Kevin Kruger
NASPA President
March 2013 – March 2014 Report

NASPA President’s Report

In April 2011, almost three years ago, a small group of NASPA leaders and staff met in Chicago to begin developing a strategy for NASPA’s future. The work of this group continued when the NASPA Board of Directors crafted a three-year strategic plan that would be inspirational and bold. The NASPA Strategic Plan opened with this statement:

*Through high-quality professional development, strong policy advocacy, and substantive research to inform practice, NASPA meets the diverse needs and invests in realizing the potential of all its members under the guiding principles of integrity, innovation, inclusion, and inquiry.*

As we meet in Baltimore, Maryland, for the 96th NASPA Annual Conference, at what will either be our largest conference ever or our second largest, I am struck by the significant progress that NASPA has made in realizing even the most aspirational aspects of the three-year strategic plan. The 68 pages contained in this report provide an in-depth view of the breadth and depth of NASPA’s accomplishments, of the hundreds and hundreds of volunteer leaders, the strength and relevancy of our professional development programs and the significant way in which NASPA is providing thought leadership on critical issues both inside student affairs and in the broader higher education community. These accomplishments all are framed around the overarching goal of improving and advancing the student affairs profession and supporting the role of student affairs in the success, development and learning for all students. While the list of our accomplishments is long, I would like to highlight a few broad areas that are indicative of our success and the increased presence we have established on key issues affecting higher education.

- Responding to the White House Initiative on Mental Health by leading a collaboration between NASPA, ACE, and APA.
- Participating in the negotiated rulemaking process for Violence Against Women Act with the Department of Education.
- Invited to meeting at the White House to provide feedback to the White House Task Force to Protect Students from Sexual Assault.
- Publication of “Legal Links” *Understanding Campus Obligations for Student-to-Student Sexual Harassment*.
- Partnership between NASPA, AASCU, and TurboVote to increase college student voter registration.
- Articles in *EDUCAUSE Review* and *CASE Currents*.
- Successful NASPA Technology Summit.
- Successful merger of The BACCHUS Network with NASPA effective January 1, 2014.
- NASPA will now plan and manage the National Veterans Symposium.
- Successful launch of new NASPA website.
- Record or near-record attendance at nearly every NASPA event.
- Successful launch of the AVP Institute and plans for the first Institute for the College Presidency.

As always, I would like to acknowledge the NASPA Board, and the hundreds of NASPA leaders who work in partnership with the amazing NASPA staff to make all of this happen. We are fortunate to have such a wealth of talent, all rowing in the same direction with the same end goal in mind. As NASPA President, I am humbled and extremely thankful for the committed professionals I get to work with throughout the year. I hope this report gives voice to those efforts.

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

**Leadership**

**2014 NASPA Annual Conference**
- As reported in 2013, the NASPA Board of Directors voted to change the structure of the NASPA Annual Conference Committee – along these lines, the program selection meeting also changed in 2014. In the past, the Program Committee would meet to make program selections for the annual conference. However, this year, the conference committee, along with four other individuals selected by the Board Chair and Conference Chair, joined attended the program selection meeting in October. Each committee member was assigned a content area, professional development competency and professional level to focus on while reviewing the reviews of the program submissions. Committee members also volunteered to assist with the selection of SA Speaks sessions, as well as coordinating the process for selecting Innovation Labs and Members Choice sessions. A Faculty Assembly member was also paired with our faculty conference committee representative to make selections on the Scholarly Paper submissions.
2015 NASPA Annual Conference

- The 2015 NASPA Annual Conference theme is “Navigating with Courage.”
- Under the direction of Pat Whitely, Board Chair-Elect and Richard Walker, 2015 Conference Chair, the Conference Leadership Committee for the 2015 NASPA Annual Conference have discussed possible featured speakers for the event.
- During the first planning meeting in New Orleans, LA, October 28-30, 2013, the committee had an opportunity to see the various hotels and convention center that will be home to conference attendees in March of 2015.
- With the new committee model, the NASPA office staff will implement subtle changes to the way in which office staff and committee work together. After spending the past year planning under this new model, it has made it easy to determine best practices for 2015.

The Placement Exchange Committee

The Placement Exchange

- The 2014 TPE Planning Committee met July 28-30, 2013 in Baltimore, MD. The committee is chaired by Sheila Higgs Burkhalter, Vice President for Student Affairs, University of Maryland-Baltimore County.
- The TPE Committee has regular weekly conference calls to remain up-to-date on all the inner workings of TPE and Partner relations.
- The 2015 Placement Exchange Chair has been appointed. Her name is Cecilia Suarez from the University of Urbana-Champaign.

James E. Scott Academy Advisory Board

- The Academy Board, comprised of 24 chief student affairs officers nationally, is led by Board Chair Patrick Day, University of the Pacific. Day’s term will end in March, 2014, and he will be succeeded by Todd Olson, Georgetown University.
- During the 2013 NASPA Annual Conference in Orlando, the Academy Board partnered with SJG-The Spelman and Johnson Group to implement Redefining Student Affairs: A Fundamental Difference as a pre-conference offering for CSAOs. The symposium facilitated a discussion among chief student affairs professionals regarding how to enhance the relevance of student affairs to the higher education enterprise.
- The Academy Board sponsored the 2013 Interfraternal Summit coordinated by the Fraternity and Sorority Knowledge Community during the 2013 NASPA Annual Conference in Orlando.
- In July, 2013, the Academy sponsored the 27th Richard F. Stevens Institute, which was held in Dana Point, California. The revamped institute focused on two themes: entrepreneurship and leading change. Twenty-five chief student affairs officers from the United States, Canada, and the United Kingdom attended the institute, which featured presenters from student affairs, academia, the entertainment industry, and the corporate world.
- In October, 2013, the Academy sponsored another of its signature initiatives, the NASPA Institute for New Chief Student Affairs Officers. Institute faculty led by the institute director and Academy Board member Tom Shandley of Davidson College continue to innovate for this signature program. As customary, the institute was held in Washington, D.C.; forty-four new CSAOs participated.
• Planning for the newest Academy initiative, the NASPA Institute on the College Presidency, is underway. The inaugural Institute will be held in Alexandria, Virginia from July 9-12, 2014. Academy Board Member Brian Haynes, California State University-San Bernardino, serves as the institute’s co-director with Kathleen Hetherington, President of Howard Community College. Confirmed faculty and presenters include the following presidents: Beverly Tatum, Spelman College; Dean Bresciani, North Dakota State University; Kent Smith, Langston University; Ed Hammond, Fort Hays State University; and Charlene Dukes, Prince George’s Community College. Other presenters include presidential search experts, former presidents, presidency scholars, and presidential consultants.

• Planning is underway for the 2014 NASPA Institute for New CSAOs, which will be held in Alexandria, Virginia from October 12-15, 2014. Academy Board member Tom Shandley will once again serve as the Institute’s director.

• During the past year, the Board has helped to shape the direction and content of NASPA’s Leadership Exchange magazine. Several board members have authored articles for the magazine as well.

• During its meeting in Baltimore, the Board will spend much of its time discussing the Richard F. Stevens Institute in order to make a recommendation regarding its future to NASPA.

Small Colleges and Universities Division

• Hampton Hopkins, Carolinas College of Health Sciences, has served as the Director of the Small Colleges and Universities Division since March, 2013. He will serve until March, 2014.

• The Division’s Advisory Board has established the following goals for the 2013-2014 year:
  Goal 1: Expand professional development, visibility and communication supporting excellence in practice at small colleges and universities.
  Goal 2: Provide strong advocacy for small colleges and universities in NASPA.
  Goal 3: Strengthen partnerships, outreach and collaboration among small colleges and universities.

• Planning for the 2014 Small Colleges and Universities Institute is well underway. The Institute, the ninth in its sixteen year history, will be hosted by Daemen College in Amherst, New York and will occur June 21-24, 2014. The institute will focus on four content areas: (1) shifts in higher education and their impacts on student affairs, (2) civic learning and democratic engagement, (3) changing student demographics, and (4) managing critical incidents on campus.

• The Division will host a dial-in conference for members on March 5, 2014: Supervising Athletics: Don’t Drop the Ball! The dial-in will feature five accomplished CSAOs including Debbie Heida, Berry College; Sarah Feyerher, Washington College; Tim Millerick, Austin College; Zauyah Waite, Chatham University; and Kathy Woughter, Alfred University.

• During the 2014 Annual Conference, the Division will host a pre-conference workshop for mid-level professionals, a session featuring a panel of CSAOs, a session focused on opportunities at small colleges and universities for new and mid-level professionals, and a reception for CSAOs at small schools.

• The Division’s social media presence continues to expand and @NASPAscu now has 224 followers.

• Please see Small Colleges and Universities Division Report for additional information.
Community College Division Advisory Board

- Kathryn Mueller, Orange Coast Community College, will finish her term as Director of the Community Colleges Division in March of 2014.
- Paulette Dalpés, Deputy to the Vice Chancellor of Student Affairs for the CUNY System in New York, will begin her term as Director of the Community Colleges Division in March of 2014.
- The Community College Division continues to hold NASPA Community College Online series and will hold the Community College Institute at the 2014 NASPA Annual Conference.
- Please see Community Colleges Division Report for additional information.

Faculty Council and Faculty Assembly

- Anna Ortiz, California State University – Long Beach, serves as the Chair of the Faculty Council. She started her leadership of the new division in March 2013.
- Membership of the Faculty Council:
  - Region 1 Representative: Ann Marie Vaccaro, University of Rhode Island
  - Region 2 Representative: Joseph Marchetti, Richard Stockton College
  - Region 3 Representative: Pam Havice, Clemson University
  - Region 4E Representative: Eric Buschlen, Central Michigan University
  - Region 4W Representative: Matthew Birnbaum, University of Northern Colorado
  - Region 5 Representative: Mary Skorheim, University of Utah
  - Region 6 Representative: Frank Harris, San Diego State University
  - Faculty Fellow Representatives: Susan Longerbeam, Larry Roper and Past Chair, Faculty Fellow Tim Ecklund
  - Member at Large: Christine Bakkum, University of Wisconsin – La Crosse
  - Graduate Student Representative: Josie Ahlquist, California Lutheran University
- The Faculty council held two open phone calls for faculty. 27 faculty members attended on November 1, 2013 and 22 faculty members attended on January 10, 2014.
- The Faculty Council is in the planning process of planning to launch a faculty mentoring program in 2014.
- Continue to guide the chair in forming a working council, which includes suggesting programs and resources to help promote and augment the role of faculty at NASPA.
- Please see Faculty Council report for additional information.

Faculty Fellows

- John Lowery, Indiana University of Pennsylvania, will complete his term as Chair of the Faculty Fellows in 2014.
- Larry Roper, Oregon State University, will begin his term as Chair of the Faculty Fellows in March of 2014.
- Please see Faculty Fellows Report for additional information.

International Advisory Board

- Brett Perozzi, Weber State University, continues to service as the Chair of the International Advisory Board
- Continue to work with the International Advisory Board on accomplishing goals of NASPA’s strategic plan.
- The IAB has several members of the board serving on the Internationalization Task Force.
AVP Steering Committee

- Amy Hecht, The College of New Jersey, as served as the inaugural chair of the AVP Steering Committee since 2012, and she will continue to serve until March, 2015. The Steering Committee continues to work with NASPA staff to develop programs and initiatives for NASPA’s AVP members.
- The Committee continued to work on the following three goals:
  o Market and communicate programs and resources relevant to AVPs
  o Create and deliver programs and resources centered on AVP core competencies
  o Build a strong support network and connection among AVPs
- The Steering Committee led the submission of two program proposals for the 2014 NASPA Annual Conference: a pre-conference workshop and a roundtable session. Both programs were accepted.
- During the 2014 Annual Conference, the Committee will host its first open business meeting to share information with AVPs and to invite input about the Committee’s direction and activities.
- Several Steering Committee members served on the faculty for one of NASPA’s newest initiatives, the Institute for AVPs – Excellence in the “Number Two” Role. The inaugural institute occurred January 19-21, 2014 in New Orleans, Louisiana; nearly 80 AVPs attended.
- The Steering Committee’s first Twitter chat was held on November 5, 2013; the chat focused on competencies required for success in the AVP role. The Committee has hosted several chats since. The Committee regularly posts blog entries to the Committee’s webpage on the NASPA site.

BACCHUS Initiatives

Beginning in 2013, the BACCHUS Network Board of Trustees proposed to the NASPA Board of Directors that the initiatives, trainings, and leadership become a part of NASPA. In November 2013, during the BACCHUS General Assembly, the Student Delegates voted affirmatively to dissolve the BACCHUS 501c3 and provide all BACCHUS assets to NASPA. 81 students served as the delegate from their peer education group at the House of Delegates meeting during the 2013 BACCHUS National General Assembly in Reston, VA. The House of Delegates voted unanimously to approve the transfer of the BACCHUS programs and assets to NASPA. The Student Trustees were elected by the delegates at this meeting. As a core function of student affairs, alcohol abuse prevention and the mission of BACCHUS fits nicely into NASPA’s initiatives.

- The BACCHUS Initiatives provide support, training, and resources to collegiate peer health and safety education programs. A network of volunteers assists the BACCHUS Initiatives staff to reach institutions of higher education across the country.
- 12 full-time campus professionals serve as Area Consultants to provide support and expertise to campuses in their area. Each BACCHUS area consists of four to five states. The Area Consultants are responsible for organizing the annual area spring conferences. They also serve as the advisory board to the BACCHUS Initiatives.
- 30 full-time campus professionals serve as State Coordinators and assist the Area Consultants to manage their areas and hold the spring conference.
- Two peer educators are elected for a one-year term, serving as the voice of the students on the BACCHUS advisory board. They also are the leaders for the Student Advisory Committee (SAC).
12 peer educators are elected by students in their area to serve a one-year term as the Student Advisory Committee (SAC) member. They assist the Area Consultants and State Coordinators with area communications and the area spring conference.

Each year at the BACCHUS National General Assembly, awards are presented to recognize outstanding peer education programs and individuals. The following programs and individuals received awards on November 16, 2013.

- Outstanding Student Award (51 nominations)
  - Jaden Rountree, University of Alabama
  - Cheyenne Bray, University of Montana Western
  - Anna-Rae LeClair, University of Massachusetts – Dartmouth
  - Alex Washburn, Claremont Colleges
  - Tambree Wilson, Pittsburgh State University

- Outstanding Advisor Award (28 nominations)
  - Jim Almeda, M.S., CHES, Illinois State University
  - Adam Hall, University of North Carolina, Wilmington
  - Brandy Reeves, University of Kentucky
  - Becca Bishopric Patterson, Elon University
  - Donna Darmody, Roger Williams University

- Outstanding Peer Education Group (26 nominations)
  - PEAK Performance, Colorado Mountain College – Spring Valley
  - BURG Peer Education Network, Frostburg State University
  - Peer Health Educators, Saginaw Valley State University
  - Peer Health Educators, Radford University
  - Bronc BACCHUS Peer Educators, University of Texas Pan-American
  - Project Health, University of Alabama

- Outstanding Program Award (36 nominations)
  - “For the Health of It” Health Fair, University of North Carolina, Wilmington
  - “Supporting Our Sisters,” Northwestern University
  - “Do the Gorilla Thing” Program, Pittsburg State University
  - “Bearcats Party Smart” Program, University of Cincinnati

- Innovative Use of Technology (4 nominations)
  - Rothenberger Institute, University of Minnesota – Twin Cities

- Outstanding Research and Evaluation (4 nominations)
  - RESPECT Program, University of Arkansas
Knowledge Communities (KCs)

- Frank Ross, Northeastern Illinois University, has served as the National Director of the Knowledge Communities since March, 2013; his term ends in March, 2015.
- Pauline Dobrowski, Stonehill College, has been appointed by the NASPA Board of Directors to begin her term as KC Director-Elect this year. Her official term will begin in March, 2015.
- Ross and Stascavage led the establishment of three KC “think tanks” during the summer of 2013. The think tanks explored and made recommendations regarding KC leader trainings, approaches to creating and sharing knowledge, and KC-related public policy efforts.
- During June, July, and August, Ross and Stascavage conducted six hour-long training webinars on a variety of topics for new and continuing KC leaders including Chairs/Co-chairs, Chairs- and Co-Chairs-Elect, Regional Coordinators and Representatives, and others. The trainings provided an overview of the KC program, instruction regarding KC finances, guidance regarding creating and sharing knowledge, and strategies for leveraging technology to communicate with KC members to advance priorities and build community.
- NASPA’s KCs were very involved with the program selection process for the 2014 NASPA Annual Conference. All KCs will sponsor at least one session, and most will sponsor three, the maximum permitted. Several KCs have coordinated accepted pre-conference workshops.
- At the time of this report’s submission, 15 KCs are electing new Chairs or Co-chairs to serve three year terms (2014-2015 as Chair-elect/Co-chair-elect; 2015-2017 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.
- In November, 2013 and in March, 2014, all 27 KCs submitted articles for inclusion in the online KC publication.
- The Knowledge Community program continues to grow with the addition of a new KC: Socioeconomic and Class Issues in Higher Education Knowledge Community was established by the Board in December 2013. Clare Cady (Oregon State University) will serve as the KC’s founding chair.
- Two KCs underwent Board-approved name changes. Gay, Lesbian, Bisexual and Transgender Issues is now Gay, Lesbian, Bisexual, and Transgender; Health in Higher Education is now Wellness and Health Promotion.
- Current KC membership numbers follow:

