



Kevin Kruger
NASPA President
Summer Board Report
July 2014

NASPA President's Report

Goal.....ssss!!!!

It's World Cup time and even though the U.S. Team lost in a thriller to Belgium, the rest of the world is still focused on the international excitement of nationalism of **Fútbol**. It is with that as a backdrop that I provide an overview of the progress NASPA has made in the third year of the Strategic Plan. June 30 concluded what was one of the most successful years ever for NASPA and its members. Virtually all NASPA programs either set new attendance records or were at near-record levels. Readership of NASPA's journals and *Leadership Exchange* were at an all time high and engagement with social media channel and web-traffic also set new records. Financially, NASPA also had a very strong year benefiting from continued strength in our investment portfolio, increases in membership and robust net-revenue from all NASPA professional development programs.

Goals, Goals, Goals

As you will see from this report, NASPA staff and volunteer leadership continued to make substantial progress on NASPA's four strategic goals. In particular, the NASPA Research and Policy Institute has been instrumental in continuing to produce timely reports on key issues affecting student affairs. The release of the first "*Legal Links*" issue on Title IX and Student-to-Student Sexual Harassment was timely and very well received by higher education community. In addition, the "5 Things" series, co-published with the NASPA Foundation has also become a valuable resource for student affairs professionals.

While there are many voices in the debate about how campuses respond to sexual assault and comply with Title IX requirements, NASPA in conjunction with the Public Policy Division has been very active in efforts to inform our members about key issues as well as represent an advocacy position related to key Title IX issues on campus. NASPA's involvement includes the extraordinary work of the Lisa Erwin, and Brain Sponsler working on the VAWA negotiated rulemaking, the publication of the Title IX Legal Link briefing, successful and well-attended webinars sponsored by NASPA and co-sponsored by NASPA and NACUA, a feature article in the Spring *Leadership Exchange* and a range of radio interviews, podcast and media interviews that have represented student affairs in this challenging area. Upcoming will be

featured sessions and pre-conference workshops at the NASPA Law and Policy Conference and Alcohol & Other Drug Abuse Prevention, Mental Health, and Violence Prevention Conferences in January.

The Research and Policy Institute continues to address the key elements of NASPA Goal #1 - "**Build the capacity to create knowledge and use data to provide evidence that will support excellence in practice.**" This past year, NASPA RPI has released three new "5 Things" briefs, each on an emerging and important topic for student affairs professionals. The NASPA Foundation now is a co-sponsor of the "5 Things" briefs. Of particular note was the inaugural launch of the CSAO Census. The Census has already been featured prominently at programs held during the NASPA Small College and University Institute and the during the APLU Council of Student Affairs annual meeting. Through the good work of Brian Sponsler and Stephanie Gordon, NASPA has also received a new \$550,000 grant to study the misuse of prescription stimulants among college students.

We have also made substantial progress on progress this year related to Goal #3 "**Launch an Initiative to collaborate with student affairs worldwide.**" The following is a brief list of accomplishments in this increasingly critical area:

- Reconstitution of the International Advisory Board to include a wide range of representatives from Non-U.S. College and universities.
- Planning for the second NASPA/IASAS Global Summit in Rome, Italy to be held on October 22-24.
- Two NASPA International Student Services Institutes (NISSI) offered in the United Arab Emirates and Croatia.
- Co-Sponsorship of the Higher Education and Democratic Innovation Conference in Belfast, Northern Ireland.
- NASPA President Keynote of the 4th Annual Student Affairs Gulf Conference.
- Well attended International Symposium held during the 2014 NASPA Conference.
- Excellent progress from the Internationalization Task Force (Preliminary report to be discussed during the July Board Meeting).

While this goal is still a work in progress, the NASPA staff, International Advisory Board, and key NASPA volunteers such as Enrique Ramos have made significant progress in establishing a meaningful partnership with the international community.

