



Frank Ardaiole
NASPA Foundation Board Chair Report
December 2014

NASPA Board Action Items

Review and approve the NASPA and NASPA Foundation MOU

NASPA Mission

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

Leadership

The NASPA Foundation
Foundation Awards

Jim Rhatigan Conference Fellowship

- Four \$500 conference scholarships for young professionals to attend the NASPA Annual Conference are available.
- Online applications will open January 7, 2015 and the selected individuals would be known as Rhatigan Fellows. This award is endowed by Jim Rhatigan.
- Nancy Crimmin serves as the chair for the process.

Pillars of the Profession – Class of 2015

- 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 2015 class:

Pillar Name	Institution	Board Liaisons
Kevin Bailey	University of West Florida	Zdziarski, Cherrey
Rosie Bingham	University of Memphis	Henley
Kari Ellingson	University Utah	Hubler – Scherrens, Snyder
Anna Gonzalez	Lewis and Clark	White
Ellen Heffernan	Spelman and Johnson	Tullos, Keefe
Brent Paterson	Illinois State University	Zdziarski, Carpenter

Enrique Ramos	Estudiantiles Tecnológico de Monterrey	Ardaiole
Richard Rossi	Creighton University	Reesor
Vernon Wall	Leadershape	Rue, Simmons
Laura Wankel	Northeastern University	Kuk, Crimmin
Jeanine Ward-Roof	Ferris State University	Zdziarski, Hubler – Scherrens
Melissa Vito	University of Arizona	Blake

- The fundraising minimum is \$2500 for each Pillar and Board liaisons work with other volunteers to meet or exceed this goal.

John L. Blackburn Distinguished Pillar

- Jon C. Dalton and Alice Manicur were named as the John L. Blackburn Distinguished Pillars of the year in recognition of their lifelong commitment to our profession.

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

- The call for 2015 Melvene D. Hardee Dissertation-of-the-Year Award applications opened for NASPA members in May 2014. Tony Cawthon is the 2014-2015 chair for the Dissertation of the Year Award committee.
- NASPA received 33 applications for this year, the same number as last year.

Leadership/Engagement

- Foundation Board members, volunteers and NASPA staff are finding opportunities to highlight the Foundation during other NASPA programs. For example:
 - Levester (LJ) Johnson spoke about the Foundation at the 2014 NASPA Institute for New Chief Student Affairs Officers and a Foundation ad was placed in the program book
- Nancy Crimmin chaired the Board’s Nominations Committee to develop a slate of individuals to be considered for Foundation Board membership. Other committee members are Lori White, Sandy Hubler-Scherrens and Charlotte Tullos. Kevin Bailey, Linda Kuk and Barbara Henley will roll off the Board at the March 2015 meeting. Elections for new Board members occurred in September. Brent Paterson, Les Cook and Maggie de la Teja will join the Board as new members and Sandy Hubler-Scherrens will be the new secretary.

#NASPAgives

- Through the #NASPAgives Annual Campaign, significantly more student affairs professionals are engaged with the Foundation.

Fiscal Year	Number of donors
2011-12 FY	312
2012-13 FY	400
2013-14 FY	794
2014-15 FY-to-date	230

(as of 10/31/14)

- The 2014-15 #NASPAgives goal is 647 donors and \$133,200 (a portion of the Foundation’s fundraising.) If successful, 4.8% of NASPA members will be Foundation donors.
- The Regional Directors and Foundation Ambassadors are doing a lot to bring visibility to the #NASPAgives Annual Campaign, for example:
 - The Foundation was represented at all fall Regional Conferences with signage, materials and more
 - Becky Spurlock highlighted the Foundation as part of her “Get involved with NASPA” presentation at SACSA/NASPA Region 3 joint conference
 - An ad for the NASPA Foundation was placed in the SACSA/NASPA conference book, as well as the NASPA Region I conference book
 - Region I offered one of their conference activities exclusively to donors to the Foundation

Scholarship

“The NASPA Foundation supports the advancement of knowledge concerning students, higher education institutions, and issues facing the student affairs profession. Through the contributions of NASPA – Student Affairs Administrators in Higher Education, members and friends, the Foundation has established an investment program and restricted endowments that provide support for NASPA awards, professional development programs, regional activities, and research projects.”

Research Grants

- Foundation Board reviewed 46 Channing Briggs Small Grants proposals and approved 12 grants for a total award of \$23,904, from the July 2014 proposals. Last year the Board reviewed 51 applications.
- In September 2014, the Board voted to fund a \$35,000 large grant for summer 2015.
- Recipients for July 2014 Channing Briggs Small Grants include:

Title	Author
Developing Digital Student Leaders: A mixed methods study of student leadership, identity and decision making on social media	Josie Alquist
Foreign-Born Black Collegians Learning Race in a U.S. Context	Chrystal George Mwangi
Institutionalizing Support for Undocumented Students in American Higher Education: Through a Racist Nativist Framework	Darsella Vigil
Undergraduate international students’ perspectives on student engagement	Anne McDaniel
I (Too) Am: A phenomenological exploration of microaggressions in higher education	Nina Daoud

What Does Direct Evidence Via Card Swipe Tell Us About Student Engagement and Retention?: A Study of the Engagement Research Index Project	Ah Ra Cho
Exploring the Academic and Social Experiences of Homeless College Students	Quint Geis
Theory to Practice in Student Affairs: A Photo-Elicitation Study	Chris Linder
Exploring student-parent communication patterns during college: Considerations of race, class, and gender	Dayna Weintraub
The Experiences of High-Achieving First-Generation College Males from Rural Maine	Daniel Tillapaugh
How a Jesuit University Addresses LGBT Issues: A Case Study	Bryce Hughes
Understanding the Expectations and Transitions of For-Profit Transfer Students to the Four- Year Institution	Molly McClelland

5 Things Briefs

- The NASPA Foundation contributed \$25,000 as a partner with NASPA's Research & Policy Institute to bring the 5 Things Briefs, providing NASPA members with thought-provoking perspectives and guidance from current research on supporting student success in all its forms. The Foundation partnership will continue until November 2015 and may be extended.