<table>
<thead>
<tr>
<th>Knowledge Community</th>
<th>Region I</th>
<th>Region II</th>
<th>Region III</th>
<th>Region IV-E</th>
<th>Region IV-W</th>
<th>Region V</th>
<th>Region VI</th>
<th>Total</th>
<th>Winter 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrators in Graduate and Professional Student Services</td>
<td>132</td>
<td>252</td>
<td>336</td>
<td>203</td>
<td>138</td>
<td>90</td>
<td>228</td>
<td>1,379</td>
<td>1,582</td>
</tr>
<tr>
<td>Adult Learners and Students with Children</td>
<td>29</td>
<td>80</td>
<td>69</td>
<td>48</td>
<td>53</td>
<td>27</td>
<td>47</td>
<td>353</td>
<td>374</td>
</tr>
<tr>
<td>African American</td>
<td>80</td>
<td>195</td>
<td>293</td>
<td>195</td>
<td>84</td>
<td>48</td>
<td>111</td>
<td>1,006</td>
<td>1,190</td>
</tr>
<tr>
<td>Alcohol and Other Drug</td>
<td>135</td>
<td>235</td>
<td>255</td>
<td>199</td>
<td>128</td>
<td>70</td>
<td>133</td>
<td>1,155</td>
<td>1,321</td>
</tr>
<tr>
<td>Asian Pacific Islanders</td>
<td>67</td>
<td>101</td>
<td>81</td>
<td>99</td>
<td>48</td>
<td>70</td>
<td>188</td>
<td>654</td>
<td>715</td>
</tr>
<tr>
<td>Assessment, Evaluation, and Research</td>
<td>139</td>
<td>353</td>
<td>498</td>
<td>336</td>
<td>184</td>
<td>160</td>
<td>227</td>
<td>1,897</td>
<td>2,074</td>
</tr>
<tr>
<td>Campus Safety</td>
<td>93</td>
<td>173</td>
<td>249</td>
<td>151</td>
<td>103</td>
<td>64</td>
<td>94</td>
<td>927</td>
<td>1,046</td>
</tr>
<tr>
<td>Disability</td>
<td>93</td>
<td>123</td>
<td>162</td>
<td>114</td>
<td>81</td>
<td>75</td>
<td>101</td>
<td>749</td>
<td>848</td>
</tr>
<tr>
<td>Category</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>4E</td>
<td>4W</td>
<td>Grand Total</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>----</td>
<td>-----</td>
<td>------</td>
<td>-----</td>
<td>------</td>
<td>------</td>
<td>------</td>
<td>------</td>
<td>-------------</td>
</tr>
<tr>
<td>Fraternity and Sorority</td>
<td>98</td>
<td>205</td>
<td>446</td>
<td>233</td>
<td>152</td>
<td>47</td>
<td>113</td>
<td>1,294</td>
<td>1,480</td>
</tr>
<tr>
<td>Gay, Lesbian, Bisexual, and Transgender</td>
<td>216</td>
<td>288</td>
<td>343</td>
<td>285</td>
<td>143</td>
<td>131</td>
<td>198</td>
<td>1,604</td>
<td>1,812</td>
</tr>
<tr>
<td>Indigenous Peoples</td>
<td>37</td>
<td>64</td>
<td>58</td>
<td>60</td>
<td>51</td>
<td>55</td>
<td>72</td>
<td>397</td>
<td>442</td>
</tr>
<tr>
<td>International Education</td>
<td>113</td>
<td>205</td>
<td>266</td>
<td>181</td>
<td>92</td>
<td>88</td>
<td>174</td>
<td>1,119</td>
<td>1,267</td>
</tr>
<tr>
<td>Latino/a</td>
<td>96</td>
<td>147</td>
<td>157</td>
<td>127</td>
<td>85</td>
<td>65</td>
<td>168</td>
<td>845</td>
<td>929</td>
</tr>
<tr>
<td>Men and Masculinities</td>
<td>126</td>
<td>172</td>
<td>261</td>
<td>203</td>
<td>106</td>
<td>65</td>
<td>117</td>
<td>1,050</td>
<td>1,186</td>
</tr>
<tr>
<td>MultiRacial</td>
<td>80</td>
<td>126</td>
<td>154</td>
<td>114</td>
<td>70</td>
<td>72</td>
<td>133</td>
<td>749</td>
<td>840</td>
</tr>
<tr>
<td>New Professionals and Graduate Students</td>
<td>282</td>
<td>374</td>
<td>650</td>
<td>398</td>
<td>233</td>
<td>157</td>
<td>343</td>
<td>2,437</td>
<td>2,859</td>
</tr>
<tr>
<td>Parent and Family Relations</td>
<td>108</td>
<td>167</td>
<td>269</td>
<td>155</td>
<td>120</td>
<td>66</td>
<td>99</td>
<td>984</td>
<td>1,401</td>
</tr>
<tr>
<td>Spirituality and Religion in Higher Education</td>
<td>104</td>
<td>148</td>
<td>281</td>
<td>179</td>
<td>107</td>
<td>78</td>
<td>130</td>
<td>1,027</td>
<td>1,187</td>
</tr>
<tr>
<td>Student Affairs Fundraising and External Relations</td>
<td>88</td>
<td>200</td>
<td>268</td>
<td>157</td>
<td>102</td>
<td>51</td>
<td>127</td>
<td>993</td>
<td>1,277</td>
</tr>
<tr>
<td>Student Affairs-Athlete</td>
<td>25</td>
<td>54</td>
<td>73</td>
<td>60</td>
<td>36</td>
<td>21</td>
<td>32</td>
<td>301</td>
<td>272</td>
</tr>
<tr>
<td>Student Affairs Partnering with Academic Affairs</td>
<td>286</td>
<td>549</td>
<td>738</td>
<td>523</td>
<td>300</td>
<td>201</td>
<td>368</td>
<td>2,965</td>
<td>3,365</td>
</tr>
<tr>
<td>Student Leadership Programs</td>
<td>383</td>
<td>626</td>
<td>901</td>
<td>540</td>
<td>327</td>
<td>251</td>
<td>453</td>
<td>3,481</td>
<td>3,937</td>
</tr>
<tr>
<td>Sustainability</td>
<td>57</td>
<td>76</td>
<td>125</td>
<td>90</td>
<td>49</td>
<td>46</td>
<td>74</td>
<td>517</td>
<td>608</td>
</tr>
<tr>
<td>Technology</td>
<td>94</td>
<td>157</td>
<td>211</td>
<td>148</td>
<td>103</td>
<td>65</td>
<td>115</td>
<td>893</td>
<td>981</td>
</tr>
<tr>
<td>Veterans</td>
<td>46</td>
<td>85</td>
<td>94</td>
<td>51</td>
<td>46</td>
<td>34</td>
<td>58</td>
<td>414</td>
<td>460</td>
</tr>
<tr>
<td>Wellness and Health Promotion</td>
<td>108</td>
<td>190</td>
<td>224</td>
<td>165</td>
<td>105</td>
<td>79</td>
<td>139</td>
<td>1,010</td>
<td>1,157</td>
</tr>
<tr>
<td>Women in Student Affairs</td>
<td>289</td>
<td>476</td>
<td>632</td>
<td>468</td>
<td>253</td>
<td>198</td>
<td>378</td>
<td>2,694</td>
<td>2,979</td>
</tr>
</tbody>
</table>

NUFP (NASPA Undergraduate Fellows Program)

Program Numbers:
- There are a total of 527 Fellows for the 2013-2014 academic year, compared to 486 for the 2012-2013 academic year.
- Below is a demographic overview of the program. “.5” indicates that a Fellow selected more than one option, and .33 indicates that they selected three. Please note, the other identities are self-reported, so this data may not be exhaustive. Also, if students indicated more than one race or gender, they are listed as multiracial or other only.

### Year in program

<table>
<thead>
<tr>
<th>Year</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>4E</th>
<th>4W</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring Applicant</td>
<td>10</td>
<td>17</td>
<td>31</td>
<td>19</td>
<td>29</td>
<td>12</td>
<td>14</td>
<td>132</td>
<td></td>
</tr>
<tr>
<td>Fall Applicant</td>
<td>11</td>
<td>17</td>
<td>50</td>
<td>12</td>
<td>36</td>
<td>29</td>
<td>13</td>
<td>168</td>
<td></td>
</tr>
<tr>
<td>Returning Fellow</td>
<td>8</td>
<td>18</td>
<td>33</td>
<td>22</td>
<td>15</td>
<td>19</td>
<td>19</td>
<td>134</td>
<td></td>
</tr>
<tr>
<td>CSAM</td>
<td>7</td>
<td>17</td>
<td>21</td>
<td>8</td>
<td>13</td>
<td>19</td>
<td>8</td>
<td>93</td>
<td></td>
</tr>
<tr>
<td>Grand Total</td>
<td>36</td>
<td>69</td>
<td>135</td>
<td>61</td>
<td>93</td>
<td>79</td>
<td>54</td>
<td>527</td>
<td></td>
</tr>
</tbody>
</table>
### Gender

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>5</th>
<th>6</th>
<th>4E</th>
<th>4W</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>21</td>
<td>49</td>
<td>88</td>
<td>35</td>
<td>60</td>
<td>43</td>
<td>18</td>
<td>314</td>
</tr>
<tr>
<td>Male</td>
<td>12</td>
<td>19</td>
<td>46</td>
<td>25</td>
<td>31</td>
<td>36</td>
<td>35</td>
<td>204</td>
</tr>
<tr>
<td>Transgender</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Grand Total</td>
<td>36</td>
<td>69</td>
<td>135</td>
<td>61</td>
<td>93</td>
<td>79</td>
<td>54</td>
<td>527</td>
</tr>
</tbody>
</table>

### Race/Ethnicity

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>5</th>
<th>6</th>
<th>4E</th>
<th>4W</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian/Alaska Native/ Native Hawaiian</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>A/AA/API</td>
<td>2</td>
<td>6</td>
<td>3</td>
<td>15</td>
<td>24</td>
<td>3</td>
<td>4</td>
<td>57</td>
</tr>
<tr>
<td>Black/African American</td>
<td>11</td>
<td>31</td>
<td>62</td>
<td>5</td>
<td>7</td>
<td>39</td>
<td>13</td>
<td>168</td>
</tr>
<tr>
<td>Hispanic/Latino(a)</td>
<td>11</td>
<td>14</td>
<td>33</td>
<td>16</td>
<td>31</td>
<td>16</td>
<td>18</td>
<td>139</td>
</tr>
<tr>
<td>Multiracial / Multiethnic</td>
<td>3</td>
<td>8</td>
<td>13</td>
<td>10</td>
<td>23</td>
<td>10</td>
<td>9</td>
<td>76</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>4</td>
<td>3</td>
<td>0</td>
<td>4</td>
<td>0</td>
<td>1</td>
<td>13</td>
</tr>
<tr>
<td>White/Caucasian</td>
<td>8</td>
<td>5</td>
<td>19</td>
<td>14</td>
<td>3</td>
<td>11</td>
<td>9</td>
<td>69</td>
</tr>
<tr>
<td>Grand Total</td>
<td>36</td>
<td>69</td>
<td>135</td>
<td>61</td>
<td>93</td>
<td>79</td>
<td>54</td>
<td>527</td>
</tr>
</tbody>
</table>

### Sexual Orientation/Identity

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>5</th>
<th>6</th>
<th>4E</th>
<th>4W</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bisexual</td>
<td>2</td>
<td>4</td>
<td>8</td>
<td>6</td>
<td>3</td>
<td>6</td>
<td>6</td>
<td>35</td>
</tr>
<tr>
<td>Gay</td>
<td>2</td>
<td>2</td>
<td>13</td>
<td>6</td>
<td>8</td>
<td>8</td>
<td>7</td>
<td>46</td>
</tr>
<tr>
<td>Heterosexual</td>
<td>27</td>
<td>56</td>
<td>106</td>
<td>40</td>
<td>67</td>
<td>56</td>
<td>38</td>
<td>390</td>
</tr>
<tr>
<td>Lesbian</td>
<td>0</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>0</td>
<td>6</td>
<td>0</td>
<td>5</td>
<td>1</td>
<td>3</td>
<td>17</td>
</tr>
<tr>
<td>Queer</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>8</td>
<td>9</td>
<td>4</td>
<td>0</td>
<td>28</td>
</tr>
<tr>
<td>Blank</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Grand Total</td>
<td>36</td>
<td>69</td>
<td>135</td>
<td>61</td>
<td>93</td>
<td>79</td>
<td>54</td>
<td>527</td>
</tr>
</tbody>
</table>

### Disability

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>5</th>
<th>6</th>
<th>4E</th>
<th>4W</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blind/Low Vision</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1.33</td>
<td>1</td>
<td>8.33</td>
</tr>
<tr>
<td>Deaf/Hard of Hearing</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Learning Disability</td>
<td>2</td>
<td>0</td>
<td>2.5</td>
<td>4</td>
<td>1.25</td>
<td>0</td>
<td>1</td>
<td>10.75</td>
</tr>
<tr>
<td>N/A</td>
<td>29</td>
<td>64</td>
<td>127</td>
<td>51</td>
<td>86</td>
<td>73</td>
<td>49</td>
<td>479</td>
</tr>
</tbody>
</table>
### NUFP Dungy Leadership Institute:
- NASPA Members had the opportunity to apply for the Dungy Leadership Institute faculty to be held at University of Utah, with 10 individuals applying. Faculty are still being confirmed as of this date.
- NUFP received 5 applications to host the 2015 Dungy Leadership Institute, up from 2 last year. Loyola University, Chicago was selected as the host institution.

### 25th Anniversary Celebration:
- NUFP will celebrate its 25th anniversary, with a culminating celebration in New Orleans. The NUFP Board has planned the following initial activities to begin at the 2014 NASPA Annual Conference in Baltimore:
  - 25th Anniversary Resolution which the Nominations and Resolutions Committee of the board has for review.
  - An educational session which overviews what NUFP is, how to get involved, and brainstorming for celebrating the anniversary.
Pins given out to those who have already donated to the NUFP Fund of the NASPA Foundation.
Postcards announcing the celebration, as well as encouraging individuals to attend the Business Meeting to hear the resolution.
A soft announcement of the partnership with the NASPA Foundation of a campaign in conjunction with #NASPAGives to raise a $25,000 endowment in support of the fund.

NUFP Welcome Packets:
- An itinerary calendar of all important deadlines for the program, NUFP stUFP, was created again for the 2013-2014 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. NUFP is using the new blog feature on the new website to communicate with membership. The following are the NUFP notes for the 2013 year thus far:
  - http://www.naspa.org/constituent-groups/posts/1314SeptNote
  - http://www.naspa.org/constituent-groups/posts/1314OctNote
  - http://www.naspa.org/constituent-groups/posts/1314NovNote
  - http://www.naspa.org/constituent-groups/posts/1314JanNote

Volunteer Activities
- 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.
- Jennifer DeBurro, Director of Residential Education and Housing at the University of New England, will take over the role as National Volunteer Coordinator in 2014.
- The NASPA office, in conjunction with the volunteers, is revamping Volunteer Central. This new site will be live by annual conference. Significant input was requested and received from the Regional Volunteer Coordinators.

Elections
- The following are the incoming individuals elected in the January 2014 elections:
  - **Board Chair:**
    - Frank Lamas, Vice President for Student Affairs, University of Texas at Arlington
  - **Regions:**
    - **Region II:** Kathy Woughter, Vice President for Student Affairs, Alfred University
    - **Region IV-East:** Kimberlie Goldsberry, Dean of Students, Ohio Wesleyan University
    - **Region V:** Leslie Webb, Associate Vice President for Student Affairs, Boise State University
  - **Knowledge Communities**
    - **African American:** Dhanfu E. Elston, Director of Student Success & Transition, Purdue University Calumet (*Region IV-E*) & Raphael X. Moffett, Vice President for Student Affairs, Langston University (*Region IV-W*)
    - **Asian Pacific Islanders:** Kevin Gin, Higher Education Field Experience Co-Instructor/Teaching Fellow, Lynch School of Education, Boston College (*Region I*)
Nicole Virtucio Moya Coordinator - Associated Students Inc. (ASI), CSU-Fullerton (Region VI)

- **Assessment, Evaluation, and Research:** Michael Christakis, Assistant Vice President for Student Success, University at Albany (Region II) & Jeanna Mastrodicasa, Assistant Vice President for Student Affairs, University of Florida (Region III)

- **Campus Safety:** Bill Haggard, Vice Chancellor for Student Affairs, University of North Carolina at Asheville (Region III) & Doug Searcy, Vice President for Student Affairs, University of Mary Washington (Region III)

- **Disability:** Charles R. Eade II, Testing Coordinator/Disability Resources Specialist, Northern Arizona University (Region VI) & Tom L. Thompson, Harper College (Retired) (Region IV-E)

- **Indigenous Peoples:** Urla Marcus, Director of the Center for American Indian Studies, Black Hills State University (Region IV-W)

- **Men and Masculinities:** James Lorello, Coordinator, University Housing, Appalachian State University (Region III) & Aaron W. Voyles, Area Manager for Jester Center, The University of Texas at Austin (Region III)

- **MultiRacial:** CeCe Ridder, Executive Director of Diversity and Multicultural Student Services, Portland State University (Region V) & Christina Wan, Hall Director, Texas A&M University-Commerce (Region III)

- **Parent and Family Relations:** Vincent Bowhay, Assistant Director of the Memorial Union, Fort Hays State University (Region IV-W) & Melissa A. Masone Ulmer, Assistant Director of Student Government, George Mason University (Region III)

- **Spirituality and Religion in Higher Education:** Alexandra D. Froehlich, Assistant Director for Student Leadership & Development, Loyola Marymount University (Region VI) & Rachel A. Samuelson, Coordinator of Student Leaders for Service, Portland State University (Region V)

- **Student Affairs Fundraising and External Relations:** Glenn A. Gittings, Director - Special Programs/Parents Association, University of Louisville (Region III)

- **Student Affairs Partnering with Academic Affairs:** Leanna Fenneberg, Assistant Vice President for Student Development, Saint Louis University (Region IV-W) & Marguerite Bonous-Hammarch, Director, Student Affairs Assessment, Research & Evaluation, University of California-Irvine (Region VI)

- **Student-Athlete:** Tim Millerick, Vice President for Student Affairs and Athletics, Austin College (Region III)

- **Technology:** Kristen Abell, Web Coordinator, University of Missouri-Kansas City (Region IV-W) & Lisa Endersby, Manager, Student and Campus Life, Seneca College (Region IV-E)

- **Women in Student Affairs:** Corrie Martin, Director, Women’s Resource Center, University of the Pacific (Region VI) & Kathy Rose-Mockry, Director, Emily Taylor Center for Women and Gender Equity, University of Kansas (Region IV-W)
Awards

