgia state membership by 10% each year to obtain 360 members by 2014
Co-host an event with CPAK – Kentucky's ACPA Organization
Co-sponsor South Carolina collaborative alcohol summit with SC Department of Alcohol and Other Drug Abuse Services (DAODAS)
The Adult Learner and Students with Children KC will begin planning a best practices round table discussion for the NASPA Region III Summer Symposium in 2013.
Identify and share professional development activities to improve knowledge and skills of the African-American KC members' professional development within Region 3
Host Asian and Pacific Islander KC member Meet-Ups

Assess the need for the organization of Region 3 GLBT KC leadership Team
Women in Student Affairs KC Co-Representatives will implement National NASPA programs at regional meetings and conferences
Women in Student Affairs KC Co-Representatives will propose a program for SACSA to highlight women’s Leadership and career paths in the Region
<b>Objective 4.3:</b> Review and redefine the roles and responsibilities of the NASPA President, Executive Director, Regional Vice Presidents, and Board structure and composition.
<b>Strategies</b>
<b>Objective 4.4:</b> Increase opportunities for innovation through technology.
<b>Strategies</b>
Use other forms of social media to make the Region 3 Newsletter content more dynamic and relevant
Increase the overall usage of the @NASPAFL Twitter account
Establish regular communication with Georgia state members
Region 3 members will utilize Student Leadership Programs KC’s virtual and technology-driven tools (Twitter, Facebook group, SLPKC Wordpress Blog)
<b>Objective 4.5:</b> Strengthen NASPA’s contributions to student affairs graduate preparation programs.
<b>Strategies</b>
Publicize Careers in Student Affairs Month to current NUFP Fellows and Mentors
Distribute information to Fellows about student affairs graduate preparation programs
Enhance the programs provided at the 2 <sup>nd</sup> Annual NASPA-FL Undergraduate Symposium
<b>Objective 4.6:</b> Ensure the participation and inclusion of NASPA’s members in leadership and governance.
<b>Strategies</b>
Nominate two excellent candidates for Region 3 Director 2014-16
Engage NUFP Alumni and increase participation in NUFP, Region III and NASPA
Recognize/Publicize the NUFP Program to undergraduates and student affairs professionals to generate interest
Create a Mississippi State Board
The Adult Learners and Students with Children KC will provide educational materials and data that will benefit higher education administrators who have adult learners on their campuses
Create a Regional Board for the Latino/a Knowledge Community
Increase involvement of new professionals and graduate students in NASPA Leadership
Strengthen the connection between the Regional and Nationals New Professionals and Graduate Student KC
<b>Objective 4.7:</b> Examine resources and staffing to ensure alignment with strategic planning goals.
<b>Strategies</b>
Restructure the NASPA-FL Board to ensure alignment with NASPA’s strategic goals

**Integrity** – Committed to high moral principles exhibiting authentic, honest, just and ethical behavior.

**Innovation** – Continuously seeking improvement through new and creative approaches.

**Inclusion** – Seeking ways to ensure access, voice, acknowledgement, opportunity, and participation at all levels.

**Inquiry** – Supporting research and scholarship to add to the knowledge base of the profession and ensure that data informs practice.

### DIVISION REGIONAL REPRESENTATIVE REPORTS

*Community College Division Representative Barry Hubbard reported the Division continues to explore ways to engage Community College professionals with NASPA and help NASPA offer applicable professional development for those working in Community Colleges.*

*The Region 3 Research Division Representative Alicia Caudill worked with her committee to award research grants to four member teams from Region 3.*

#### **2012 NASPA Region III Research Grant Recipients**

##### **Lead Researchers and Study Titles**

- Dena Kniess - Minority Students' Perceptions of their Second-Year in College: A Phenomenological Study
- Dr. Gwenn Pasco - An Examination of an Association Between a Student's Academic Success and Orientation Experience Based on the Method of Information Delivery: Traditional or Interactive.
- Dr. Michael Shutt - Assessing Needs of the LGBTQ Graduate Students and LGBTQ Men on Campus
- Dr. Rishi Sriram - National Study of Student Affairs Professionals & Disseminating Research on Student Affairs Professionals

*Small College and University Divisions Region 3 Representative Debbie Heida reported they just hosted their signature small college conference where members networked and shared materials. They are also working on teleconferences to offer similar programming for small college and university NASPA members online.*