We have also had several exciting developments in Goal #4, "**Strengthen NASPA by making it a more responsive, vital, and sustainable organization.**" One of the key success metrics in this goal has been the process of merging the staff, resources and programs of BACCHUS into NASPA. This has occurred after a lot of hard work by Amy Shopkorn and Stephanie Gordon and the entire BACCHUS staff to merge financial, membership and personnel systems and to incorporate programs and publications. Given the increased importance of health and wellness as a key student affairs issue, the BACCHUS merger is a significant milestone for NASPA.

This past year has also seen significant back-end enhancements and improvements to the core business practices employed by NASPA. A new website was launched across all NASPA programs and services,

membership services and staffing were reorganized to improve customer service, and beginning in July, several weeks of construction will commence to provide additional office spaces for the NASPA staff.

As you will see from this report, the range of programs, publications and activities sponsored by NASPA are really quite amazing. We are fortunate to have hundreds of committed volunteers and a very talented NASPA staff who are insuring that NASPA continues to be the leading voice for the student affairs profession worldwide.

And now the goal.....sssss!!!!

Leadership

Conference Planning Committee

2016 NASPA Annual Conference

- Frank Lamas, Board Chair-Elect has selected Frank Ross, Vice President for Student Affairs at Northeastern Illinois University, as the 2016 Conference Chair. The Conference Planning Leadership Committee is currently being formed in preparation for a November planning meeting in Indianapolis.

The Placement Exchange Committee

The Placement Exchange

- Staff update – Erika Hill is currently the new part-time TPE Associate. Erika is housed in the ACUHO-I office in Ohio. In addition, Alison Jones, who has worked on TPE since 2009 has stepped to the side to allow Billy Molasso, Director of Research and Education at ACUHO-I will be the new program coordinator for TPE. Arlene Kidwell will continue to manage the logistics for the TPE event.
- The 2015 TPE Planning Committee is being chaired by Cecelia Suarez, who is a doctoral student at the University of Illinois at Urbana Champaign.
- The TPE Committee has regular weekly conference calls and will have their first face-to-face meeting July 27-29, 2014 in Indianapolis, IN.

Research and Policy Institute

- RPI staff assisted NASPA Board Member in her role as federal negotiator on rulemaking panel tackling changes to Clery Act contained in most recent reauthorization of Violence Against Women Act.
- Continued to conduct outreach on behalf of NASPA and its' strategic priorities, including new partnerships with ACE, UPCEA, National Student Clearinghouse, CPAMM, NACAC, and EducationUSA.

James E. Scott Academy Advisory Board

- Todd Olson, Georgetown University, assumed the role of chair of the James E. Scott Academy Board in March, 2014. He will serve a two-year term.
- Currently, 19 chief student affairs officers from a variety of institutional types and all of NASPA's regions serve on the Board.
- With Olson's leadership, the Board has shifted its focus from tactical, programmatic matters to engaging in conversations that relate to developments in the field of student affairs and higher education, more broadly. For example, the focus of the Board's discussions during its first two meetings in the 2014-2015 year has been the constellation of issues connected with Title IX and sexual assault on college campuses.
- In May, 2014, the Board met with Nancy Grund, Managing Editor of *Leadership Exchange* and Melissa Dahne, Senior Director of Publications for NASPA, to suggest topics and authors for future issues of *Leadership Exchange*.
- During the 2014 NASPA Annual Conference in Baltimore, the Academy Board co-sponsored the NASPA Chief Student Affairs Officers Institute, a full-day pre-conference workshop that featured a panel of sitting presidents and sessions regarding performance-based funding, legal trends in higher education, and Gallup research regarding the quality of higher education in the United States. The Board also sponsored the traditional Monday afternoon CSAO reception.
- Disappointingly, the newest Academy initiative, the NASPA Institute on the College Presidency, was canceled due to insufficient registrations. NASPA was surprised by the low number of applicants for this important initiative, particularly because almost half of the respondents for NASPA's recent survey of CSAOs indicated that they aspire to the presidency or are undecided about such a move.
- 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.

