



Paul Bennion, Region V Director
Report for the 2012 Summer Board of Directors Meeting
July 29, 2012

Discussion Items

- *Implication of offering Community College Professional Award*
- *Membership communication challenges*
- *Retention of documents*

Action Items

Not applicable

NASPA GOALS & GUIDING PRINCIPLES

1. Build the capacity to create knowledge and use data to provide evidence that will support excellence in practice.
 - The Region V Advisory Board budgeted funds to support the creation of a culture of research in the region. The Research Division Representative spearheaded a regional scholar-practitioner research grant process. An RFP process was put together that seeks to support research that is: (a) systematic in its approach to discover relationships between variables or to explain a particular phenomenon, (b) grounded in theory, and (c) generalizable or has broad implications for practice so that it contributes to the body of student affairs scholarship. Two grants have been awarded...one focuses on the role of mentoring, and the other on the integration of student affairs competencies into performance assessment. The recipients of these grants will present their research at the 2013 Western Regional Conference (WRC).
 - A research track has also been incorporated into the WRC, which was supported by the Region V Faculty Liaison.
 - The advisory board is interested in starting to solicit research on certain topic or in certain areas, while still being open to proposals outside these identified areas.

- The Research Division Representative is working with Region V KC reps to have them begin to integrate research into discussion within their respective KC interest areas.
 - The Advisory Board has revised its funding request form to include “substantiated by research” as one of the criteria.
 - The Advisory Board intends to try and spotlight through the Region V blog research that is being conducted in our region as a way to keep it on members’ minds throughout the year.
 - Region V Faculty Liaison sent an email co-signed by the Region V Professional Standards Representative to program coordinators in the region to encourage them to consider the 2010 Professional Competency Areas for Student Affairs Practitioners published by the and National Association of Student Professional Administrators (NASPA).
2. Lead advocacy efforts that shape the changing landscape of higher education.
- A well-attended public policy overview session at the regional conference presented by the Region V and Region VI board public policy representatives.
 - The Region V Public Policy representative submitted regular articles for the Region V newsletter related to public policy
 - Communication with Region V board members to encourage participation in the development of the public policy agenda
 - Special thanks to Region V for sponsorship of the public policy breakfast offered at the conference session.
 - The Region V representative to the Public Policy Division was appointed to serve as the Chair of NASPA’s public policy division from 2011-2013; during the interim, she has continued to serve on the Region V board as the public policy representative.
3. Launch an initiative to collaborate with student affairs worldwide.
- The Region V International KC Representative has been working with Brett Pelози and the 2012 WRC Committee in order to try and engage our Pacific Rim student affair colleagues, since the conference will be held in Hawaii.
4. Strengthen NASPA by making it a more responsive, vital and sustainable organization.
- The Region V Advisory Board conducted a regional membership survey last summer. The results of this survey led to the development of five initiatives, in which we have made substantial progress the past year. At our most recent board retreat, held June 22-24 in Portland, OR., we revisited each of these

initiatives and developed action items for each of them for the coming year. The following initiatives contribute to the vitality and sustainability of NASPA:

- Research (see goal #1).
- Access – The advisory board developed an application process (<http://tinyurl.com/RegionVScholarship>) for Region V members to obtain scholarships to attend the WRC, national conference, and other NASPA hosted conferences. The board set aside funds to award nine \$500 regional conference scholarships, six \$500 national conference scholarships, and two \$250 other NASPA conferences scholarships. The scholarships are available to any member of Region V, but priority is given to first time attendees, NUFPs, new professionals, faculty, graduate students. The advisory board is planning to increase awareness of these scholarships by publishing articles on the region v blog. The Faculty Liaison sent introductory email to all faculty NASPA members in the region and encouraged them to apply for registration scholarships.

The advisory board discussed working with the state/province reps to generate a list of all higher education institutions in the region and which of those are not institutional members. We could then begin to reach out to them on a more personal basis.

The board also discussed how we can better engage with Hispanic serving institutions and tribal colleges in the region. A committee was identified that includes our Indigenous KC representative, which will discuss ways to reach out to these institutions with mutuality and reciprocity as the focus. With the majority of tribal colleges in Montana, we hope to use the location of the 2013 WRC in Salt Lake City as a way to connect.

- Professional Development – The Region V advisory board has hosted or co-sponsored quite a few professional development opportunities over the past year, including the SSAO Retreat, Puget Sound Colloquium, Seattle University Professional Development Day, Power of One, API drive-in hosted at Salt Lake Community College, as well as the upcoming Leadership Confab at Boise State University in July and the Undocumented Student drive-in at Seattle University in October. In addition, of course, to the WRC.

The advisory board is looking into KC-focused and state/province-focused opportunities that these respective reps would help facilitate. The hope is to try and systemize it by possibly including the facilitation of these types of events into the position responsibilities of KC and state/province reps.

The board discussed starting an annual policy issue drive-in conference or webinar.

The board discussed bringing back a multi-day mid-level institute (utilizing the curriculum being developed by the professional standards representatives).