Annual Awards

- Mid-Level Student Affairs Professional Award received 11 nominations.
- The President’s Award received 10 nominations.
- George D. Kuh Award for Outstanding Contribution to Literature and/or Research received 3 nominations.
- Outstanding Contribution to Higher Education Award received 5 nominations.
- Robert H. Shaffer Award for Academic Excellence as a Graduate Faculty Member received 5 nominations.
- Fred Turner Award for Outstanding Service to NASPA received 7 nominations.
- Scott Goodnight Award for Outstanding Performance as a Dean received 15 nominations.
- The following are the winners for the NASPA Annual Awards:
  - **Mid-Level Student Affairs Professional**
    Stacy Ackerlind, Special Assistant to the Vice President of Student Affairs, University of Utah
  - **The President’s Award**
    Renu Khator, Chancellor/President, University of Houston System/University of Houston
  - **George D. Kuh Outstanding Contribution to Literature and/or Research Award**
    Samuel D. Museus, Associate Professor of Higher Education, University of Denver
  - **Outstanding Contribution to Higher Education Award (2 Recipients)**
    Linda Kuk, Associate Professor - School of Education, Colorado State University
    &
    Jamie Merisotis, President and CEO, Lumina Foundation
  - **Robert H. Shaffer Award for Academic Excellence as a Graduate Faculty Member**
    Marilyn Amey, Professor and Department Chair, Michigan State University
    - *Carry Forward to 2015*: Thomas Miller, Associate Professor, University of South Florida
  - **Fred Turner Award for Outstanding Service to NASPA**
    Susan Batchelor Adams, Associate Vice Chancellor for Student Affairs and Dean of Campus Life, Texas Christian University
    - *Carry Forward to 2015*: Brian McCoy, Professor (Formerly VP of Student Affairs), Nichols College
  - **Scott Goodnight Award for Outstanding Performance as a Dean (2 Recipients)**
    Karin Edwards, Dean of Student Services, Three Rivers Community College
    &
    Raymond P. Heath, Vice President for Student Life & Associate Professor of Education, Marywood University

Excellence Awards

- 136 entries for 2013-2014 Excellence Awards Submissions, down from 187 in 2012:
  - 12 entries: Administrative, Assessment, Information Technology, Fundraising, Professional Development,
  - 5 entries: Athletics, Recreation, Physical Fitness, Non-Varsity Sports
  - 13 entries: Careers, Academic Advising and Support
13 entries: Civic Learning, Democratic Engagement, Service-Learning, Community Service
14 entries: Enrollment Management, Financial Aid, Orientation, Parents, First-year, Other-year
14 entries: Housing, Residence Life, Contracted Services, Judicial
18 entries: International, Multicultural, Cultural, Gender, LGBTQ, Spirituality, Disability
6 entries: Off-Campus, Commuter, Non-traditional, Graduate, Professional
19 entries: Student Union, Student Activities, Greek Life, Leadership
17 entries: Student Health, Wellness, Counseling, and related
5 entries: Violence Education and Prevention, Crisis Management, Campus Security

- The review process has been completely overhauled, now allowing individuals to receive feedback about their award submissions.
- The following are the winners for the Excellence Awards:

  **Grand Gold (Student Health, Wellness, Counseling, and related)**
  Bentley University
  *Choose OneLess*
  Region I

  **Grand Silver (Athletics, Recreation, Physical Fitness, Non-Varsity Sports, and related)**
  Santa Rosa Junior College
  *Disability Resources and Sports Medicine: A Collaborative Model for Best Practices in Concussion Management in Community College Athletics*
  Region VI

  **Grand Bronze (Student Union, Student Activities, Greek Life, Leadership, and related)**
  Grand Bronze
  The College at Brockport
  *The Student Leadership Development Program*
  Region II

  **Administrative Assessment, Information Technology, Fundraising, Professional Development, and related**
  Category Gold
  New York University
  *HashtagNYU*
  Region II

  Category Silver
  Texas A&M University
  *Student Leader Learning Outcomes: Assessing and Documenting Learning in the Co-curricular*
  Region III
Category Bronze
University of South Carolina
*Developing a Culture of Assessment in Student Affairs: Strategies for Successful Implementation*
Region III

**Athletics, Recreation, Physical Fitness, Non-Varsity Sports, and related**
Category Gold
Santa Rosa Junior College
*Disability Resources and Sports Medicine: A Collaborative Model for Best Practices in Concussion Management in Community College Athletics*
Region VI

Category Silver
Colorado State University
*Risk Management in Campus Recreation – The David Karspeck Memorial Video*
Region IV-West

Category Bronze
University of Virginia
*SAMs Say: A Health Promotion Campaign for Student-Athletes*
Region III

**Careers, Academic Advising and Support, and related**
Category Gold
University of the Pacific
*Meet Your Future Mock Interview Event: Prepare to Succeed*
Region VI

Category Silver
University of Central Florida
*Look Before You Leap – Externship Job Shadowing*
Region III

Category Bronze
University of Kansas
*Dashboard Data: Transforming Academic Advising Interventions With Strategic Analytics*
Region IV-West
Civic Learning, Democratic Engagement, Service-Learning, Community Service, and related
Category Gold
University of Texas at Arlington
Get Back in the Game Adapted Sports and Recreation for Injured Service Veterans
Region III

Category Silver
Wake Forest University
“The Talk We Use to Teach Ourselves”: Deliberative Dialogue as a Tool for Civic and Democratic Engagement
Region III

Category Bronze
Georgia Southern University
Leadership Students as Teaching Colleagues – Innovative Support for Service-Learning Faculty
Region III

Enrollment Management, Financial Aid, Orientation, Parents, Persistence, First-year, Other-year, and related
Category Gold
Northeastern Illinois University
Access and Outcomes: Supporting the Student Transition at a Hispanic Serving Institution Through a Successful Summer Bridge Program
Region IV-East

Category Silver
University of Central Florida
Transferring to Success: The Role of Transfer Orientation on Transfer Student Success
Region III

Category Bronze
Trinity University
Trinity University’s Sophomore College
Region III
Housing, Residence Life, Contracted Services, Judicial, and related
Category Gold
Trinity University
*Trinity University's H.O.P.E. Hall*
Region III

Category Silver
New York University
*New York University's Writers in Residence*
Region II

Category Bronze
Longwood University
*Plackart Student Leadership Program*
Region III

International, Multicultural, Cultural, Gender, LGBTQ, Spirituality, Disability, and related
Category Gold
University of Tennessee at Chattanooga
*Mosaic: a comprehensive support program for students with Autism Spectrum Disorders*
Region III

Category Silver
Arizona State University
*DREAMzone*
Region VI

Category Bronze
University of California-Irvine
*Supporting Student Success through an International Transitions Committee*
Region VI

Off-Campus, Commuter, Non-traditional, Graduate, Professional, and related
Category Gold
Seattle University
*The Collegia Program*
Region V

Category Silver
Sam Houston State University
*Engaging Distance Education Students through a Virtual Community of Practice*
Region III
Category Bronze
New York University
*NYU’s Explore New York  Explore the World*
Region II

**Student Health, Wellness, Counseling, and related**
Category Gold
Bentley University
*Choose OneLess*
Region I

Category Silver
New York University
*LiveWellNYU*
Region II

Category Bronze
University of South Carolina-Columbia
*Healthy Carolina - A Healthy Campus Initiative*
Region III

**Student Union, Student Activities, Greek Life, Leadership, and related**
Category Gold
The College at Brockport
*The Student Leadership Development Program*
Region II

Category Silver
Syracuse University
*The Student Leadership Institute*
Region II

Category Bronze
University of Dayton
*Student Employment for the Real World*
Region IV-East

**Violence Education and Prevention, Crisis Management, Campus Security, and related**
Category Gold
University of San Francisco
Think About It: A Student-Centered Comprehensive Harm Reduction Curriculum
Region VI

Category Silver
Binghamton University
20:1 Sexual Assault Prevention Program
Region II

Category Bronze
New York University
Project Pay Attention
Region II

Ruth Strang Award
- Beth Moriarty chaired the selection process of the 2014 Ruth Strang Award.
- The winner of the 2014 Ruth Strang Award is Victoria Svoboda, Lecturer, University of Wisconsin – La Crosse.
- Her research is titled, “Grounding versus Lifting: The Impact of Working Class Origins on the Professional Advancement of Women in Student Affairs.”
- There were eight submissions and three people reviewed applications.

Zenobia Hikes Memorial Award
- Mary Kay Schneider Carodine chaired the selection process for the Zenobia Memorial Hikes Award.
- For the 2014 Zenobia Hike Memorial Award, Marsha A. Guenzler-Stevens, Director, Adele H. Stamp Student Union, University of Maryland, College Park was selected. She will receive a plaque at the NASPA Annual Conference as well as registration waiver for a student to attend the NCCWSL Conference June 5-June 7, 2014.
- There were three submissions and three people reviewed applications.

Melvene D. Hardee Dissertation-of-the-Year
- 33 applications were received for the 2014 Melvene D. Hardee Dissertation-of-the-Year Award compared to 43 applications in 2013.
- Annmarie Vaccaro is 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 chair was chaired by Dr. Vasti Torres. Dr. McGowan will present his dissertation, Images of Male Friendships: An Investigation of how African American Undergraduate Men Develop Interpersonal, on Tuesday, March 18, from 2:20-3:10 p.m. in 337, Convention Center 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.
Partnerships

NCAA/NASPA Collaborative
The NASPA Small Colleges & Universities Division and NCAA Division III have partnered to create 360 Proof, an online alcohol abuse prevention initiative that is free to NASPA Small Colleges & Universities members and NCAA Division III members. There are 100 institutions currently piloting the program that is in its second year. Information regarding the program can be found at [http://www.360proof.org/](http://www.360proof.org/). More information will be available in the coming months regarding the full implementation of the program.

Veterans Symposium
NASPA was honored this year by Tom Jackson, vice president for student affairs at the University of Louisville, to accept the planning and organizational reigns of the National Veterans Symposium that has been coordinated at the University of Louisville for the last three years. NASPA will official assume responsibility and host the event in 2015 and will continue to honor the history of the program established by both Tom Jackson and Frank Mianzo from the University of Louisville.

CU Thrive
NASPA continues to partner with LifeAdvantages in an online health and wellness program that is a program for purchase to assist members and their students.

Interim Executive Placement Services

Just In Case
NASPA and eReadia, Inc. are working together in promoting a suicide prevention app which is customizable to individual campuses. This initiative connects to our focus on wellness, mental health.

Research & Policy Institute

RPI Analysis of NASPA CSAO Census Survey
NASPA staff launched and closed the first annual NASPA CSAO Census Survey Project during this reporting period. Highlights of this ongoing project include:
- Analysis of the 2013 CSAO Census Survey data
  - over 876 CSAOs responded to the survey, including 433 members and 443 non-NASPA members.
  - survey questions compiled data on demographics, student affairs divisional characteristics and budgets, importance of key issues in the next three years, self-assessment on competency areas, career aspirations, and salary data were included.
  - results broken down by institution type, regional alignment, gender, ethnicity/race.
  - RPI staff have drafted an executive summary that will be made available to the public in March at the annual conference. Three products will emerge from the Census project: (a) a publically available summary report of Census findings; (b) a NASPA member-only detailed report of Census findings; (c) a tool for searching and customizing salary data gathered through Census project. Period of release for all three products is March – June of 2014.
Technology

NASPA Website

Almost six months into the launch of the new NASPA.org it can be considered nothing short of a total success. All of our metrics like visits, unique visitors, visit duration, etc. have noticeably increase since October 1 compared to past performance.

Our Constituent Groups have continued to produce engaging content made by student affairs professionals for student affairs professionals. For example, the Women in Student Affairs Knowledge Community wrote a blog post entitled “What Breaks You” that became one of the most viewed and shared pages outside of the NASPA Annual Conference.

- Knowledge Communities have already created a total of 540 blog posts.
- Regions have created a total of 251 blog posts
- Divisions and Groups have created 45 blog posts
- Since their creation, these posts have been viewed over 24,454 times

We are currently in the process of launching the NASPA Blog that will be an important tool in our marketing and communications efforts moving forward. Further refinements to the website will continue to be made as we gain more experience.

Overall Web Analytics

- NASPA (Since March 1, 2013)
  - 3,122,377 page views vs 2,712,772 same period last year, up 15%
  - 888,731 total visits vs 738,898 same period last year, up 20.3%
  - 442,673 unique visitors vs 347,207 same period last year, up 28%
  - 47% new visits vs 43% same period last year, up 7%
  - International visits:
    - China: Up 78% same period last year
    - Spain: Up 15% same period last year
    - Great Britain: Up 8% same period last year
- The Placement Exchange (Since March 1, 2013)
  - 1,980,102 page views vs 1,682,866 same period last year, up 17.6%
  - 278,144 total visits vs 252,291 same period last year, up 10.25%
  - 77,654 unique visitors vs 74,942 same period last year, up 4%
  - 5:16 average visit duration vs 4:50 same period last year, up 4.7%

Twitter

- In the past 12 months, our Twitter account has grown from 9,567 followers to 15,700 followers, a net gain of 6,133 followers.
- @NASPAtweets content is now a mix of general NASPA news, advertisement for upcoming events, and sharing of original content hosted on the new NASPA.org or 2014 NASPA Annual Conference websites.
  - This was one of the long-term goals within the Communications Team to direct traffic to NASPA.org instead of exclusively to third-party websites.
- Our current demographics:
  - 56% Female, 44% Male
  - 25-34 at year olds = 46%
\[23\] 0 35-44 year olds = 23%
\[35\] 0 21-24 year olds = 16%

- We have decreased our average response rate time to Twitter followers to 20 minutes. This is a 2 minute decrease from the prior period.
  - Recent research suggests that responses within 60 minutes have an incredibly positive impact on your brand image with customers. We will continue to make this a priority.
- Twitter continues to remain a valuable tool for sharing images with followers and building stronger bonds with members and non-members.

**Facebook**

- In the past 12 months, our Facebook account has gained over 3,100 new likes for a total of 11,970 fans.
- In the same period, our Facebook page was viewed 1,400,000 times.
  - Of these views, 797,400 were organic meaning they appeared in users’ feeds without the help of a friend taking an action on the post itself.
- *Our current demographics:*
  - 64% Female, 36% Male
  - 25-34 year olds most active group, followed by 18-24 year olds
  - United States-based English speakers is our predominant audience, with Chicago being our most active city

**Corporate and Foundation Relations**

8 total partners secured for 2014:

- E-Checkuptogo Programs
- The Spelman & Johnson Group
- Golden Key
- USA Today
- Sodexo Education
- Chartwells
- Aramark Higher Education
- EBI Map-Works

**Communications and Marketing**

In the fall of 2013, NASPA hired a new Director of Communications & Marketing to lead our efforts in this area.

**Press Releases**

- We have put out 17 media releases during this time.
  - Releases were picked up by 5 news outlets. Example coverage:
    - The Courant: [http://www.courant.com/community/ellington/hcrs-85144-eastern-connecticut-20140130,0,1051961.story](http://www.courant.com/community/ellington/hcrs-85144-eastern-connecticut-20140130,0,1051961.story)

**Media Requests**

- We received calls for participation in stories from the Chronicle of Higher Education, the New York Times, WBUR (Boston's NPR station), and other local outlets
  - Example coverage:
    - WBUR: [http://radioboston.wbur.org/2014/01/28/obama-sexual-assault](http://radioboston.wbur.org/2014/01/28/obama-sexual-assault)
Membership

Statistics
- Please review the attached membership statistics report under Membership Committee tab.
- Please review the attached institutional membership statistics report under Membership Committee tab.

Initiatives
- The Membership team has been focused on data clean up tasks that are reducing redundancies in our processes, providing a better experience for members, and resulting in cleaner financial data.
- Membership will present a new structure for reporting which will allow us to better gauge our recruitment and retention efforts, as well as quantify our retention rate.
- The past few months have been high internal and external customer service months, and the department is now gearing up to launch the institutional renewal process.

Finance

Statistics
- Please see financial reports under Finance & Operations Committee tab.

Initiatives
- Completed revision of NASPA financial account structure, including the Regions.
- Created new bank accounts in line with audit recommendation for Regional accounting.
- Exploring options for more electronic processes and storage of all accounting documentation.

The NASPA Foundation

Foundation Board Nominations Committee
- Nancy Crimmin chaired the committee, and Larry Dietz and Lori White served as committee members.
- Peg Blake, Bette Simmons, and Denzil Suite were elected as new Foundation Board members. Gene Zdziarski will serve as Chair-Elect and Linda Kuk will serve as Secretary.

New Member Orientation
- The Foundation Board will host an online New Board Member Orientation in February through NASPA. All new Board members are asked to attend.
- The Board has also developed an orientation and resource guide for new Board members. This is managed through NASPA and will be shared with the Board.
Foundation Awards

Jim Rhatigan Conference Fellowship

- Four $250 conference scholarships for young professionals to attend the NASPA Annual Conference are available through the Rhatigan fund.
- A video application submitted and the selected individuals would be known as Rhatigan Fellows.
- 18 applications are currently being reviewed and facilitated through the NASPA Foundation Coordinator. The winners will be awarded a check at the NASPA Foundation Awards Ceremony.

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, 12 Pillars were selected for the 2014 class.
- The fundraising minimum is $2,500 for each Pillar.
- Board liaisons will work with other volunteers to meet or exceed this goal.
- Art Sandeen was named the John T. Blackburn Distinguished Pillar this year, in recognition of his lifelong commitment to our profession.