Student Affairs Archives

- For many years, the NASPA Foundation has been a key underwriter of the National Student Affairs Archives (NSAA) held at Bowling Green State University. This collection stands as the largest repository of records documenting student affairs and higher education from early days of the profession to the present. The Foundation also pays expenses for the archivist to attend the NASPA Annual Conference. This is an ongoing commitment.

Capstone Award

- The Foundation's Capstone Award is meant to build a repository of retiring members' final vitae and insights to several key questions about the members' experience in the profession. That repository is meant to help researchers access and connect past professionals' work with current initiatives. The Foundation will be promoting this project more proactively in the coming year.

Professional Development

NASPA Foundation Ambassadors

- Amy Sajko has continued the NASPA Foundation Ambassadors which allow opportunity for individuals from the Regions to promote and serve for the Foundation at Regional events.

Newsletters

- The Foundation will continue to send an e-newsletter to all NASPA members providing updates on Foundation related activities and involvement.

Advocacy

- The Foundation Board nominating committee continues to focus on diverse representation of regions, institution type, gender, ethnicity and viewpoints. Additionally, the call for nominations and self-nominations are being promoted more broadly than ever before.

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.
 - The Foundation provided grant funding to NASPA members who are required to share their findings with the Association through presentation at the Annual Conference, on the website, and/or article submission to NASPA publications.
- 1.2 Demonstrate the impact of student affairs on student learning, persistence, and success through scholarship, assessment, evaluation, and research.
 - Through partnership on the RPI's *5 Thing Briefs*, the Foundation helps facilitate and support research and practice on the impact of student affairs.
- 1.3 Tighten and align the connections among theory, research, and practice.
 - The Foundation supports this by providing opportunity for research grants based on the research agenda for NASPA.
- 1.4 Enhance skills and provide tools to conduct student affairs program reviews in support of best practice and institutional effectiveness.
 - This is accomplished by support large and small grant research needs to grow the higher education and student affairs field.

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.
 - The Foundation supports and promotes NASPA's leadership role in critical issues of public policy in its communications channels.
- 2.2 Define, adopt, and communicate a public stance on critical policy issues in higher education.
- 2.3 Build capacity among membership in order to effectively influence public policy.

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

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.
- 3.3 Provide context-appropriate professional development activities to improve knowledge and skills of student affairs professionals both domestic and abroad.
- The Foundation includes NASPA's international members in its communications channels and has a few international donors. An international member is a recipient of the Pillar of the Profession Award this coming March.

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.
- The NASPA Foundation launched an annual campaign last year. Additionally, the Foundation Board members have increased their individual fundraising efforts, securing new multi-year pledges to the Foundation (Diamond Club and above). Through the #NASPAGives annual campaign and other initiatives, significantly more revenue is coming in to the Foundation. For example, since June 30, 2012:
 - Number of Active Donors is up 155% ($n=794$)
 - Total Revenue (including pledge payments) is up 138% (\$189,389)
 - Number of Retained Donors is up 75% ($n=189$)
 - Number of New Donors is up 229% ($n=460$)
 - New Donor Revenue is up 282% (\$41,983)
 - This increase in cash flow allowed the Foundation to maintain its \$25,000 commitment to the RPI, as well as commit \$35,000 for a new large grant.
 - The Foundation now accepts gifts of appreciated securities and is increasing education about non-traditional and planned giving opportunities.
- 4.2 Increase collaboration and partnerships with higher education and other organizations.
- The development of the Foundation Ambassador program has strengthened collaboration within NASPA by involving new and mid-manager professionals in the Foundation's work.
 - In conjunction with BACCHUS joining NASPA, the Foundation created a restricted account to support BACCHUS scholarships and bridge their donors to NASPA.
- 4.3 Review and redefine the roles and responsibilities of the NASPA President, Executive Director, Regional Directors, and Board structure and composition.
- 4.4 Increase opportunities for innovation through technology.
- The Foundation now publishes a monthly e-newsletter.

- 4.5 Strengthen NASPA's contributions to student affairs graduate preparation programs.
- The Jim Rhatigan Fellowships allows four graduate students to attend the NASPA Annual Conference and increase knowledge of NASPA and student affairs. The individual award amount will be doubled to \$500 in 2015.
 - The grant opportunities provided by the Foundation are a good resource for graduate students who seek funding for their professional research.
- 4.6 Ensure the participation and inclusion of NASPA's members in leadership and governance.
- Amy Sajko, Senior Director of the NASPA Foundation, continues to work with the Foundation Board, Foundation Ambassadors and other constituents.
 - Lucy Fort, Assistant Director of Educational Programs & NASPA Foundation, continues as a liaison with all things NASPA.
- 4.7 Examine resources and staffing to ensure alignment with strategic planning goals.
- The Foundation Board is moving forward in fulfilling its own Strategic Plan (in addition to the NASPA Strategic Plan) and substantial progress has been made. Staffing to meet these goals is appropriate at this point and will be assessed on an ongoing basis.
 - The Foundation's fundraising software needs will be considered as NASPA embarks on the search for new member services software, hopefully leading to an integrated system.
 - The Foundation Board will also be utilizing Board Effects software to streamline efficiency and support sustainability.