The board will start discussions with the 2013 WRC planning committee and the Region VI Director about the possibility of going to an every other year model with pre-conference institutes...one year we would offer the traditional SSAO, Mid-level, GNP, and NUFP institutes, and the other year we would offer small college, community college, and international symposium institutes.

- Innovation – The advisory board initially identified innovation as an initiative in order to be responsive to new ideas and developments in the field that we would want to be part of and help support. Though no specific ideas were introduced in the first year, in hindsight there are quite a few innovative projects going on in the region, such as the scholarships and research efforts, the leadership confab, Power of One conference, unique SSAO retreat format, blog, etc. In addition to these efforts, a peer-coaching innovation proposal was introduced by our Professional Standards Representative that the board discussed at its summer retreat and decided to fund. The proposal is for a Peer Group Coaching Pilot Program that would consist of two groups, an SSAO group and a mid-level group. The groups would engage in action learning with the help of a trained facilitator that allows the group to tackle problems while reflecting on themselves and each other. The program utilizes Go To Meeting technology. The board views this as a viable, cost effective possibility for meeting personalized needs of our members in a region that is geographically expansive. We will evaluate the two pilot groups at the end of the year to determine how to proceed.

- Communication – The advisory board added a social media representative to the board to work with our website/communication representative. The focus of this position has been on the creation of the region v blog (<http://nasparegion5.com/>). The blog creates a more interactive environment for connecting with members and it has been quite successful so far. The KC reps were trained at the board retreat on how to blog, which will allow for more robust discussions in specific areas of interest. The blog continues to post newsletter type articles. A communication matrix/timeline is being constructed that will coordinate on-going communication from all areas of the board to the membership.

Volunteering is a great way to get involved and access the profession in a new way, so the region v volunteer coordinator will be working with our social media representative to start using the blog to push opportunities to get involved.

The Region V Small College Representative has formed a regional advisory committee consisting of herself, Debbie Chee of Puget Sound, Mark Ferne of Westminster College, Michael Hall of Pacific northwest College of Arts, and Laurel Dube of Saint Martin’s University. Hampton Hopkins has provided additional names of Region V staff that will be contacted about serving with this group as well. Following their first teleconference this month, Mark and Debbie Chee were informed that their program proposal was accepted for a SC&U roundtable at the NASPA Regional Conference in Hawaii this fall. Mark has followed up and requested that a “breakfast business meeting” be scheduled for SC&U the day following the roundtable program. He will be notified about this in August if this type of ancillary meeting can be arranged with the hotel. Debbie Chee has agreed to facilitate the roundtable. The advisory group will plan to hold another tele-conference over the summer and discuss other possible regional activities.

The Community College representative is planning to contact all non-member community colleges and share the NASPA link with them to get them to review all the benefits NASPA has to offer. A PDF newsletter with embedded video will be created and hosted on the region v blog, and sent out to all community college members and non-members in the region.

The past RVP for region v is serving in a new role as the regions historian. Kari has been working to pull together information on the history of region v that will be hosted on our NASPA Region V website. Part of the challenge we have is deciding which documents should be saved and archived. We agreed that conference reports, rvp reports, approved funding requests, minutes, and financial reports should be saved.

- Membership

- Year to year region v membership is up almost 10%, to 878, but we are down compared to March 2012 when membership was 901; looking at past reports this is a trend, membership is at its peak each March. There are four new member institutions and/or rejoining after a lapse in membership: Cascadia Community College (WA), International Association of Student Affairs and Services (OR), Prince William Sound Community College (AK), and University of Southern Nevada. To assist with mentor efforts, all NASPA Region V members who renew membership between September 1, 2011 and August 31, 2012 will be entered into a drawing for a one year paid membership dues and will get to give a paid membership to a non-member at your institution as a way to mentor new members into the association. The NASPA Leadership Portal is not currently accessible, making it challenging to send individual communications to members. State / Provincial Coordinator efforts include personal emails to new and expiring members. To send these emails, we have to look each individual up in the NASPA Directory. Additional State / Province Coordinator efforts have been focused on promoting NASPA at state conferences and other professional development meetings and targeting non-member institutions. The Washington State Rep has developed a presentation geared towards graduate students. The Region V Membership Chair's focus has been on working with the NASPA office towards the creation of a portal that supplies Regional Boards with access to member information and member communication. The NASPA Office is developing an online new member welcome kit in addition to existing electronic communications sent to members and the five communications sent to expiring members. Region V is working to determine how to ensure regional communication strategies compliment the communications from the NASPA office.

- Knowledge Communities (KC Coordinator Report)
 - This past quarter was very busy for the Region V KC's. Region V KC's witnessed a great turnout at the National Conference in Phoenix, where 12 of our KC Reps were able to attend.

Unfortunately, Region V experienced a large volume of change within the KC Representative positions this past quarter that have seen 10 KC positions come vacant. Over the past few months, however, we have been able to fill 7 of 10 vacancies. Currently, the only KC vacancies include the AGAPSS KC Rep, the Fraternity & Sorority KC Rep, and the Alcohol & Other Drug KC Rep.