<table>
<thead>
<tr>
<th>Pillar Last Name</th>
<th>Pillar First Name</th>
<th>Institution</th>
<th>Board Liaisons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balistreri-Claire</td>
<td>Margaret</td>
<td>Edgewood College</td>
<td>Larry Dietz</td>
</tr>
<tr>
<td>Champagne</td>
<td>Delight</td>
<td>Springfield College</td>
<td>Nancy Crimmin</td>
</tr>
<tr>
<td>H. de La Teja</td>
<td>Magdalena</td>
<td>Northeast Campus of Tarrant County College District</td>
<td>Gage Paine, Stan Carpenter</td>
</tr>
<tr>
<td>Hoover</td>
<td>Richard</td>
<td>University of Nebraska – Lincoln (Retired)</td>
<td>Larry Dietz, Barb Snyder</td>
</tr>
<tr>
<td>Matusow-Ayres</td>
<td>Helen</td>
<td>Pratt Institute</td>
<td>Linda Kuk</td>
</tr>
<tr>
<td>Millerick</td>
<td>Timothy</td>
<td>Austin College</td>
<td>Cherry Callahan</td>
</tr>
<tr>
<td>Moriarty</td>
<td>Debra</td>
<td>Towson University</td>
<td>Cynthia Cherrey, Sandy Scherrens</td>
</tr>
<tr>
<td>Mullendore</td>
<td>Richard</td>
<td>University of Georgia</td>
<td>Jan Winniford, Kathleen Cramer</td>
</tr>
<tr>
<td>Reesor</td>
<td>Lori</td>
<td>University of North Dakota</td>
<td>Lori White</td>
</tr>
<tr>
<td>Roberts</td>
<td>Gregory</td>
<td>College Student Educators International ACPA</td>
<td>Kevin Bailey, Kevin Kruger</td>
</tr>
<tr>
<td>Petty</td>
<td>Marcia Lou</td>
<td>Loyola University New Orleans</td>
<td>Cynthia Cherrey, Penny Rue</td>
</tr>
<tr>
<td>Shanley</td>
<td>Mark</td>
<td>Radford University</td>
<td>Frank Ardaioi, Barbara Henley</td>
</tr>
<tr>
<td>Zdziarski</td>
<td>Eugene</td>
<td>Roanoke College</td>
<td>Jan Winniford, Charlotte Tullos</td>
</tr>
</tbody>
</table>
Scholarship

Books


*Beyond the Americans with Disabilities Act: Inclusive Policy and Practice for Higher Education*
Mary Lee Vance, Kaela Parks, and Neil Lipsitz, Editors
- March 2014 release date, copies mailed to all voting delegates and upgraded members
- Promoted through a February 2014 webinar
- Session and book signing held at the 2014 NASPA Annual Conference

*Cool Passion: Challenging Higher Education*
Arthur W. Chickering, Author
- March 2014 release date

*Executive Transitions in Student Affairs: A Guide to Getting Started as the Vice President*
Ainsley Carry, Editor
- Released in January 2014, executive summary mailed to all voting delegates and upgraded members
- Promoted at the 2014 AVP Institute
- Preconference workshop and books signing held at the 2014 NASPA Annual Conference

*Decisions Matter: Using a Decision-Making Framework with Contemporary Student Affairs Case Studies*
Annemarie Vaccaro, Brian McCoy, Delight Champagne, and Michael Siegel, Editors
- March 2013 release date, copies mailed to all voting delegates and upgraded members
- Session and book signing held at the 2013 NASPA Annual Conference

*Identity and Leadership: Informing Our Lives, Informing Our Practice*
Alicia Fedelina Chávez and Ronni Sanlo, Editors
- Released January 2013, copies mailed to all voting delegates and upgraded members
- Book signing held at the 2013 NASPA Annual Conference

Forthcoming Titles (2014)

*Increasing Adult Learner Persistence and Completion Rates: A Guide for Student Affairs Leaders and Practitioners*
Marguerite McGann Culp and Gwendolyn Jordan Dungy, Editors
- August 2014 release date

*Leadership Portfolio for Innovation and Change*
Laurence Smith, Shannon Ellis, Kevin Kruger, and Albert Blixt
- 2014 release date

*Alcohol and Other Drug Policies for Colleges and Universities*
By William DeJong
- 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 chief student affairs officers. It is now in its twelfth 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.
- NASPA staff conducted a two-part **Leadership Exchange** readership survey in 2013. A brief online questionnaire was sent to approximately 350 CSAOs, and **Leadership Exchange** editorial staff conducted personal interviews with a select group of CSAOs.
- The Fall 2013 issue—with a theme of new approaches to career preparation—was especially popular. As of 10/31/13, the Fall 2013 issue had received more than 35,000 pageviews and had been printed 733 times, downloaded 319 times, and shared 264 times.
- The following charts summarize feature articles published in Volume 11 (2013) and thus far in Volume 12 (2014):

<table>
<thead>
<tr>
<th>Spring 2014 (Issue 1)</th>
</tr>
</thead>
</table>
| Educationomics and the New Marketplace for Higher Education  
  *Jon McGee* |
| Managing Up  
  *Susan Whealler Johnston* |
| The Next Generation: A Roundtable Discussion on Student Affairs Graduate Preparation Programs  
  *Nancy Grund* |
| Fulfilling the Mission: Campuses Offer Best Practices in Disability Services  
  *Eileen Berger, Ed Coolbaugh, Scott Friedman, Christie Gilson, Kaela Parks, Cerise Roth-Vinson, Michele Scheib, and Matthew Springer* |

<table>
<thead>
<tr>
<th>Spring 2013 (Issue 1)</th>
</tr>
</thead>
</table>
| Reconnecting Higher Education to the World: Student Affairs Must Take Leading Role in Defining a New Model  
  *Patrick K. Day* |
| The Perfect Marriage: New Positions Combine Student Affairs and Academic Affairs Expertise  
  *Tammy M. Gocial, Steve Rook, and Mike Mullen* |
| Managing in the New Financial Normal: SSAOs Share Tips for Operating Mean and Lean  
  *Zauyah Waite, Gail DiSabatino, Mary-Beth Cooper, John Laws, and Greg Sawyer* |
| A Pipeline for Student Affairs Professionals: NASPA Program Provides Hands-on Experience, Broadens Diversity of Profession  
  *Jacob L. Diaz and Robert D. Kelly* |

<table>
<thead>
<tr>
<th>Summer 2013 (Issue 2)</th>
</tr>
</thead>
</table>
| Creating the Civic-minded Campus: NASPA’s Lead Initiative Promotes Democratic Engagement  
  *Laura E. Sponsler* |
| From Helicopter to Helpful: A Systemic Approach to Managing Parent Relationships |
The following chart shows issue e-mail open rates:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Deploy Date</th>
<th>Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2013 (Issue 1)</td>
<td>2/21/2013</td>
<td>29.74%</td>
</tr>
<tr>
<td>Summer 2013 (Issue 2)</td>
<td>7/11/2013</td>
<td>30.91%</td>
</tr>
<tr>
<td>Fall 2013 (Issue 3)</td>
<td>10/8/2013</td>
<td>31.31%</td>
</tr>
<tr>
<td>Winter 2014 (Issue 4)</td>
<td>12/12/2013</td>
<td>32.08%</td>
</tr>
</tbody>
</table>
The following chart shows total page views by month and year for the digital edition of *Leadership Exchange*:

**National Peer Educator Study (NPES)**

- The National Peer Educator Study was designed to provide evidence-based research outcomes associated with being a peer educator on a college or university campus. The NPES is a web-based survey administered to peer educators affiliated with BACCHUS on college and university campuses across the United States.
- Matthew Wawrzynski, PhD, Michigan State University, is the principal investigator of the research team conducting the NPES.
- To date, over 200 institutions and over 2,000 peer educators have participated in the NPES.
- Three articles have been published and a fourth is currently under review.
Research and Policy Institute

Research and Policy Institute Sponsored Scholarship Projects

- The RPI is conducting a number of research projects that are in varying stages of completion or have recently been completed. Some of these are done in collaboration with external authors, and others completed by staff. All of these research and policy focused reports are on topics important to the student affairs field:
  - “5 Things Student Affairs Professionals Can do to Institutionalize Civic Engagement” – RPI edited brief authored by Drs. Matthew Hartley (University of Pennsylvania) and Laura Sponsler (NASPA) focused on lessons drawn from the research literature on effective means of institutionalizing civic engagement programming and learning opportunities across student affairs divisions. Released in August of 2013.
  - “5 Things Not to Do In Developing Surveys for Assessment in Student Affairs” – RPI edited brief authored by Dr. Rishi Sriram (Baylor University), focusing on how to best construct and implement surveys for assessing programs in student affairs. Released February 2014.
  - “Survey of NASPA and UPCEA Institutional Members Supports for Online Students” – Research project undertaken in partnership with InsideTrack and UPCEA on campus-based student supports and data collection procedures pertaining to online learners. Sessions on the partnership and the results of the survey have been or are being held at the UPCEA and NASPA annual conferences. In addition, Dr. Kruger presented on the results of the survey and the partnership at SOLS conference in January.
  - “Understanding Student-to-Student Sexual Harassment” – The first issue of “Legal Links” was released in January of 2014. Co-authored by RPI staff in partnership with Education Law Association legal experts. The brief was made available as a NASPA member benefit. Also, publication was widely disseminated to members of the Obama Administration’s Task Force on Sexual Assault.
  - “College Student Mental Health: A Primer for Presidents” - NASPA, APA, & ACE have partnered to answering President Obama’s call to launch a national conversation on mental health. Led by RPI staff, working with NASPA and APA members on a new report reviewing current trends in college student mental health and highlighting promising practices to contribute to student well-being. As session over viewing and discussing the brief was held at the NASPA Mental Health conference in January of 2014, and a second follow-up session was held at NASPA Annual. Report is being published by ACE and is slotted for a June 2014 release.
  - 5 Things Issue Briefs in progress on the following topics: international students; supporting women and students of color in STEM degree fields; students with disabilities; engaging the public policy process.
  - “Legal Links” volume 2 is in process, covering the legal environment as it relates to student protest, both virtual and physically on-campus. Anticipated release May of 2014.
  - RPI staff made presentations at the NASPA Law and Policy Conference, Association for the Study of Higher Education (ASHE) conference, the Region 4W conference, the APCA southern regional conference, NASPA Mental Health Conference, NASPA Annual Conference, and the Association of International Education Administrators conference.
RPI Blog

- A blog was created for the RPI to members and to support dissemination of policy and research focused material for the NASPA membership and the general public.
- Blog posts are published multiple times a week. These posts serve as a vehicle for member engagement and connect research, policy, best practices, and scholarship with members.
- Categories for posts include news and notes, data, commentary, and policy discussions.
- The blog can be accessed: [http://www.naspa.org/rpi/](http://www.naspa.org/rpi/)

NASPA Lead Initiative

Second Year of NASPA Lead Initiative Launched

- NASPA continues to support the Lead Initiative, which recognizes a network of postsecondary institutions for their commitment to civic learning and democratic engagement. The initiative has grown to 73 institutions and has a new conceptual model of cohorts. These cohorts facilitate more robust peer-to-peer sharing, networking, and communication around this critical topic for student affairs and higher education. Cohorts meet quarterly through a virtual platform and will meet in person at the NASPA Annual Conference and NASPA CLDE meetings.
- Eight institutions are serving as Lead Consulting Institutions. These institutions provide leadership for the Lead cohorts and also act as an advisory board for NASPA. LCI representatives have bimonthly phone calls with their cohorts, monthly phone calls with NASPA, and include:
  - Joseph J. Cicala, Vice President for University Life and Dean of Students, Alvernia University
  - Chris Hutchison, Director of Student Engagement, Chapman University
  - Laura Wilmarth Tyna, Director of Leadership, Service and Engagement, Elmhurst College
  - Katherine Nordyke, Director, Citizenship and Service-Learning, Missouri State University
  - Micki Meyer, Lord Family Endowed Director of Community Engagement, Rollins College
  - Thomas Schnaubelt, Ph.D., Executive Director, Haas Center for Public Service, Assistant Vice Provost for Student Affairs, Stanford University
  - Marianne Magiuka, Director of Campus Life, Wake Forest University
  - Frank P. ArdaioIo, Ed. D., Vice President for Student Life, Winthrop University
- Lead institutions connect and share information about their efforts through weekly blog posts. The new NASPA website and Lead Initiative blog provides opportunities for increased professional development, information and idea sharing, resources, and feedback. The blog can be accessed: [http://www.naspa.org/rpi/lead-initiative](http://www.naspa.org/rpi/lead-initiative)
- Lead institutions will participate in the first Lead Initiative survey to be launched in February 2014. This survey will be the first systematic approach to understand how student affairs divisions structure their civic learning and democratic engagement initiatives, programmatic offerings, and provide information about assessment.

Diversity & Democracy

- In partnership with the American Association of Colleges and Universities (AAC&U), NASPA co-sponsored the fall issue of *Diversity and Democracy* that highlighted academic and student affairs collaborations around civic learning and democratic engagement. This issue highlighted partnerships with key higher education associations and provides a valuable resource to CSAOs.
• Topics included: institutional change around CLDE, student affairs and academic affairs collaborations, community partnerships, assessment, educating diverse students, and provided examples of the ways campuses used *A Crucible Moment*.
• Copies of the publication were mailed to all members of the NASPA Board, the NASPA Foundation Board, the Scott Academy Board, and all voting delegates. An electronic version is available online (http://www.aacu.org/diversitydemocracy/vol16no4/) and for purchase.

**Lead Institutions Blog**

• A blog was created for the Lead Institutions engaged in the second year of the initiative through NASPA’s new website. The blog features work being done by the Lead Institutions, the Lead Initiative and NASPA; provides news and shares updates from the field of student affairs regarding CLDE; supports networking between Lead Institutions and those interested in becoming members; discusses current issues, events, and topics relevant to CLDE; and shares resources to assist campuses that currently participate in the Lead Initiative.
• Blog posts are published multiple times a week. These posts serve as a vehicle for member engagement and connect research, policy, best practices, and scholarship with members. This project correlates with the goals to align the connections among theory, research, and practice.
• The blog can be accessed: [http://www.naspa.org/rpi/lead-initiative](http://www.naspa.org/rpi/lead-initiative)

**TurboVote, AASCU, and NASPA Partnership for Voter Engagement**

• NASPA has partnered with TurboVote and AASCU on a new voter engagement initiative funded by the Rita Allen Foundation.
• NASPA will receive $40,000 from the grant to recruit and support campuses to use TurboVote’s innovative software and platform to make voter registration efforts for colleges and universities.
• NASPA members will have the opportunity to receive a discounted rate to join TurboVote and a subsidy to cover the costs of mailing voter registration materials.
• This grant affords NASPA the opportunity to partner with other associations and organizations in the higher education space as well as increase our capacity to serve members.
• The grant will run through June 15, 2015 and will be led by Laura Sponsler, Ph.D., Director of Civic Learning Initiatives.

**Knowledge Communities (KCs)**

• Reflecting Ross’ priority for the KCs to create and share knowledge, the KCs published and made available online two publications: *Excellence in Practice: A Knowledge Communities Publication* (Fall, 2013) and *Lead. Innovate. Transform: The Annual Knowledge Community Conference Publication* (Spring, 2014). Both publications contain articles written by representatives from NASPA’s 27 Knowledge Communities, and links to the online publications are available on the main Knowledge Community website.
• The Student Leadership Programs Knowledge Community Susan R. Komives Research Award was conferred to Sherry L. Early of Bowling Green State University.
• The Alcohol and Other Drug KC Research Award was conferred to Jane Vangsness Frisch of North Dakota State College of Science.
Faculty Council and Assembly
The Faculty Council will sponsor and co-sponsor a number of programs at the NASPA Annual Conference in Baltimore, Maryland including:

- Pre-Conference Workshop: Crafting your Academic Career: A Call to Early Career Faculty. Dr. Anna Ortiz, Chair of the Faculty Council, spearheads this workshop.
- Scholarly Paper Sessions. Frank Harris, III, San Diego State University, serves on behalf of the Council.
- Faculty Assembly Meeting
- NASPA President’s Breakfast for Faculty
- Student Affairs Preparation Programs & NASPA/ACPA Professional Competencies: Context and Strategies for Implementation
- Pathways to the Professorship: From Administrator to Faculty
- Leading the Future: Developing International Study Opportunities for SAA Programs

Faculty Fellows
The Faculty Fellows will sponsor and co-sponsor a number of programs at the NASPA Annual Conference in Baltimore, Maryland including:

- Doctoral Seminar (18 participants)
- Discourse and Debate: Changing Expectations, Pressures, and Frameworks for Graduate Preparation over 100 years
- Transforming practice into research: Moving the student affairs profession towards scholarly practitioners
- Emerging Scholarship: NASPA Faculty Fellows Research Paper Presentations

Corporate and Foundation Relations

Leadership Exchange Advertising
- Advertising continues to stay steady for the Leadership Exchange for all 4 issues from Spring 2013 - Winter 2014).
  - 14 new advertisers in this time period

Web Site and E-Newsletter Advertising
- 6 advertisers participated in this again creating new revenue stream.

The NASPA Foundation

- The Channing Briggs Small Grant proposals and Large Grant proposals support student affairs research and development. This process is managed through the NASPA Foundation Coordinator.
- The Foundation partnered with the NASPA Research and Policy Institute to fund the Five Things Brief.
Foundation Research Grants

- Foundation Board reviewed 51 small grants proposals and approved 8 grants for a total award of $18,687, from the July 2013 proposals.
- The submission and online review process were facilitated through NASPA.
- In September 2013, the Board voted not to fund large grant proposals for January 2014 to fund NASPA’s Research and Policy’s Institute’s Five Things Brief.
- Recipients for July 2013 include:

<table>
<thead>
<tr>
<th>Researcher</th>
<th>Title</th>
<th>Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appel-Silbaugh, Cara, Associate Dean of Students, Georgia Institute of Technology</td>
<td><em>Within scope but out of sight: A study of wellness culture at a high achieving STEM institution</em></td>
<td>$2,000</td>
</tr>
<tr>
<td>Chinn, Nancy, Chair, Disability Resources Department/Disability Specialist, Santa Rosa Junior College</td>
<td><em>Concussion Knowledge and Community College Student-Athletes: Uncovering Factors that Influence Self-Report</em></td>
<td>$3,275</td>
</tr>
<tr>
<td>Gipson Jr, John, Undergraduate Teacher Education Student Services Specialist, Grand Valley State University</td>
<td><em>A Comprehensive Investigation of High-Achieving African American Students Attending Community Colleges: A Mixed Methods Research Study</em></td>
<td>$3,000</td>
</tr>
<tr>
<td>Jodoin, Elizabeth, Staff Counselor, The University of North Carolina at Greensboro</td>
<td><em>Assisting Distressed College Students: Assessment of an Online Interactive Training for Student Support Professionals</em></td>
<td>$2,496</td>
</tr>
<tr>
<td>McGuire, Keon, Doctoral Candidate, University of Pennsylvania</td>
<td><em>The Stories We Tell</em></td>
<td>$916</td>
</tr>
<tr>
<td>Poon, OiYan, Assistant Professor, Loyola University Chicago</td>
<td><em>Student-initiated conferences: A phenomenon of Asian American student agency and community leadership</em></td>
<td>$1,500</td>
</tr>
<tr>
<td>VanDerLinden, Kim, Assistant Professor, Northern Arizona University</td>
<td><em>The Role of Student Affairs Divisions in Regional Accreditation</em></td>
<td>$2,000</td>
</tr>
<tr>
<td>Whitford, Heidi, Assistant Professor, Barry University</td>
<td><em>Contextualizing the Higher Education Opportunity of Undocumented Students in Florida: Perspectives of Student Services Administrators</em></td>
<td>$3,500</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>$18,687</strong></td>
</tr>
</tbody>
</table>
As of this report, current number of registrants is 5,502. This is a 7% increase over last year’s registrants. We anticipate that we will have additional registrants onsite.

