



Frank Ardaiolo
NASPA Foundation Board Chair Report
July 2014

NASPA Board Action Items

None at this time

NASPA Mission

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

Leadership

**The NASPA Foundation
Foundation Awards**

Jim Rhatigan Conference Fellowship

- 18 graduate students applied and four were awarded \$250 each to attend the NASPA Annual Conference:
 - Kevin Valliere, Texas A&M University
 - Sarah Arsenoff, University of Tennessee – Knoxville
 - Jonna Greer, University of West Georgia
 - Ashleigh Taylor, University of Louisville
- Each was awarded a check personally by Dr. Rhatigan at the NASPA Foundation Awards Ceremony.
- This award is endowed by Jim Rhatigan. NASPA facilitated the advertising, submission and review process for this award.

Pillars of the Profession – Class of 2014

- The Pillar of the Profession program continues to be an important recognition and fundraising initiative for the NASPA foundation. This year, 13 Pillars were selected for the 2014 class presented in Baltimore:

Pillar Last Name	Pillar First Name	Institution	Board Liaisons
Balistreri-Clarke	Margaret	Edgewood College	Larry Dietz
Champagne	Delight	Springfield College	Nancy Crimmin

H. de La Teja	Magdalena	Northeast Campus of Tarrant County College District	Gage Paine, Stan Carpenter
Hoover	Richard	University of Nebraska – Lincoln (Retired)	Larry Dietz, Barb Snyder
Matusow-Ayres	Helen	Pratt Institute	Linda Kuk
Millerick	Timothy	Austin College	Cherry Callahan
Moriarty	Debra	Towson University	Cynthia Cherrey, Sandy Scherrens
Mullendore	Richard	University of Georgia	Jan Winniford, Kathleen Cramer
Reesor	Lori	University of North Dakota	Lori White
Roberts	Gregory	College Student Educators International ACPA	Kevin Bailey, Kevin Kruger
Petty	Marcia Lou	Loyola University New Orleans	Cynthia Cherrey, Penny Rue
Shanley	Mark	Radford University	Frank Ardaiole, Barbara Henley
Zdziarski	Eugene	Roanoke College	Jan Winniford, Charlotte Tullos

- The fundraising minimum is \$2500 for each Pillar and Board liaisons work with other volunteers to meet or exceed this goal.
- \$54,151.64 was raised in conjunction with the 2014 Pillars class, including the John L. Blackburn Distinguished Pillar, Art Sandeen. This is the most ever raised.

John L. Blackburn Distinguished Pillar

- Art Sandeen was named the John L. Blackburn Distinguished Pillar of the year in recognition of his lifelong commitment to our profession.

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 2013 NASPA Institute for New Chief Student Affairs Officers
 - Penny Rue spoke at 2014 NASPA AVP Institute - Excellence in the “Number Two” Role

#NASPAgives

- Through the #NASPAgives Annual Campaign, significantly more student affairs professionals are engaged with the Foundation. For example, in the twelve months preceding 3/30/12, 325 individuals and organizations had contributed to the Foundation. For the same period this year, its 657 donors.

12 month period	Number of donors
April 2011 – March 2012	325
April 2012 – March 2013	388
April 2013 – March 2014	657

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

- Melvane D. Hardee Dissertation-of-the-Year: 33 applications were received for the 2014 Hardee Dissertation-of-the-Year Award compared to 43 applications in 2013. Annmarie Vaccaro was the 2013-2014 chair for the Dissertation of the Year Award committee. The review committee was composed of seven members including the chair.

Brian L. McGowan, Indiana State University, received the 2014 NASPA Hardee Dissertation-of-the-Year Award. His dissertation committee was chaired by Dr. Vasti Torres. Dr. McGowan presented his dissertation, *Images of Male Friendships: An Investigation of how African American Undergraduate Men Develop Interpersonal*, at the NASPA 2014 Conference in Baltimore.

Christa J. Porter, Michigan State University, was the Runner-up for the 2014 NASPA Hardee Dissertation-of-the-Year Award whose dissertation is titled, *Identity Development in Black Undergraduate Women*. Her dissertation was chaired by Dr. Laura A. Dean.

- Channing Briggs Small Grants: Applications for the are now being accepted for consideration by the Foundation Board at its September meeting. \$20,000 is allocated for these grants which are awarded in increments of \$5,000 or less twice a year.

5 Things Briefs

- The NASPA Foundation is pleased to partner with NASPA's Research & Policy Institute to bring you 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.

Professional Development

- Foundation materials were available in the CSAO Lounge and the Awards Luncheon at the NASPA Annual Conference and are being incorporated into many NASPA professional development programs
- At the 2014 Region III Summer Symposium, Anthony DeSantis, lead Foundation Ambassador, spoke for five minutes during the awards luncheon. He made a request for solicitations, and there were NASPA Gives Flyers on all of the tables. Also, at registration, there were materials, pins, and Nathan Victoria solicited donations.
- At the 2014 Region II Conference, the NASPA Foundation Ambassador, Leah Barrett, made an announcement during the Monday opening session regarding the NASPA Foundation and the #NASPAGives campaign. Leah was available at the registration/hospitality desk after the opening session to collect donations.

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.
 - 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.
- 1.4 Enhance skills and provide tools to conduct student affairs program reviews in support of best practice and institutional effectiveness.
 - The first RPI *5 Thing Brief* sponsored by the Foundation focused on successful campus assessment.

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.

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 this year.
 - Through the #NASPAGives Annual Campaign and other initiatives, significantly more revenue is coming in to the Foundation. For example, in the twelve months preceding 3/30/12, \$73,352 was contributed to the Foundation by individuals. For the same period this year, it is \$129,218, a 76% increase.

12 month period	Outright gifts and pledge payments
April 2011 – March 2012	\$73,352
April 2012 – March 2013	\$74,242
April 2013 – March 2014	\$129,218

- This increase in cash flow allowed the Foundation to commit \$50,000 to the RPI, perhaps the first ever direct contribution to a key NASPA initiative.
 - At the March meeting, the Foundation approved a new Investment Policy and will be moving its assets to a professional asset management company.
- 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 Vice Presidents, and Board structure and composition.
- At the March meeting, the Foundation revised its bylaws such that the NASPA President is no longer required to serve on the Foundation Board.
- 4.4 Increase opportunities for innovation through technology.
- With the support of NASPA Social Media Coordinator, the Foundation has created a personal hashtag, #NASPAGives, to create awareness via Twitter and Facebook.
 - 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, the Foundation Development Officer, is preparing the Ambassador group and will reach out to current NASPA members who support the Foundation to participate in this leadership opportunity.
- 4.7 Examine resources and staffing to ensure alignment with strategic planning goals.
- The Foundation Board is moving forward in addressing 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 be utilizing Board Effects software as well to streamline efficiency and support sustainability.