This year witnessed the first ever KC Pre-Board In-Service that was held a half day prior to the start of our annual Region V Summer Board Retreat in Portland, Oregon. With 13 KC representatives present, it was a successful initial endeavor that allowed for relationship building, training, and goal development for our KC reps. In the coming year we will focus on building our blog presence by committing each KC rep to a once per month blog and contact opportunity with their regional members.

Updates on annual goals and outcomes from this quarter are outlined below:

- *Goal 1: Establish a complete roster of Regional Knowledge Community Representatives*
 In Region V, though we began the quarter with a full KC Representative roster, a few KC Reps have decided to either step down from their post or have taken a different post on the Region V board leaving a vacancy in the KC Roster. With 10 vacancies at the start of the quarter we are now down to needing only three KC Rep positions in order to complete our board.
- *Goal 2: Develop regular communication/training/support opportunities for Regional KC Reps*
 Region V KC reps have committed to monthly blog postings. Blog postings will be offered in the following areas:
 1. Post on HOT TOPICS
 - a. Training tools
 - b. Non-traditional students and your area
 - c. Civic engagement and ...you get the picture

2. Use recent news and apply it to your area
 - a. Jerry Sandusky...what does that mean to your functional area?
 - b. The election...
 3. Current books, your thoughts and responses
 4. Current research, thoughts/responses
 5. Breaking news in your area
 6. Do member interviews across the regional in your functional area/highlight a question, a concern, etc.
 7. Look at some other media (i.e. political cartoons, other blogs, tv shows) and comment related to your area.
 8. Update on conferences and events
 9. BE engaging and use pictures/video AS MUCH AS POSSIBLE
- Goal 3: Support the programmatic work of our KC Reps in our region
The following are a few updates from select Knowledge communities in Region V:

Adult Learners & Student with Children

- Gretchen Jewett (University of Oregon) appointed as new KC rep

Asian Pacific Islanders Concerns KC (Lisa Hatfield, Portland State University)

- Wrote a blurb for the current blog on the student development competency
- Submitted a funding proposal on behalf of Salt Lake Community College to offer a 2-day conference in March about serving Pacific Islander students
- Been in communication with national KC leaders

Disability KC

- Anna Talvi-Blick appointed as new KC rep.

Latina/o KC

- Rudy Mondragon (University of Washington) appointed as new KC rep
- Developed a drive-in conference focused on Undocumented Student Support to be held at Seattle University on October 22nd, 2012.

GLBT Issues KC (Kari Fass, Washington State University)

- Power of One 2012 was a success at Oregon State University.

- Attended by 167 students and professionals, it netted roughly \$4,000.
- P1 2013 is scheduled for April 26-28, 2013 at Boise State University.

International Education KC (Hui-ling Chan, Western Washington University)

- Working very closely with NASPA National and Region 6 to put out invitation to institutions abroad/across the pacific to participate in the Western Regional conference.
- Exploring a webinar on international education for Region 5 and 6. I hope to be able to solidify the focus from conference and move with the idea.

Men & Masculinities KC

- Franklin Soares (Oregon State University) appointed as new KC rep.

Multiracial KC (DJ Zissen, Oregon State University)

- Working on organizing some sort of social for those interested in the MRKC at the WRC. I am working with individuals from both Region V and VI.

New Professionals & Graduate Students KC (Travis Mears, University of Washington – Tacoma)

- NPGS is continuing to develop strategies to connect with the student affairs graduate preparation programs in Region V and will be reaching out to the Region V Faculty Liaison to assist in the development of these strategies.
- NPGS is committing to providing at least professional development opportunity each month to its membership to increase engagement and development of the KC.

Parent & Family Relations KC

- Heidi Stanton Schnebly and Amanda Garcia Morgan (Washington State University) appointed as new KC co-reps.

Spirituality & Religion in Higher Education KC

- Darrell Goodwin (Seattle University) appointed as new KC rep.

Student Affairs Development and External Relations KC

- Jeff Rosenberry (Montana State University – Billings) appointed as new KC rep.

Student Leadership Program KC (Charlie Varland, Boise State University)

- Collaborate with SLP-KC Representative from Region VI on activity and/or meet-up opportunity for KC members at Western Regional Conference in November 2012.
- Monthly blog post at www.naspregion5.com on hot topic or link to interesting article or resource as related to SLP-KC.
- Initiate new regional award, "Outstanding Contribution to Student Leadership Programs in NASPA Region V," with award recipient to be recognized at Western Regional Conference in November 2012. The Region V SLP-KC Committee will administer the award nomination, review, and selection process.
- Host regional drive-in "Confab" at Boise State University in July 2012 with focus on seeking innovation in our work as student affairs professionals.

Veterans KC

- Roger Perkins (University of Utah) appointed as new KC rep.

Women in Student Affairs KC

- Liz Roosa-Millar (University of Montana) appointed as new KC rep

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

Division directors – per our discussion during the March Board meeting, Regional Representative reports will be included with the Regional Directors' Reports. Please only include Regional Representative Reports if they are integral to your national/international report.