After a successful transition to a new registration and check-in process for the 2013 NASPA Annual Conference, we are once again using 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 allows conference registrants to register and reserve hotel rooms in one seamless process.

In addition to the chief student affairs officers (CSAO) Lounge, we will once again be creating a lounge for faculty. This will be a place where faculty can relax, network, and share information. The lounge will be available on Monday and Tuesday only. This year, we have changed the “attendee engagement area” to the “First-time Attendee Engagement Area.”

An array of featured speakers has been identified for the conference. Wes Moore, Writer, “The Other Wes Moore,” will be the opening speaker. Closing the conference will be Jon Lovett, former speech writer for President Obama. The remaining speakers for Monday and Tuesday will be Debra Humphreys, Vice President for Policy and Public Engagement, AAC&U; Freeman Hrabowski, President, University of Maryland-Baltimore County; George Siemens, Founding Member and President, Society for Learning Analytics Research; a Panel on the Future of Student Affairs Graduate Preparation Programs moderated by Larry Roper, Vice Provost for Student Affairs at Oregon State University and Pat Whitely, Vice President for Student Affairs at University of Miami; the panelist will be Anna Ortiz, California State University-Long Beach; Jane Fried, Central Connecticut State University; and Susan Longerbeam, Northern Arizona University; Elisabeth Mason, CEO and co-founder of Single Stop USA; and Louis Soares, Vice President for Policy, Research, and Strategy at the American Council on Education (ACE).

A new call for programs tool was created for the 2014 NASPA Annual Conference. With the addition of the new NASPA website, the call for programs tool allowed program presenters to submit their programs under their NASPA member profile. With this addition, presenters were able to see all of their program submissions under the “Member Engagement” section of the new NASPA website, which allowed for easier access to their submissions. With the new call for programs tool being linked to our membership database, members are able to update their contact information in their member profile, and any updates will automatically be changed in the call for programs tool.

New innovative programming has been incorporated into the Annual Conference. Traditional 60 minute sessions have been scaled down to 50 minute sessions and the following program types have been added to the schedule:

- **Member Choice Sessions** - The hottest topics and interests decided by members. NASPA Members will vote on suggested sessions and the winning ideas will be moderated by top leaders in those topic areas.
- **The final topics selected for Members Choice sessions are as follows:**
  - Introverts in Higher Education
  - Student Affairs and Professional Implications for “Students as Consumers”
See No Evil, Hear No Evil: Encouraging Students to Stand Up for Others and Speak Out
What Roles do Professional Organizations Play in your Professional Development?
Crossing Over: The value of student affairs Professionals in Academic Affairs Units
Diversity Conversations in 140 Characters
Student Affairs Role in Academic Support
Reorganizing Student Affairs Focused on Big Data – What are the Opportunities & Dangers?
Digital Decision making for Student Affairs Professionals
Danger! Burnout Ahead!
Social Justice Ally Behavior in Straight White Men

- SA Speaks – These are “Ted Talk” type sessions, on hot topics in Higher Education. They are short 10-15 minute sessions.
- Innovation Labs – During two-hour time blocks on both Monday and Tuesday, attendees will experience a more interactive, hands-on approach with the most popular Apps to help them do their jobs more efficiently, as well as quick knowledge based sessions on a variety of topics that all occur inside of one large ballroom. Individuals will walk away with practical ideas for future success.

- Virtual Conference – We have planned for NASPA’s very first virtual component of the annual conference. Working with Experient, Inc., as well as InExpo, we will provide live-streaming of several pre-determined educational sessions as well as all of our Featured Speakers. All live-streamed sessions will be available to registrants on demand afterwards in case they need to step away from their desks, etc. It is a great opportunity for campuses that are only able to send one or two individuals to the face-to-face meeting.

- Pre-conference workshops were posted and available for registration October 1, 2013:
  Full-day Pre-conference Submissions 20
  Accepted 17
  Half-day Pre-conference Submissions 41
  Accepted 17

- Three pre-conferences had to be cancelled due to low registration numbers.
- The Program Committee met in October to review and select the educational programs:
  Program Reviewers 1,095
  General Interest Program Submissions 933
  Accepted 295
  KC General Program Submissions 299
  Sponsored 71
  Accepted 125
  Poster Session Submissions 52
  Accepted 28
  SA Speaks Submissions 22
  Accepted 6
  Scholarly Paper Submissions 39
  Accepted – 21
Campus Tours
March 15, 2014 ⋄ Baltimore, MD
- Priscilla Mint of Harford Community College and Scheherazade Forman of Prince George’s Community College, both of the local arrangements committee, are chairing campus tours.
- Morgan State University, Johns Hopkins University, Loyola University, and MICA will host campus tours.
- There are currently 50 participants registered for the tour.

International Symposium
March 15–16, 2014 ⋄ Marriott, Baltimore Maryland.
- The International Symposium was created 19 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. David Adams, Assistant Director for Campus Activities, Pittsburg State University, and Jacqueline Beaulieu, University of British Columbia serve Co-Directors of the Symposium for as 2014 and 2015.
- Peggy Blumenthal, Senior Counselor for the Institute of International Education will serve as the Symposium’s keynote speaker.
- There are currently 77 people registered for the Symposium.

Doctoral Seminar
March 16, 2014 ⋄ Baltimore, Maryland
- 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.
- 2014 Doctoral Seminar chairs are Faculty Fellows Dr. Tony Cawthon, Clemson University and Dr. Phyllis McCluskey-Titus, Illinois State University.
- There are currently 18 doctoral students registered for the seminar.
- This is the last year that this program will be hosted by the Faculty Fellows. Beginning in March 2015, the Faculty Council will assume responsibility for this program.

Community College Institute – Expanding Multicultural Competencies
March 16, 2014 ⋄ Marriott, Baltimore Maryland
- This year’s Community College Institute (CCI) will bring together nationally recognized community college leaders to share strategies for overcoming the fear of performing assessment, ideas for encouraging and motivating staff to complete assessment, and resources required for developing effective assessment plans. Dr. Quincy Martin, Associate Vice President of Student Affairs at Triton College, serves as this year’s CCI Director.
- In addition to Dr. Martin, Dr. Kate Mueller, Orange Coast Community College; Dr. Debra Bright Harris, Montgomery College; and Dr. Dawn Lewis, Prince Georges Community will serve as faculty for the CCI. There are currently 50 people registered for the CCI which is a 50% increase from 2013.
The Placement Exchange
March 12–16, 2014 ◊ Baltimore Convention Center, Baltimore, MD
- The TPE Committee met in Baltimore, MD in July to discuss plans and map out the space.
- At the time of this report, there were 1,018 candidates registered for Baltimore; Position listings – 493; Standard Tables – 447 and Premium Tables – 84.

2015 NASPA Annual Conference
- Conference items to help promote New Orleans have been ordered to hand out in Baltimore. Items include, luggage tag holders, post-it notes, and a save the date postcard, provided by the New Orleans Convention and Visitors Bureau
- The Call for programs postcard will be available to the 2014 conference attendees, while in Baltimore. Immediately following the 2014 NASPA annual conference, the postcard will be mailed to all members. The Call for Programs for 2015 will open on June 1, 2014.
- Registration for the 2015 Conference will open on Tuesday, March 18th to allow individuals to register at the 2014 Early-bird rate. This special rate option will expire on June 30, 2014. Rates will increase for the 2015 NASPA Annual Conference and new rates will be announced in June.

Workshops, Conferences, & Institutes

Conference on College Men
May 19–21 2013 ◊ Miami University, Oxford, OH
- 91 participants.
- Speakers: Carlos Andrés Gómez, poet, actor, writer; and Robert Heasley, Faculty, Therapist, American Men’s Studies Association Past-President
- The program included a pre-conference workshop, 2 keynote speakers, 23 concurrent sessions, a movie discussion, as well as a closing Ted-Talk like panel.
- The conference received a record 35 submission proposals.
- NASPA and ACPA brought on the American Men’s Studies Association as a cooperating sponsor for the event to increase market reach.

National Conference for College Women Student Leaders (NCCWSL)
May 30 – June 1, 2013 ◊ University of Maryland – College Park, MD
- 729 students/administrators from over 226 institutions were registered for the conference, covering the United States and international regions. This was the largest conference to date.
- There were five pre-conference sessions, two community service and three skill-building, with 200+ students participating.
- 56 workshops were offered to student participants; this was the largest selection of workshops offered to date. There was a record of 125 submissions for presentations from all over the country.
- For the first time ever, a welcome reception was offered to administrators attending NCCWSL. 17 attended to learn about NASPA, AAUW and to network with fellow colleagues.
- 2013 Women of Distinction were:
  - Katie Miller, Policy and Government Affairs Chair, OutServe-SLDN Board of Directors
  - Deborah Owens, Chief Executive Officer, Owens Media Group
  - Reshma Saujani, Former Deputy Public Advocate of NYC and Founder of Girls Who Code
  - Donna E. Shalala, President, University of Miami
Ritu Sharma, Co-founder and President, Women Thrive Worldwide
Lydia Villa-Komaroff, Chief Scientific Officer at Cytonome ST

- The keynote speakers were Nina Godiwalla, CEO of MindWorks, and Rachel Simmons, author of “Odd Girls Out”.

Student Affairs Certificate Program in Law and Policy
**June 5-9, July 8-12, 2013, Sirata Beach Resort and Conference Center, St. Pete Beach, Florida**
- This certificate program was designed as a 5 day, 23 hour course and participants completed a written final exam for competition.
- 45 people applied and as a result, two cohorts were created. The first course was held June 5-9 and the second was held July 8-12.
- The following served as faculty for the program:
  - Peter F. Lake, Charles A. Dana Chair and Director, Center for Excellence in Higher Education Law and Policy, Stetson University College of Law
  - Oren R. Griffin, Associate Dean for Academic Affairs and Associate Professor of Law, Mercer University
  - Brian Mistler, Director of Health Services, Ringling College of Art & Design

2013 International Student Affairs Study Tour
**June 19 – June 30, 2013, Doha, Qatar; Abu Dhabi, Al Ain, and Dubai of the U. A. E.**
- NASPA, in conjunction with ACUI, and ACUHO-I partnered 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.
- There were 22 participants and 4 faculty members on the Study Tour.
- Participants toured Education City, The Qatar Foundation, Hamad Bin Khalifa University, Qatar University, Zayed University Abu Dhabi and Dubai, U.A.E. University-Al Ain, Al Rowdah Academy Institute of Applied Technology, New York University-Abu Dhabi.
- Additional association cooperating sponsors included ACPA, NODA, NACA and NIRSA.
- Dr. Oscar Felix of Colorado State University served as faculty.

Civic Learning and Democratic Engagement (CLDE) Conference
**June 20 – 22, 2013, Inn at Penn, Philadelphia, PA**
- NASPA hosted its first CLDE Conference. This new professional development event offered the opportunity to educate participants about the civic and democratic work in higher education.
- 225 participants attended the event in Philadelphia including 3 exhibitors and sponsors.
- CLDE received 72 program submissions. There were over 32 sessions held at the event. 20 of the 50 Lead Institutions submitted one or more programs.
- There were two pre-conferences: Civic Engagement 101 and The Lead Institutions Meeting
- The conference included approximately 40 one-hour educational sessions, five roundtable discussions, four mini-institutes, and one panel discussing the role of student affairs in CLDE work.
- 12 partner and friend organizations attended including: CIRCLE, AAC&U, Campus Compact, Work on Purpose, The United States Holocaust Museum and Memorial, TurboVote, Fair Elections Legal Network, and Interfaith Youth Council.
- Featured Presenters included:
  - Matt Hartley, Associate Professor and Chair, Higher Education at the University of Pennsylvania’s Graduate School of Education
o Ashley Finley, Senior Director of Assessment and Research at AAC&U
o Brian Sims, Pennsylvania State Representative and LGBTQ Advocate
o Gwendolyn Jordan Dungy, Executive Director Emeritus, NASPA
o Elizabeth Housholder, Assistant Dean for Civic Engagement, Widener University
o Drew Stelljes, Assistant Vice President for Student Engagement and Leadership and Director Office of Community Engagement, College of William and Mary
o Zauyah Waite, Vice President for Student Affairs, Chatham University
o Nancy Thomas, Director Initiatives for the Study of Higher Education and Public Life, Tufts University
o Surbhi Godsay, Researcher, CIRCLE
o Maggie Stevens, Executive Director, Indiana Campus Compact
o Elaine Ikeda, Executive Director, California Campus Compact
o Dean McGovern, Executive Director, Montana Campus Compact
o Carie Hertzberg, Executive Director, Rhode Island Campus Compact
o Katie Baxter, Interfaith Cooperation as a Tool for Civic Engagement, Interfaith Youth Core
o Lynne Meyer, Director of Spiritual Life and Service Learning, Illinois Institute of Technology
o Vaneitta Goines, Program Advisor Office of Volunteer Programs, University of Illinois at Urbana-Champaign

NASPA Assessment & Persistence Conference
June 25 – 27, 2013 ◊ Grand Hyatt, Denver, CO

- 305 participants. This is an increase of 41 participants from last year.
- Speakers and Panelists Included:
  - Lynn Gangone, Dean of the Women’s College at the University of Denver
  - Archie Cubarrubia, Professional Lecturer at George Washington University and Educational Policy Specialist at the U.S. Department of Education
  - An Evening Panel on Persistence with Marilee Bresciani, Professor, San Diego State University; Archie Cubarrubia, George Washington University; and Shauna Payne Gold, University of Maryland, College Park.
  - Thomas Miller, Associate Professor of Student Affairs and Interim Vice President for Student Affairs, University of South Florida
  - A Closing Panel of staff from the University of Texas at Arlington - Frank Lamas, Vice President for Student Affairs, Lisa Nagy, Assistant Vice President for Student Affairs, and Molly Albart, Director of Planning, Assessment & Student Services.
- The program included three pre-conference workshops, 48 concurrent sessions, five mini-institutes, eight roundtable sessions, and seven poster sessions.

27th NASPA Richard F. Stevens Institute
July 17 – 21, 2013 ◊ Laguna Cliffs Marriott Resort & Spa, Dana Point, California

- The James E. Scott Academy sponsored the 27th biennial Richard F. Stevens Institute.
- 25 CSAOs participated in the Institute. 100% of institute evaluation respondents indicated that they would recommend the program to a peer.
- Institute faculty for the re-conceptualized program included Danny Pugh, Institute Director, University of Arkansas; Greg Sawyer, California State University – Channel Islands; Robert Mock, University of Kentucky; Paulette Dalpes, CUNY; and Debbie Heida, Berry College.
• Featured presenters included Sheryle Bolton (CEO, Sally Ride Science), Lou Gossett Jr. (actor, author, and founder of Eracism Foundation), Ellen Heffernan (Partner, SJG-The Spelman & Johnson Group), Kevin Kruger (President, NASPA - Student Affairs Administrators in Higher Education), Christopher Powell (Senior Advisor & Former Executive VP of Human Resources, Scripps Networks Interactive), and David Steinberg (Co-Founder, Adpearance).

2013 Student Affairs Fundraising Conference
July 21-23, 2013 ◊ Louisiana State University, Baton Rouge, LA
• Annual program sponsored in conjunction with the Student Affairs Fundraising and External Relations Knowledge Community.
• There were 80 participants. There were 62 participants in 2012.
• Sara Hartley, Chair of the Student Affairs Fundraising and External Relations KC, chaired this year’s conference. Jamie Segar, Director of Development, Office of the Vice Chancellor, LSU Student Life & Enrollment served as our host at LSU.
• Dr. Ajay Nair, Senior Vice President and Dean of Campus Life at Emory University in Atlanta Georgia served as the feature speaker for this conference.
• Call for Programs: 9 programs submitted, 5 programs accepted.

2013 Institute for New CSAOs
October 6 – 9, 2013 ◊ Capital Hilton, Washington, D.C.
• This signature NASPA program is sponsored by the James E. Scott Academy. This year’s theme was Leadership and Management Effectiveness for the New Senior Student Affairs Officer.
• 44 new CSAOs participated in the institute. 100% of institute evaluation respondents indicated that they would recommend the program to a peer.
• Institute faculty included Tom Shandley, Institute Director, Davidson University; Shannon Ellis, University of Nevada, Reno; Levester Johnson, Butler University; and Joan Kindle, Harper College.
• Other featured presenters included George Mehaffy (American Association of State Colleges and Universities), Alan Gomez (immigration reporter, USA TODAY), Tom Matson and Brandon Busteed (Gallup Education), Charlene Dukes (President, Prince George’s Community College), James Conneely (Former President, Notre Dame University of Maryland), Ellen Heffernan (SJG-The Spelman & Johnson Group), and Art Coleman (Managing Partner, EducationCounsel).