### **SUPPLEMENTAL REPORTS**

Region 3 hosted a great Board meeting/Orientation for all new and returning Board members in Virginia Beach, VA on June 3, 2012. We spend a good amount of time creating our strategic goals to mesh with the overall NASPA strategic plan, getting to know each other, reporting on activities and planning for future Regional needs. In addition, we were excited to welcome L.J. Johnson to the meeting to share updates about NASPA. This meeting was held in conjunction with our Summer Symposium (June 3-6), which was an excellent opportunity for members of the Region to gather, learn and network. This year's Symposium was chaired by Shawn Smee and included a focus on social media and the future of student affairs and various keynotes by Teri Bump, Almeda Jacks, Richard Keeling, Kevin Kruger, and L.J. Johnson, as well as a panel of professionals (Elizabeth With, Derek Oxendine, Bill Boerner and Donna Lee) discussing how to define and respond to today's student diversity. The Corporate Sponsor Chair Roberta Bigger secure over \$29,000 of inkind and monetary support for the conference allowing us to offer lower registration costs and increased food and activities to the members. Our Summer Symposium next year will be held in Austin, Texas June 9-13 and is being chaired by Elizabeth With and Rusty Jergins.

Region III continues to partner with SACSA to host the Mid-Managers and New Professionals Institutes and a joint fall conference. The Institutes directed by Pamela Anthony (MMI hosted at Auburn University) and Brit Katz (NPI hosted at North Carolina Central University) went very well and boasted 40+ at each. In addition, this was the first time an HBCU campus hosted the NPI program. The planning for the fall conference is going well thanks to the efforts of our NASPA Liaison to SACSA Denny Bubrig.

Our accounts are in the black and we are financially stable. We are able to host unique Regional events and support various events in the States and Countries in Region 3 to help members stay professionally engaged close to home. More specifically, the state of Florida hosted an event for undergraduates interested in Student Affairs offering free NASPA memberships to all who attend, Virginia hosted a VPSA event followed by an SGA meeting and both were highly successful. South Carolina, Kentucky, Tennessee and Texas co-hosted events with other organizations in their state while professionals in the Gulf Region (Middle East) and Mexico hosted professional development opportunities for members in their country (and surrounding countries in the case of the Middle East). This was the first time a

meeting was hosting in Mexico while the Gulf Region expanded their meeting this year by including members of ACPA and bringing the meeting to Qatar.

We unanimously voted to incorporate a Graduate Student position on the NASPA Region 3 Board so we could ensure graduate student voices were heard and considered in our decision-making for the Region.

Region 3 Awards and Nominations Chair Becky Spurlock and her committee have completed the Regional 3 award's process for 2012. The Award's Committee is comprised of 22 colleagues from around the Region, representing various states, levels of experience and types of institutions. We received 39 nominations for the 10 awards and the awardees are listed below. The awards in bold indicate the Regional award has a counterpart on the National level and those winners will automatically be forwarded for consideration in the National award's process.

- **The John Jones Award for Outstanding Performance as a Senior Student Affairs Officer (Scott Goodnight Award)**  
*Dr. Patricia A. Whitely, Vice President for Student Affairs, University of Miami*
- **The John Koldus Award for Distinguished Service to NASPA Region III (Fred Turner Award)**  
*Dr. James F. Conneely, Associate Vice Provost & Vice President for Student Affairs, Eastern Kentucky University*
- **James E. Scott Outstanding Mid-Level Student Affairs Professional Award (Mid-level Award)**  
*Dr. Juan R. Guardia, Director, Center for Multicultural Affairs, Florida State University*
- The William Leftwich Award for Outstanding New Professional in NASPA Region III  
*Christine Hernandez, Program Coordinator, Women and Gender Studies, George Mason University*
- Outstanding Graduate Student in Region III Award  
*Veronica Rendon, Leadership Center Graduate Assistant, The University of Texas at Arlington*
- **Outstanding Contribution to Student Affairs through Teaching (Robert Shaffer Award)**  
*Dr. Deborah J. Taub, Professor, Department of Teacher Education and Higher Education, University of North Carolina at Greensboro*
- The Bob E. Leach Award for Outstanding Service to Students  
*Paul Goebel, Senior Director, University of North Texas*
- The Robert D. Bradshaw Small Colleges Student Advocate Award  
*Dr. Mary Beth Bankson Williams, Assistant Dean of Students, The University of the South*
- **The President's Award (President's Award)**  
*Dr. Eric J. Barron, President, Florida State University*