NASPA Student Affairs Law & Policy Conference
October 20 – 22, 2013 ◊ Hotel Viking, Newport, Rhode Island
• This was the first time this event has been held in October; previously this event was held in December.
• There were 121 people registered for the event. There was one pre-conference: Higher Education Law 101 which had 21 participants registered.
• Association for Student Conduct Administration, (ASCA) is a contributing sponsor to this event. The National Association of College and University Attorneys (NACUA) was also a sponsor for 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.
• Louis Soares, Vice President for Research, Policy, and Strategy, American Council of Education was the opening keynote speaker and Kenneth Elmore, Dean of Students, Boston University was the closing speaker.
• Presenters for the NASPA Student Affairs Law & Policy Conference included:
Women’s Leadership Institute
December 3 – 6, 2013 @ Ritz Carlton, Amelia Island, Florida
- NASPA partnered with ACPA, ACRL, ACUHO-I, ACUI, APPA, NACUBO, and NAEP, for the 2013 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.
- 170 participants were registered for this event.
- Educators-in-Residence were introduced this year and NASPA sent Susan Borrego, Vice President for Enrollment Management and Student Affairs, California State University, Dominguez Hills.
- The 2014 program will occur in California, in December.

2013 NASPA Multicultural Institute
December 5 – 7, 2013 @ JW Marriott Resort and Spa, Las Vegas, NV
- Biennial event co-sponsored with the National Coalition Building Institute (NCBI) and the Social Justice Training Institute (SJTI).
- Registration: 410 registrants; 278 total registrants in 2011.
- Co-sponsored with the following knowledge communities:
  - Crasha Perkins, African American Knowledge Community
  - Laura Cummings, Disability Knowledge Community
  - Chris Mosier, Gay, Lesbian, Bisexual, and Transgender Issues Knowledge Community
  - Jacinda, Felix Haro, Latino/a Knowledge Community
  - Aaron Voyles, Men and Masculinities Knowledge Community
  - Daviree Velazquez, Women in Student Affairs Knowledge Community
  - Jerry Basford, Spirituality and Religion in Higher Education Knowledge Community
  - Queena Hoang, Asian Pacific Islander Knowledge Community
Freda Gipp, Indigenous Peoples Knowledge Community

Marileena Hincapie, Executive Director of the National Immigration Law Center, Dr. Gwendolyn Dungy, Executive Director Emeritus – NASPA, Thomas, Carroll, Student, - Northwestern University and Lee Mun Wah, Diversity Trainer served as featured speakers.

Call for Programs: 119 programs submitted, 46 programs accepted.

Pre-Conference Workshops
- Let’s Get Real About Racism
  - Presented by Lee Mun Wah – 77 registrants
- Shattering Mental Health-isms
  - Presented by NCBI – 11 registrants
- I Don’t Know What to Say: Engaging the Intersection of Race, Sexualities and Christianity
  - Presented by SJTI – 31 registrants

2014 Alice Manicur Symposium for Women Aspiring to be CSAOs
January 12 – 15, 2014 @ Sheraton Sand Key, Clearwater Beach, FL
- 106 people applied for the Institute and 89 were invited to attend.
- The Institute Director for the 2014 Alice Manicur director was Helen Matusow-Ayres, Vice President for Student Affairs at the Pratt Institute.
- Faculty selected for the 2014 Manicur Symposium included:
  - Mary B. Coburn, Vice President for Student Affairs, Florida State University
  - Berenecea Johnson Eanes, Vice President for Student Affairs, Cal State Fullerton
  - Sarah Neill, Dean of Students, Simmons College
  - Ellen Neufeldt, Vice President of Student Engagement and Enrollment Services, Old Dominion University
  - Laura Wankel, Vice President of Student Affairs, Northeastern University
  - Julie Wong, Regional Associate Vice Chancellor, University of South Florida, St. Petersburg

2014 NASPA AVP Institute - Excellence in the “Number Two” Role
January 19 – 21, 2014 @ Hyatt French Quarter, New Orleans, Louisiana
- This Institute is a new NASPA initiative for both new and seasoned AVPs or “number twos”.
- 77 AVPs participated in the Institute.
- Institute faculty included Penny Rue, Institute Director, Wake Forest University; Lori White, Southern Methodist University; Jason Pina, Bridgewater State University; Amy Hecht, The College of New Jersey; Ashanti Hands, San Diego Mesa College; and Greg Nayor, The University of the Arts.
- Institute topics included:
  - Thinking and acting strategically;
  - Team dynamics;
  - Organizational change;
  - Resource management;
  - Professional and personal planning; and
  - Campus politics
- A pre-institute session for new AVPs was offered; 25 AVPs participated.
2014 Mental Health Conference & 2014 NASPA Alcohol, Other Drug Abuse, and Violence Prevention Conference
January 16 – 18, 2014 @ Loews Coronado Bay Resort & Hotel, San Diego, California

- 670 participants (350 Mental Health Conference and 320 AODV Conference – 31% higher attendance than the 2013 event) with 170 participating in Pre-Conference Workshops.
- NASPA partnered with SAMHSA, AUCCCD, The BACCHUS Network, 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.
- Keynote and Featured Speakers included Kevin Kruger, NASPA President; Pamela Hyde, SAMHSA; Jason Kilmer, University of Washington; Susan Tapert, University California, San Diego; Melissa Lewis, University of Washington; Doris Fuller, Treatment Advocacy Center; Rich Lucey, SAMHSA; Javane Adams-Gaston, The Ohio State University; and W. Houston Dougherty, Grinnell College.
- 126 conference proposals were submitted, which is 30% higher than last year’s submissions. (71 for the AODV Conference and 55 for the NASPA Mental Health Conference.)

International Initiatives

International Exchange Program
- Currently have 7 International Exchange Agreements with sister organizations worldwide.
  - 2013 Exchanges
    - Inbound Exchanges
      - CNOUS- Centre National des Oeuvres Universitaires et Scolaires, sent a delegation in March 2013. The delegation was hosted by University of Central Florida, Rollins College, Embry-Riddle Aeronautical University and Stetson University. CNOUS delegates also attended the International Symposium and parts of the annual conference.
    - Outbound Exchanges
      - UNITED KINGDOM-June 10-14, 2013: A three person NASPA delegation visited visiting the United Kingdom from June 10-14, 2013. The delegates were hosted by the Association of Managers of Student Services in Higher Education (AMOSSHE). The majority of the exchange will take place during AMOSSHE's annual conference. Delegates will visit the London School of Economics and Political Science (LSE), Regents College, Royal Veterinary College (University of London), School of Oriental and African Studies (SOAS) – (University of London) and the University of Surrey.
      - IRELAND-June 17-21, 2013: A three person NASPA delegation will visit Ireland. The delegates will be hosted by members of the Confederation of Student Services in Ireland (CSSI) and visit Dublin, County Cork and Dundalk. The majority of the exchange will take place during CSSI's annual conference.
      - MEXICO-October 14-18, 2013: A three- five person NASPA delegation will be visiting Mexico from October 14 -18, 2013. The delegates will be hosted by The Instituto Tecnologico y de Estudios de Monterrey (ITESM) and visit Guadalajara, Leon, Mexico City and Queretaro.
  - 2014 Exchanges
    - Inbound Exchange
      - ANZSSA – Australia and New Zealand Student Services Association, will send a delegation in March 2013. The delegation will be hosted by Gettysburg College,
Goucher College, Prince Georges Community College, Loyola University, and the Maryland Institute College of Art. ANZSSA delegates will also attend the International Symposium and parts of the Annual Conference.

- Outbound Exchanges
  - Germany- February 2 – 8, 2014: A five person NASPA delegation visited Germany, February 2 – 8, 2014. The delegates will be hosted by the Deutsches Studentenwerk and visited Berlin, Erlangen-Nuremberg, Karlsruhe and Ulm.

**BACCHUS Initiatives**

**BACCHUS Initiative Trainings**

**Certified Peer Educator (CPE) Trainings**

The Certified Peer Educator (CPE) training program is a student leadership and engagement training with a 12-hour curriculum built around preparing students to have conversations with peers about health and safety. The CPE training program can be self-facilitated; however, several campuses request training from a national staff member. The following trainings were facilitated by a staff member:

- January 31 & February 1 – CPE Training at Fort Valley State University in Fort Valley, GA. CPE training completed with 11 students. Fort Valley State University is an HBCU.
- February 7 & 8 – CPE Training at the University of Missouri in Columbia, MO. CPE training completed with 56 students.
- February 21 & 28 – CPE Training at Truman State University in Kirksville, MO. An estimated 30 students will participate.
- March 7 & 8 – CPE Training at Delaware Technical and Community College in Wilmington, DE. An estimated 40 students will participate.

**Tobacco Policy Trainings and Technical Assistance**

BACCHUS has provided tobacco-related technical assistance and training to campuses and health departments for over a decade. There may be even greater opportunities for additional consulting, given the wider reach of NASPA.

- BACCHUS currently subcontracts with a technical assistance group at the University of Colorado Health Sciences Center to assist local grantees with tobacco policy and cessation work on community college campuses in Colorado.
- We have had initial discussions with health departments in Rhode Island and Alaska to conduct tobacco policy trainings in their state.

**Principles and Practices of Peer Education Webinars**

The Principles and Practices of Peer Education Webinars are designed to bring timely topics and effective strategies to student affairs professional staff, health promotion professionals, and student leaders. Each 90-minute live webinar features experienced presentations by practitioners and BACCHUS national staff and provides presentation materials and opportunities to interact with the presenters.

BACCHUS Initiative Grants

Colorado Department of Public Health and Environment
The purpose of the Colorado Department of Public Health and Environment grant is to build, launch and promote a text-messaging based cessation tool to help young adults in Colorado quit smoking.

- BACCHUS partnered with a health communications and technology company to build and maintain the CO Quit Mobile text messaging system.
- CO Quit Mobile launched in April 2013 and features both SMS text messaging and a smartphone app for iPhone and Droid operating systems. It is a free service. So far, about 300 people have signed up, and 45% are in the target 18-24 year-old demographic—an impressive result.
- This year we are continuing to promote CO Quit Mobile, as well as developing a Spanish version and a smokeless (chew) tobacco version. The smokeless tobacco program will be the only one of its kind and could be highly sought after by states with high smokeless tobacco rates.

Montana Department of Public Health and Human Services
The purpose of the Montana Tobacco Use and Prevention Program (MTUPP) is to provide tobacco control training and technical assistance to college and university campuses in Montana.

- 13 two- and four-year campuses, including a tribal campus, receive training and technical assistance to develop tobacco control policies, programs to prevent tobacco initiation, and cessation services to assist students to quit tobacco use.
- Eight of these campuses have passed tobacco-free campus policies since the program began in 2005.
- Data collected through the Tobacco Use and Attitudes Survey shows a decline in student tobacco use and decreased exposure to secondhand smoke on campus.

Colorado Office of Behavioral Health
The Colorado Office of Behavioral Health (OBH) provides funding for the sustenance and activities of the Colorado Coalition of Campus Alcohol and Drug Educators (CADE) project. The funding is part of SAMHSA block grant funding. The CADE project provides training and technical assistance for alcohol and other drug prevention professionals on over 20 campuses, including:

- Monthly notification updates and resource libraries to campus contacts, currently serving 141 professionals.
- Twice annual in-person trainings. In Spring 2013, 82 attendees participated; in Fall 2013, 39 attendees participated.
- One-on-one technical assistance (consultation, evaluation, campus-specific trainings) related to campus projects. Since July 2013, 41.5 hours of technical assistance provided.
- The fifth year outcome for the CADE project is to document a 5% decrease in alcohol-related incidents on Colorado campuses through judicial reports from baseline data collected in 2010-2011. Current collected baseline data from 2010-2011 indicate an average of 152 alcohol violations annually. Data collected from 2012-2013 participants indicates a 3.95% reduction in alcohol violations (average of 146 annually).
NUFP (NASPA Undergraduate Fellows Program)

NUFP at the Annual Conference:

- The Undergraduate Student Conference will be hosted by Morgan State University the Saturday and Sunday before the Annual Conference. All undergraduates, including NUFP fellows, will be invited to register. Dr. Tiffany Davis, Teaching Assistant Professor of Higher Education in the Department of Leadership, Policy and Adult and Higher Education at North Carolina State University is serving as chair.
- NUFP Fellows and Mentors will have a networking reception Friday evening before the pre-conference hosted by University of Baltimore.
- 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:

- Thirty institutions have applied to host 41 NUFP Summer Interns, up from 21 institutions hosting 32 interns in 2013.
- One hundred and sixty two fellows have applied to the Internship Process, down from 167 last year, but up from 133 fellows two years ago.

Dungy Leadership Institute

- The 2013 DLI was held at Iowa State University with Tonantzin Oseguera, Dean of Students, California State University, Fullerton, serving as Institute Director. The faculty for the program is available in the 2013 Summer Board Report.
- The 2014 DLI will be held at The University of Utah. Dr. Oseguera will again serve as institute director.

Online Learning

Strategic Assessment Processes: Using Data to Bring More Money, Engagement, and Retention Series
April 30, May 21, July 9, 2013 Online

- The NASPA Office partnered with the Assessment, Evaluation and Research KC on a three-part webinars series.
- The Student Engagement Puzzle: Piecing Together Divisional Student Involvement Data using Technology
  - Tyneka Harris Coronado, Project Leader, DePaul University
- Integrating Student Data in Order to Enhance Student Retention and Involvement
  - Ted Elling, Associate Vice Chancellor for Student Affairs for Research Systems and Development, University of North Carolina at Charlotte
- Thinking Differently About Assessment: Connecting Assessment Work with Increasing Donor Support
  - Jason F. Simon, Director of Institutional Assessment and Reporting, University of North Texas Office of Institutional Research and Effectiveness
  - Kevin Gin, Assistant Director for Student Leadership and Programs, Berklee College of Music
Beyond Binaries: Supporting Bisexual, Pansexual, Fluid, and Queer (BPFQ) Identified Students
September 23, 2013 ◊ Online
- This webinar was sponsored by the Gay, Lesbian, Bisexual and Transgender Knowledge Community and was free for NASPA members to attend.
- Presenters: Saby Labor, Women and GLBT Student Services Coordinator, Metropolitan State University, Christine Dolan, Graduate Student, University of Vermont
- 477 people registered.

Web Series: Building an Assessment Culture on your Campus
October 24, November 13, December 4, 2013 ◊ Online
- The NASPA Office partnered with the Assessment, Evaluation and Research KC on this three-part webinars series. 32 people registered for all three the webinars.
- Assessment 101: How do we know we are doing what we say we are doing?
  - Presenter: Stacy Ackerlind, Special Assistant to the Vice President and Director of Assessment, University of Utah
- Creating and Sustaining a Culture of Assessment in Student Affairs
  - Presenter: Brenda Woods, Director of Research and Assessment for Student Affairs, Georgia Tech
- Assessment 2.0: Innovative Strategies for Student Affairs Assessment
  - Presenter: Michael N. Christakis, Assistant Vice President for Student Success, University of Albany

A Synergistic Approach to Higher Education: Academic and Student Affairs
October 29, 2013 ◊ Online
- This webinar was sponsored by the Student Affairs Partnering with Academic Affairs Knowledge Community and was free for NASPA members to attend.
- Presenters: Lua Hancock, Assistant Provost for Student Success, Stetson University, Karen Boyd, Professor, University of Tennessee, Knoxville
- 305 people registered.

Serving and Supporting Transracial Adoptees
January 21, 2014 ◊ Online
- This webinar was sponsored by the MultiRacial Knowledge Community and was free for NASPA members
- Presenter: Joy Hoffman, Director of Cultural Center, Whittier College
- 68 people participated.

Building a Culture of Student Affairs Fundraising
January 29, 2014 ◊ Online
- This webinar was sponsored by the Student Affairs Fundraising and External Relations Knowledge Community and was free for NASPA members
- Presenter: Laura Page, Coordinator for Parent Relations, University of Missouri
- 58 registered.
Making the Most of Conference Presentations

February 6, 2014 Online
- This webinar was sponsored by the Technology Knowledge Community and was free for NASPA members
- Presenter: Lisa Endersby, Manager, Student and Campus Life, Seneca College
- 105 registered

The State of the African American Professional

February 12, 2014 Online
- This webinar was sponsored by the African American Knowledge Community and was free for NASPA members
- Presenters: Javaune Adams-Gaston, Vice President for Student Life, The Ohio State University, Anthony Ross, Vice President for Student Affairs, California State University, Los Angeles, Bettina Shuford, Associate Vice Chancellor for Student Affairs, The University of North Carolina at Chapel Hill, Annice Fisher, Transfer Student Retention Coordinator, The University of North Carolina at Chapel Hill, Taris Mullins, Residence Hall Director, New York University
- 267 registered participants.

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

February 19, 2014 Online
- This webinar was sponsored by the Disabilities Knowledge Community and was free for NASPA members
- Presenters: Mary Lee Vance, Academic Advising Director, Purdue University Calumet, Neal Lipsitz, Associate Dean for Student Development, College of Holy Cross, Kaela Parks, Director of Disability Services, Portland Community College, Paul Grossman, Chief Regional Attorney, U.S. Department of Education, Office of Civil Rights
- 88 registered.

Understanding Campus Obligations for Student-to-Student Sexual Harassment

February 20, 2014 Online
- This is a paid webinar in partnership with the Research and Policy Institute
- Presenters: Jeffrey Sun, Associate Professor, University of North Dakota, Lynn Rossi Scott, Partner, Brackett & Ellis, Brian Sponsler, Vice President for Research and Policy, NASPA
- 2 registered.

NASPA Community Colleges Online Learning Series

The Community College Division continues to host for free calls in order to provide an opportunity for knowledge sharing and networking to student affairs professionals at community colleges.

Bridging the Gap: Partnerships between HBCUs and Community Colleges

February 21, 2013 Online
- Presenters: Dawn Lewis - Prince Georges Community College; Cynthia Polk-Johnson and Cletra Peters - Bethune-Cookman University
- 18 registrants
Developing a Pathway that Leads to Completion
April 19, 2013 ♦ Online
- Presenter: Dr. Kathleen Cleary – Sinclair Community College
- 46 registrants

Working at Community Colleges (Careers in Student Affairs Month)
October 25, 2013 ♦ Online
- Presenters: Wanda Reyes-Dawes, Kristina Testa-Buzzee, Norwalk Community College, and John Laws, Ivy Tech Community College
- 113 registrants

Building Strategic Partnerships through Crowd Sourced Accessibility and Service Learning
November 20, 2013 ♦ Online
- Presenters: Wanda Reyes-Dawes, Kristina Testa-Buzzee (Region 1 Representative), and John Laws (SSAO Representative)
- 39 registrants

Building Strategic Partnerships through Crowd Sourced Accessibility and Service Learning
March 6, 2014 ♦ Online
- This is a two part series where the second part will take place in April of 2014.
- Presenter: Carla Stein, Front Range Community College
- 33 currently registered

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 third year.
- A Call for Programs was sent to all membership and garnered 15 program proposals.
- Webinars will begin in the month of November and go until May 2014.
- The following lists webinars offered:

<table>
<thead>
<tr>
<th>Registrants/Date</th>
<th>Title</th>
<th>Professional Development Competency</th>
</tr>
</thead>
<tbody>
<tr>
<td>188 sites</td>
<td>From a “Necessary Evil” to a Learning Imperative: A Short History of Student Affairs</td>
<td><img src="image.png" alt="Image" /></td>
</tr>
<tr>
<td>385 sites</td>
<td>Start with You: Authenticity In Student Affairs</td>
<td><img src="image.png" alt="Image" /></td>
</tr>
<tr>
<td>Event Date</td>
<td>Event Title</td>
<td></td>
</tr>
<tr>
<td>------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>February 18, 2014</td>
<td>Ethical Practice in Student Affairs: Your Values in Action</td>
<td></td>
</tr>
<tr>
<td>March 4, 2014</td>
<td>Understanding Assessment Principles through Survey Design</td>
<td></td>
</tr>
<tr>
<td>April 3, 2014</td>
<td>College Students with Non-Apparent Disabilities: Using a Multicultural-Social Justice Framework</td>
<td></td>
</tr>
<tr>
<td>April 16, 2014</td>
<td>From Student Leader to Student Advisor: Learning how to transition into your first advisor role</td>
<td></td>
</tr>
<tr>
<td>April 29, 2014</td>
<td>Law and Policy – Fundamentals for Students and New Student Affairs Professionals</td>
<td></td>
</tr>
<tr>
<td>May 14, 2014</td>
<td>Decisions Matter When Investing in Your Future</td>
<td></td>
</tr>
</tbody>
</table>

**Exploring the Student Affairs in Higher Education Profession MOOC**

*January 21, 2014-March 18, 2014* *Online in conjunction with Colorado State University*

- In conjunction with the Colorado State University Student Affairs and Higher Education Program, NASPA is hosting its first Massive Online Open Course.
- Faculty for the MOOC are:
  - Teri Engelke, Assistant director of residence life for staffing, training and development, Colorado State University
  - Paul Shepherd, Director of student life, University of Wisconsin-River Falls
  - Lory-Ann Varela, Assistant director of the Global Village Learning Community, Colorado State University
- There will be 8 different modules, covering the following topics: Foundations; Theoretical; Professional Connections and Opportunities; Student Success; Next Steps; Transitions; Globalization and International Impacts; Future of Student Affairs
- There are currently 1,974 registrants from 37 different countries.
Future Conferences, Workshops and Institutes

NASPA Civic Learning and Democratic Engagement (CLDE) Conference
*June 12-14, 2014 @ Miami, FL*
- NASPA will host the 2nd CLDE Conference this summer, June 12-14, 2014 in Miami, FL at the Hilton Miami. This professional development opportunity is designed to educate participants about CLDE, the role of student affairs in this work, as well as enhance the work of participants in assessment, community partnerships, and how to engage diverse students.
- The deadline for the Call for Programs is February 10, 2014 and the conference will include approximately 40 one-hour educational sessions, five roundtable discussions, six mini-institutes, and one panel discussion including local community partners.

NASPA Assessment & Persistence Conference
*June 19-21, 2014 @ San Antonio, TX*
- Planning is underway for the 2014 event in San Antonio.
- This professional development opportunity is designed for seasoned practitioners, as well as for those new to the assessment and persistence fields. Topics include basics of assessment, integrated data for decision making, persistence of special student populations, and integrated assessment and persistence efforts.
- Partnering KCs include the Student Affairs Partnering with Academic Affairs KC and the Assessment, Evaluation and Research KC which are both sponsoring a mini-institute session. For the persistence conference, many KCs have been recruited for the committee including: African American, Asian Pacific Islanders, Indigenous Peoples, Latino/a, Men and Masculinities, and MultiRacial. Planning continues to engage KC leadership to recruit presenters and attendees.
- The Call for Programs closes February 10, 2014 and the program will include approximately four pre-conference workshops, 40 concurrent sessions, eight mini-institutes, six roundtable sessions, and poster sessions.
- Alexander Astin, Allan M. Cartter, Professor Emeritus, UCLA will be the opening keynote speaker for this event.
- Luis Ponjuan, Associate Professor, Texas A&M University, Research and Policy Institute Board Member, NASPA will serve as a plenary speaker and host a mini-institute.
- Belle Wheelan, President, Southern Association of Colleges and Schools Commission on Colleges.

2014 NASPA Small Colleges and Universities Institute (SCUI)
*June 21 – 24, 2014 @ Daemen College, Amherst, New York*
- This biennial program is sponsored by the Small Colleges and Universities Division.
- Barbara Avery (Occidental College) and Jim Hoppe (Macalester College) serve as institute planning team co-chairs.
- The institute will focus on four content areas
  - Shifts in higher education and their impacts on student affairs;
  - Civic learning and democratic engagement;
  - Changing student demographics; and
  - Managing critical incidents on campus.
2014 NASPA Institute on the College Presidency

July 9 – 12, 2014 © Hilton Alexandria Old Town, Alexandria, Virginia

- This is a new initiative of the James E. Scott Academy.
- Brian Haynes (California State University-San Bernardino) and Kathleen Hetherington (President of Howard Community College) serve as the institute co-directors.
- The institute has four modules:
  o Preparing for the presidency;
  o Securing the presidency;
  o Fundamentals of the presidency; and
  o Success in the presidency
- Faculty and presenters include:
  o Beverly Daniel Tatum, President, Spelman College
  o Dean Bresciani, President, North Dakota State University
  o Kent Smith, President, Langston University
  o Edward Hammond, President, Fort Hays State University
  o Charlene Dukes, President, Prince George’s Community College
  o Several presidential search experts, former presidents, presidency scholars, and presidential consultants.

Student Affairs Fundraising Conference

July 2014 © Houston, Texas

- Annual program sponsored in conjunction with the Student Affairs Fundraising and External Relations Knowledge Community.
- Sara Hartley, Chair of the KC will serve as chair for the conference.

Global Summit on Student Affairs and Services

Tentative dates: September 24-26. 2014 © Rome, Italy

NASPA and the International Association of Student Affairs and Services (IASAS) will convene the second 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 allows participants to share ideas regarding student affairs and services role in bettering the world in which we all live.

- EucA – The European university college Association was chosen as the 2014 host for the Global Summit. DSW (Germany) and ANZSSA (Australia/New Zealand) also submitted host applications.
- Global Summit Planning Committee is comprised of:
  o Kevin Kruger, NASPA
  o Brett Perozzi, Chair of the International Advisory Board, NASPA
  o Tiki Ayiku, NASPA
  o Rob Shea, President, IASAS
  o Lisa Bardill Moscaritolo, Secretary, IASAS
  o Gian Luca Giovannucci, President, EucA
  o Fabio Monti, Secretary General, EucA
  o Mirela Mazalu, Public Relations, EucA
  o Simona Miano, Press Office and Events, EucA
2014 Institute for New CSAOs
- This signature NASPA program is sponsored by the James E. Scott Academy.
- Institute faculty include Tom Shandley, Institute Director, Davidson University; Shannon Ellis, University of Nevada, Reno; Leveste Johnson, Butler University; and Joan Kindle, Harper College.
- Program highlights will include dinner with a keynote speaker at USA TODAY’s headquarters in McLean, Virginia and several sessions and a reception hosted by Gallup in Washington, D.C.

Leadership Educators Institute
*December 11 – 13, 2014* © Texas Christian University, Fort Worth, Texas
- Biennial program sponsored in conjunction with ACPA and the NCLP (National Clearinghouse on Leadership Programs).
- Dr. Barry Posner is confirmed as the featured keynote speaker for LEI.
- Committee is working to confirm Dr. Juana Bordas as a keynote speaker.

International Student Affairs Study Tour
*Tentative Dates – Late May – Early June, 2015* © UK, and Ireland
- NASPA, in conjunction with ACUI, and ACUHO-I are partnering on the 2015 International Student Affairs Study Tour.
- Additional association cooperating sponsors include will be invited to participate at a later date.

Technology

New Web Platforms
- To coincide with the launch of the new naspa.org, NASPA IT rebuilt all existing website platforms, including the Call for Programs and the Meeting Request Tool.
- NASPA is working with ACUHO-I on a similar revision of the TPE website.

Corporate and Foundation Relations

Annual Conference Exhibits
- **2014 Annual Conference:** 114 exhibitors representing 134 booths. Will result in highest net revenue for NASPA Annual Conference Exhibits to date.

Annual Conference Sponsorships
- **2014 Annual Conference:** 31 total sponsorships representing 27 organizations, as of Feb 11.
  - Opening Keynote Speaker: Chartwells
  - Conference Stipends: Golden Key
  - Community Service Project: Golden Key
  - Leadership Dinner: Aramark Higher Education
  - NUFP Scholarships: Sodexo Education
  - CSAO Reception: EdR
  - CSAO Reception: EBI Map-Works
  - Exhibit Hall Gift Card Raffle: 3rd Millennium Classrooms, Aetna Student Health, BLU SKY, Student Health 101, Give Gab, Drexel University Online
- CSAO Lounge: NPC/NIC
- Treason Architects: International Symposium
- CSAO Lounge: On Campus Marketing
- Conference Mobile App: Everfi
- Charging Stations: On Campus Marketing
- Ice Cream Break: NCAA
- Fraternity and Sorority KC Reception: NPC/NIC
- API KC Reception: Sodexo
- Outstanding New Professional Award: Spelman & Johnson
- African American Presidency Stipends: Spelman & Johnson
- African American Male Summit: American Campus Communities
- Community College Institute: USA Today
- Community College Institute: Compatibility
- Student Leadership Reception: Wiley (Jossey-Bass)
- Strengths Quest Codes: Gallup (in-kind)
- CSAO Lounge Furniture: Adden Furniture (in-kind)
- 2013 CSAO Gift: Eco Promotional Products (in-kind)
- 2013 Polo Shirts: Halo Branded Solutions (in-kind)
- Conference Lanyards: publicidentity: (in-kind)

**Annual Conference Program Book Advertising**
- 2014 Annual Conference: most ever advertisers for an annual conference program guide: 25

**Other Exhibits and Sponsorships, as of February 11, 2014**
- 2013 Assessment & Persistence Conference: 4 exhibitors and 1 sponsor (Campus Labs)
- 2013 NASPA Knowledge: Communities: University Parent Media (in-kind)
- 2013 Multicultural Institute: 1 new sponsor (Play of Defamation)
- 2014 College Presidency: 2 new sponsors: (USA Today and Spelman & Johnson)
- 2014 Mental Health and AODV Conference: 22 exhibitors and 2 sponsors (e-checkup
togo Programs, Everfi)
- 2014 AVP Institute: 2 sponsors (Spelman & Johnson), new sponsor: e-checkup
togo Programs)
- 2014 Institute for New CSAOs: 2 sponsors (Spelman & Johnson, EBI – Map Works)
- 2014 Manicur Conference: 1 sponsor

**Regions**

In addition to the report above, the NASPA staff work diligently with the Regional Leadership to provide support for all seven regions. This listing provides information for all regional workshops for which the NASPA staff provides logistical, financial, and registration support.

**2013 Region I Mid-Level Institute, March 28, April 19, May 10, June 6, 2013**
- The 2013 Region I Mid-Level Institute took place on March 28 at Southern Vermont College in Bennington, VT; April 19 at Central Connecticut State University in New Britain, CT; May 10 at Southern New Hampshire University in Manchester, NH; and June 6 at Salve Regina University in Newport, RI.
- There were 21 registrants.
2013 Region I Annual “Hot Topics” Drive-In Conference, April 4, 2013
• The 2013 Region I Annual “Hot Topics” Drive-In Conference took place on April 4, 2013 at the Roger Williams Baypoint Inn and Conference Center in Portsmouth, RI.
• The conference theme was “It Takes a Campus: Supporting Health and Wellness of Our Students”
• There were 52 registrants.

2013 Region I Latino/a Knowledge Community Drive-In, April 12, 2013
• The 2013 Region I Latino/a Knowledge Community Drive-In took place on April 12, 2013 at the University of Connecticut - Puerto Rican/Latin American Cultural Center in Storrs, CT.
• The conference theme was “Supporting Undocumented Students”.
• There were 53 registrants.

• The 2013 Region V Power of One Conference took place on April 26-28, 2013 at Boise State University in Boise, Idaho.
• The conference theme was “Becoming Inclusive Leaders.”
• There were 242 registrants.

2013 Region I Women in Student Affairs (WISA) Drive In, May 22, 2013
• The 2013 Region I Women in Student Affairs (WISA) Drive-In took place on May 22 at Mount Holyoke College in South Hadley, Massachusetts.
• The conference theme was “Meeting at the Intersections: Dialogue, Reflection and Action with Women in Student Affairs.”
• There were 15 registrants.

2013 Region IV-E Women in Student Affairs (WISA) Drive In, June 1, 2013
• The 2013 Region IV-E Women in Student Affairs (WISA) Drive In took place on June 1, 2013 at Lake Forest College in Lake Forest, Illinois.
• The conference theme was “EmpowHer: Change: Sharing OUR Stories.”
• There were 61 registrants.

2013 Region I LGBT Boston Pride Parade, June 8, 2013
• Region I LGBT KC took part in the 2013 Boston Pride Parade on June 8 in Boston, Massachusetts.
• There were 21 participants.

2013 Region II Conference, June 9-11, 2013
• The 2013 Region II Conference took place June 9-11, 2013 John Jay College of Criminal Justice of the City University of New York (CUNY) in New York, NY.
• The conference theme is “Bridging Communities, Transforming Lives.”
• There were 470 registrants for this event.

2013 Region III Summer Symposium, June 9-12, 2013
• The 2013 Region III Summer Symposium took place June 9-12, 2013 at the Hilton Austin in Austin, Texas.
• The conference theme is “Hot Topics in the Heart of Texas.”
• There were 150 registrants for this event.

2013 Region III and SACSA New Professional’s Institute, June 17-21, 2013
• The 2013 Region III and SACSA New Professional’s Institute took place on June 17-21 at the North Carolina Central University in Durham, North Carolina.
• There were 44 attendees for this event.

2013 Region V SSAO Retreat, June 19-21, 2013
• The 2013 Region V SSAO Retreat took place on June 19-21 at the Residence Inn Portland Downtown at River Place in Portland, Oregon.
• There were 33 attendees for this event.

2013 Region III and SACSA Mid-Managers Institute, June 22-27, 2013
• The 2013 Region III and SACSA Mid-Managers Institute took place on June 22-27 at Texas Christian University in Fort Worth, Texas.
• There were 37 attendees for this event.

2013 Region VI Southern California Drive-In Conference, July 18, 2013
• The 2013 Southern California Drive-In Conference took place on July 18 at the California State University - Fullerton, in Fullerton, California.
• The conference theme was “Knowledge is Power: Defining the Nature of Student Success.”
• There were 51 attendees.

2013 Region V Utah Conference, October 4, 2013
• The 2013 Utah NASPA Conference took place on October 4 at the Weber State College in Ogden, Utah.
• The conference theme was “Change Ahead: Attract. Support. Retain.”
• There were 241 attendees.

2013 Region II Careers in Student Affairs Conference, October 4, 2013
• The 2014 Region II Careers in Student Affairs Conference took place on October 4, 2013 and was hosted at four three different institutions at the same time; Towson University, the Fashion Institute of Technology and Chatham University.
• There were 306 attendees across all three sites.

2013 Region I MMKC Drive In, October 4, 2013
• The 2014 Region I Men and Masculinities Knowledge Community Drive In took place on October 4, 2013 at the University of New England in Biddeford, Maine.
• The theme was “Trouble Man/Troubled Men: The Intersection of Male Health, Wellness and Conduct Issues”.
• There were 19 attendees.

2013 Region VI IEKC Drive In, October 11, 2013
• The 2014 Region VI International Education Knowledge Community Drive In took place on October 11, 2013 at the University of Southern California in Los Angeles, California.
• The conference theme was “Improving Services for International Students (ISIS)”.
• There were 76 attendees.
2013 Region I APIKC Drive In, October 11, 2013
- The 2013 Region I Asian Pacific Islander Knowledge Community Drive In took place on October 11, 2013 at Northeastern University in Boston, Massachusetts.
- The conference theme was “Visibility, Vision, and Voice”.
- There were 12 attendees registered through NASPA, other attendees registered through the campus sponsor.

2013 Region III Florida Drive-In Conference, Anti-Hazing Summit and Undergraduate Symposium, October 17-19, 2013
- The 2013 Region III Florida Drive In Conference took place from October 17 – 18, 2013. The Anti-Hazing Summit was on October 17, Drive In on October 18, and Undergraduate Symposium on October 19.
- The conference theme was “The Power of Our Profession”.
- There were 90 attendees for the Anti-Hazing Summit, 298 attendees for the Drive In, and 68 attendees for the Undergraduate Symposium. A total of 456 attendees.

2013 Region IV-East Conference, November 3-5, 2013
- The 2013 Region IV-East Conference took place on November 3-5 at the DoubleTree by Hilton Hotel Chicago, in Skokie, Illinois.
- The conference theme was “Courageous Voices: Take a Stand. Make a Choice.”
- There were 408 registrants for this event. Registration was closed on October 22, 2013 due to capacity.

2013 Region IV-West Conference, November 5-7, 2013
- The 2013 Region IV-West Conference took place on November 5-7 at the Embassy Suites and Convention Center in Hot Springs, Arkansas.
- The conference theme was “Reflections on Leadership.”
- There are currently 348 registrants.

2013 Western Regional Conference, November 6-9, 2013
- The 2013 Western Regional Conference took place on November 6-9 at the Little America Hotel in Salt Lake City, Utah.
- The conference theme was “Landscapes: Purpose. Perspectives. Possibilities.”
- There are currently 567 registrants.

2013 Region I Conference & SALT Conference, November 17-20, 2013
- The 2013 Region I Conference & Student Affairs Leaders of Tomorrow Conference took place on November 17-20 at The Samoset Resort in Rockport, Maine.
- The conference theme was “Be Inspired”.
- There were 453 registrants for the conference and 68 for the SALT conference.

2014 Region III Alabama State Drive In, January 24, 2014
- The 2014 Region III Alabama Drive In took place on January 24 at Birmingham-Southern College in Birmingham, Alabama.
- The conference theme was “Thriving in a Changing Landscape”.
- There were 124 registrants.
2014 Region III Kentucky State Drive In Conference, January 27, 2014
- The 2014 Kentucky State Drive In took place on January 27, 2014 at Bellarmine University in Louisville, Kentucky.
- The conference theme was “Compliance in Student Affairs”.
- There were 68 registrants.

2014 Region I Multi-KC Drive In, January 31, 2014
- The 2014 Region I Multi-KC Drive In was being hosted by the Asian Pacific Islander KC, African American KC, and Latino/a KC at the College of the Holy Cross, Hogan Campus Center in Worcester, Massachusetts.
- The conference theme was “Leveraging Your Racial/Ethnic Identity For Career Advancement”
- There were 79 registrants.

2014 Region VI NorCal, February 7, 2014
- The 2014 Region VI Northern California Drive In took place on Friday, February 7, 2014 at the University of California Berkeley in Berkeley, CA.
- The theme of the Drive In was “Building Bridges to Success: Collaboration and Innovation”
- There were 90 registrants.

2013-14 Region I NPMI, December 13, 2013 – April 11 – 2014
- The 2013-14 Region I New Professionals Mentoring Institute took place on December 13, 2013 at Wesleyan University in Middletown, CT, Friday, January 24 at the Massachusetts Institute of Technology in Cambridge, MA, and will finish its last two sessions on Friday February 24 at Fitchburg State University in Fitchburg, MA; Friday, April 11 at Roger Williams University in Bristol, RI.
- The institute reached its capacity of 20 participants.

2014 Region V Peer Coaching, January 15 – June 18, 2014
- The 2014 Region V Peer Coaching is a virtual program that will took place from January 15 – June 18, 2014.
- The institute reached its capacity of 5 participants.

2014 Region VI SoCal Drive In – Chapman University, February 14, 2014
- The 2014 VI Southern California Drive In took place on Friday, February 14, 2014 at Chapman University in Orange, California.
- The drive in theme was “Rise Above the Competition: Navigating the Job Search”.
- There were 62 registrants.

2014 Region I Mid-Level Institute, March 13 – June 5, 2014
- The 2014 Region I Mid-Level Institute will take place across four different sessions; Thursday, March 13 at Middlesex Community College in Bedford, MA; Friday, April 11 at the University of Vermont in Burlington, VT; Friday, May 2 at the University of Connecticut-Avery Point in Groton, CT; and Thursday, June 5 at Plymouth State University in Plymouth, NH.
- The institute theme is “Making the Most of the Middle”.
- Registration is open but the program is still in its application process.
2014 Region III Mid-Managers Institute, June 1-5, 2014
- The 2014 Region III Mid-Managers Institute will take place from June 1 – 5, 2014 at Texas Christian University in Fort Worth, TX.
- Registration is open but the program is still in its application process.

2014 Region III Summer Symposium – June 8 – 11, 2014
- The 2014 Region III Summer Symposium will take place from June 8 – 11, 2014 at Disney’s Contemporary Resort in Lake Buena Vista, FL.
- There are currently 5 registrants.

2014 Region II Conference – June 8 -10, 2014
- The 2014 Region II Conference will take place from June 8 – 10, 2014 at the Seaview Resort in Galloway, NJ.
- The conference theme is “DO SA”.
- Registration is awaiting final confirmation from the conference committee to be created.

2014 Region V CSAO Retreat – June 18 – 20, 2014
- The 2014 Region V Chief Student Affairs Officer Retreat will take place from June 18 – 20, 2014 at the Residence Inn Portland Downtown at RiverPlace in Portland, OR.
- Registration is open but there are currently no registrants.

2014 Region III New Professionals Institute, June 22-27, 2014
- The 2014 Region III New Professionals Institute will take place from June 22 – 27, 2014 at the University of Alabama – Huntsville in Huntsville, AL.
- Registration is open but the program is still in its application process.

- The 2014 Region V Power of One Conference will take place on April 3, 2014 at Salt Lake Community College in Salt Lake City, UT.
- The conference theme is “A Family of Many: the Power of One”.
- Online registration is currently being created. There are currently no registrants.

2014 Region IV-E Conference, November 2 – 4, 2014
- The 2014 Region IV-East Conference will take place from November 2-4, 2014 at the Hyatt Regency in Columbus, OH.
- Registration is awaiting final confirmation from the conference committee to be created.

2014 Region IV-W Conference, November 9-12, 2014
- The 2014 Region IV-West Conference will take place from November 9-12, 2014 at the Hotel Albuquerque in Albuquerque, NM.
- Registration is awaiting final confirmation from the conference committee to be created.
2014 Western Regional Conference, November 9-12, 2014
- The 2014 Western Regional Conference will take place from November 9-12, 2014 at the Anaheim Marriot in Anaheim, CA.
- Registration is awaiting final confirmation from the conference committee to be created.

2014 Region I Conference, November 16-19, 2014
- The 2014 Region I Conference will take place from November 16-19, 2014 at the Hyatt Regency in New Port, RI.
- Registration is awaiting final confirmation from the conference committee to be created.

Cancelled Events
2013 Region I Building Interfaith Community on College Campuses, April 19, 2013
- This drive in was scheduled to take place April 28, 2012.
- The event was cancelled on April 17, 2012.

2013 Region III North Carolina Drive In, October 4, 2013
- This drive in was scheduled to take place on October 4, 2013.
- The event was cancelled on September 12, 2013.
- There were 29 registrants at the time of cancellation. Refunds were processed in full for all registrants.

2014 Region I SPL/TECH KC Drive In, January 9, 2014
- The drive in was scheduled to take place on January 9, 2014.
- The event was cancelled on January 7, 2014.

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 2013-2014 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)

Capstone On-Campus Management/NUFP Partnership:
- Capstone has renewed its commitment of $5,000 to NUFP and the Undergraduate Pre-Conference for the 2013-2014 year. This money will be used in the following ways:
  - Undergraduate Pre-Conference Attendance Stipends: $5,000 (12 students at $250/each).
    These scholarships are available for both NUFP Fellows and NASPA Undergraduate Members.
Careers in Student Affairs Month (CSAM)

- In celebration of Careers in Student Affairs Month, NASPA hosted seven free webinars for the profession. These were open for both members and non-members. They included:
  - Student Affairs: Gladiators in Polos
    - Panelists included:
      - Dr. Sue Borrego, Vice President for Enrollment Management & Student Affairs, California State University-Dominguez Hills
      - Dr. Tiffany J. Davis, Teaching Assistant Professor, North Carolina State University
      - Dr. Jim Hoppe, Dean of Students, Macalester College
      - C.J. Mathis, Academic Counselor TRiO Student Support Services, Austin Peay State University
      - Viraj Patel, Community Director, Georgetown University
    - 353 sites registered; 125 viewed recording.
  - Confessions, Tips, and Hard-Earned Lessons of a New Professional
    - Panelists included:
      - Lauren Hatfield, Doctoral Student, Virginia Tech
      - Maureen Grewe, Coordinator of Student Conduct and Behavioral Intervention, University of South Carolina
      - Lucy Fort, Assistant Director of Educational Programs and NASPA Foundation, NASPA
      - Mindy Rouillard, Community Director, North Carolina Central University
      - Natalie Cruz, Coordinator for International Student Life, Emory University
    - 516 sites registered; 109 viewed recording.
  - Student Affairs Job vs. Career: The Choice to Work Full-Time or Attend Graduate School
    - 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
    - 255 sites registered; 47 viewed recording.
  - Making the Most of your Career: Navigating your NASPA Membership
    - Panelists included:
      - Nathan Victoria, Director of Member Engagement and Student Initiatives, NASPA
    - 289 sites registered, 34 viewed recording.
  - The Future of Student Affairs
    - Panelists included:
      - Dr. Kevin Kruger, President, NASPA
    - 655 sites registered; 107 viewed recording.
  - The Community College as a Career Choice!
    - 397 sites registered; 63 viewed recording.
  - Six Minutes in our Shoes: Finding the Right Job Fit
    - Andrew Hibel, Chief Operating Office, HigherEdJobs.com
    - Mike Knox, Assistant Vice President for Student Affairs, University of Texas at Arlington (NODA)
• Tom Ellett, Senior Associate Vice President for Student Affairs, New York University (ACUHO-I)
• Sandra Rouse, Director of Education and Research, NACA
• Chris Loschiavo, Associate Dean of Students and Director of Student Conduct and Conflict Resolution, University of Florida (ASCA)
• Jeremiah Shinn, Director Student Involvement & Leadership Center, Boise State University (AFA)

        432 sites registered; 69 viewed recording.

• NASPA staff is currently working on an outreach plan to convert these individuals to members.

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 and other student data focused entities to build capacity to collect unique data on college student experience.
• Completed CSAO Census survey project, which provides NASPA a trove of new data on student affairs professionals, salary information, and distribution of student support services across hundreds of divisions.

Publications

• Published Beyond the Americans with Disabilities Act.
• Several Leadership Exchange articles highlighted the experience of college and university students, including: “Fulfilling the Mission: Campuses Offer Best Practices in Disability Services”; “Creating the Civic-minded Campus: NASPA’s Lead Initiative Promotes Democratic Engagement”; “Student Success in College and Beyond: Employers Highlight Experiences That Matter Today”; and “15 Credits Per Semester: The Key to Student Success”
• Published new issues of Journal of Student Affairs Research and Practice, NASPA Journal About Women in Higher Education, and Journal of College and Character. See journal reports for more detail.

NASPA Foundation

• Provided $18,687 in small grants to fund research in student affairs.
• Small grant awardees are asked to present findings at the NASPA Annual Conference or through a NASPA Journal.

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

Research and Policy Institute

• RPI continues the “5 Things Issue Brief Series” to 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 continued the LEAD
Initiative that comprises of a network of 73 postsecondary institutions working in the CLDE space.
- Building projects off of Census data to explore impact of student affairs division structure on outcomes of interest.

Publications
- Published *Beyond the Americans with Disabilities Act, Cool Passion, Decisions Matter and Identity and Leadership. Increasing Adult Learner Persistence and Completion Rates* is forthcoming.
- Several *Leadership Exchange* articles focused on this objective, including: “Tackling Higher Education’s Challenges: NASPA Excellence Award-winning Programs Boost Retention, Prepare Disadvantaged Youth, Educate Students About Alcohol Use”; “Creating the Civic-minded Campus: NASPA’s Lead Initiative Promotes Democratic Engagement”; and “Liberal Education: A Pathway to Career and Life Success”

Melvene D. Hardee Dissertation-of-the-Year
- This award highlights the top research dissertation within the NASPA membership.

NASPA Foundation
- The NASPA Foundation Research Grants awards supports this goal.

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

Publications
- Published new issues of *Journal of Student Affairs Research and Practice, NASPA Journal About Women in Higher Education, and Journal of College and Character*. See journal reports for more detail.

NASPA Foundation
- Partnering with NASPA RPI to publish the Five Things Briefs additionally supports this objective.

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

Publications
- Leadership Exchange articles focused on this objective: “Data Mining: Striking Gold or Striking Out”; “Changing Times for Career Services; Liberal Education: A Pathway to Career and Life Success”; “Reconnecting Higher Education to the World: Student Affairs Must Take Leading Role in Defining a New Model”; “The Perfect Marriage: New Positions Combine Student Affairs and Academic Affairs Expertise”; “The Next Generation: A Roundtable Discussion on Student Affairs Graduate Preparation Programs”; and “Fulfilling the Mission: Campuses Offer Best Practices in Disability Services”
- *Increasing Adult Learner Persistence and Completion Rates* is forthcoming.

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.

Research and Policy Institute
- 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 to raise awareness of the agenda among members.
• Supported PPD Chair, Dr. Lisa Erwin in her role as a rule-maker on the VAWA Negotiated Rulemaking Panel
• Participated: U.S. Department of Ed Meeting: Fair Elections Legal Network & NASPA
• Invited: U.S. Department of Ed Conference Call with Under Secretary Kanter on Higher Education voter registration provision.
• Invited: White House Task Force to Protect Students from Sexual Assault senior staff listening session.
• Develop materials for PPD distribution to members (Presentations, Opinion Editorials, Commentary, Fact Sheets)
• Established RPI blog to keep members current on events and critical issues.
• Participate in Higher Education Compliance Alliance: Participated in webinar, partnership and website created to provide higher education community with a centralized repository of information and resources with federal laws and regulations. (Lead by the National Association of College and University Attorneys)

Publications
• Published Beyond the Americans with Disabilities Act.
• Leadership Exchange Public Policy columns covered topics such as gainful employment, voter ID laws, campus marijuana policies, and the accountability movement.
• The cover story of the summer 2013 Leadership Exchange highlighted NASPA’s Lead Initiative and CLDE work.

NASPA Foundation
• The Foundation will support the NASPA agenda and work collaboratively with Brian Sponsler on the Institute. This includes funding the “Five Things Issue Briefs”.

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.

Publications
• Published Beyond the Americans with Disabilities Act.

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.
• RPI staff in constant dialogue with PPD leadership on ways to gather additional policy information through NASPA’s regional and state-based member groups.
• Finalizing launch of NASPA Engage, a platform that allows for direct engagement campaigns around policy issues, including contacting elected officials at the state and federal level.
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.

**International Advisory Board**

- Preliminary survey is currently in progress. The IAB has divided the world into 6 main regions and teams of board members have begun to collect data through various methods to present to the International Task Force.

3.2 Clarify NASPA’s niche in international student affairs.

- *See professional development section for Global Summit Information.*

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

- *See Professional Development Section for International Student Affairs Study Tour information and International Exchange Program.*

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**

- Released new books. See "Books" in Scholarship section of Mission Report for more details.
- Transitioned publications fulfillment operations from TASCO to PBD, Inc. on June 3, 2013.
- The new NASPA website features an enhanced shopping experience for customers.
- Maintained multiple channels for publications sales—Avectra, 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**

- Exhibits, sponsorships, advertising and scholarship funding either held steady or increased (*see above under Leadership, Scholarship and Professional Development.*)

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

**Research and Policy Institute**

- Partnerships with UPCEA and InsideTrack formed for research project.
- In a formal working partnership with Alison Griffin of MilesAboveStrategies.
- Partnering with APA and ACE on mental health report.
- Working with NACUA on VAWA negotiated rulemaking panel.
- Established new policy partnership with NACUBO and NASFAA to collaborate on mutual policy issue areas.
- Attend ACE supported policy meetings.
- Utilize RPI Advisory Board to stay connected to broader higher education conversations and partnering opportunities.
Publications

- Recent issues of *Leadership Exchange* included authors from collaborating organizations.

- *Beyond the Americans with Disabilities Act* book features authors from collaborating organizations such as AHEAD.

- *Executive Transitions in Student Affairs* was featured on *The Chronicle of Higher Education*’s “Selected New Books on Higher Education” list (January 31, 2014).

- The following NASPA books were reviewed in journals:
  - *Decisions Matter* was reviewed in *Women in Higher Education* (June 2013) and *Journal of Student Affairs Research and Practice* (Spring 2014)
  - *Exceptional Senior Student Affairs Administrators’ Leadership* was reviewed in the *Journal of College Orientation and Transition* (Spring 2013)
  - *More Than Listening* was reviewed in the *Journal of Student Affairs Research and Practice* (Spring 2013)
  - *Asian Americans and Pacific Islanders in Higher Education* was reviewed in the *Journal of Student Affairs Research and Practice* (Summer 2013)

- Authors regularly promoted their publications through speaking engagements at events outside of NASPA (i.e., other associations, campuses, etc.).

Women’s Leadership Institute

- NASPA partnered with ACPA, ACRL, ACUHO-I, ACUI, APPA, NACUBO, and NAEP, for the 2013 conference.

National Conference for College Women Student Leaders (NCCWSL)

- NASPA continues to maintain a strong partnership with the American Association of University Women (AAUW) to host the NCCWSL Conference.

Corporate and Foundation Relations

- Renewed strategic partnerships with key companies and organizations in the higher education space (see above under Leadership).

NASPA Foundation

- The NASPA Foundation hired a development officer which facilitated growth in the Foundation’s revenue to support the NASPA. The NASPA Foundation Coordinator works closely with the Foundation Development officer to maintain a strong partnership.

- The NASPA Foundation Coordinator maintains the donor records and invoices for outstanding pledge balances.

4.2 Review and redefine the roles and responsibilities of the NASPA President, Executive Director, Regional Vice Presidents, and Board structure and composition.

4.3 Increase opportunities for innovation through technology.

Publications

- The new NASPA website allows users to post reviews for publications.

4.4 Strengthen NASPA’s contributions to student affairs graduate preparation programs.

Publications

- NASPA books continue to be adopted for course use as indicated by desk copy requests and publications sales data that show increased sales activity during textbook adoption seasons.

Technology

- Website redesign completed (see above under Leadership).
• Upgraded Call for Programs submission process (see above under Professional Development).

4.5 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 recruited for new editorial board members. See journal reports for more information.

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