Community College Division Advisory Board

- The Community College Division transitioned leadership from Dr. Kate Mueller to Dr. Paulette Dalpes.
- The 2014-2105 board changed their structure to allow the acting director more flexibility in appointments with a specific emphasis on creating a board representative of the community college population and to increase the board's responsiveness to the needs of community colleges.
 - The previous board structure consisted of the following: Director, Director-elect, seven Regional representatives, four SSAOs, and one faculty-in-residence.
 - The new board structure consists of the following: 7 regional representatives, the Director and Director-Elect and leaves the remaining positions to be determined by the Director based upon the specific needs of the board at any given time. Specific examples of additional board members may include a shift in the number of SSAOs (depending on those that are currently SSAOs and hold a Regional Rep role) and increasing the number of mid-level, entry-level and graduate student positions on the board.
 - In addition to editing the board structure, the change clarified and solidified appointment processes.
 - Unless otherwise noted above, all appointments are for the traditional two-year terms.

- Should an appointed CCD board member need to be replaced, the appointee will fulfill the current term (*as opposed to a new term of two years for that replacement*).
- Additional positions will be determined by the Director based upon the specific needs of the advisory board at any given time.
- Appointments will continue to be staggered, with the ideal goal of half of the CCD Board rolling on and off in a given year.
- The 2014 – 2015 CCD board is now comprised of:
 - Director and Immediate past director
 - Seven regional representatives
 - Three senior student affairs officers
 - Two mid-level representatives
 - One new professional representative
 - One senior scholar representative
 - One faculty-in-residence

Please see Community Colleges Division Report for additional information

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, 2015.
- The Division's Advisory Board has established the following goals for the 2014-2015 year:
 - Goal 1: Expand professional development, visibility and communication supporting excellence in practice at small colleges and universities in NASPA.
 - Goal 2: Provide strong advocacy for small colleges and universities in NASPA.
 - Goal 3: Strengthen partnerships, outreach and collaboration among small colleges and universities.
- Hopkins has increased communication with the NASPA members at small colleges and universities through a quarterly communication to that group. The most recent quarterly communication was sent on June 5, 2014.
- On March 5, 2014, the Division hosted a dial-in conference for members: *Supervising Athletics: Don't Drop the Ball!* The dial-in featured five accomplished CSAOs including Debbie Heida (Berry College), Sarah Feyerherm (Washington College), Tim Millerick (Austin College), Zauyah Waite (Chatham University), and Kathy Woughter (Alfred University). Sixty-eight people attended the dial-in conference.
- The *2014 NASPA Small Colleges and Universities Institute* will take place at Daemen College in Amherst, New York from June 21-24, 2014. See below for Institute details.
- The Division's social media strategy continues to develop. The Division's blog regularly contains new posts, and @NASPA scu now has 288 followers, twice as many since last reported.
- The Division is exploring establishing a Public Policy Liaison position for its leadership team.

Please see Small Colleges and Universities Division Report for additional information.

Knowledge Communities (KCs)

- Frank Ross, Northeastern Illinois University, has served as the National Director of Knowledge Communities since March, 2013. He will be succeeded by Pauline Dobrowski, Stonehill College, who will serve from March, 2015 to March, 2017.

- In March, 2014, the Socioeconomic and Class Issues in Higher Education Knowledge Community, the newest of NASPA's 28 KCs, conducted its first business meeting during the NASPA Annual Conference in Baltimore.
- During April, June, and July, Ross and Stascavage and other KC leaders will conduct five 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 will cover topics such as communication tools and strategies, creating and sharing knowledge, motivating volunteers, and KC recognition programs.
- Ross and Stascavage have established a KC Publication Committee to oversee the development of the annual KC online publication. Ellen Meents-DeCaigny, DePaul University, will serve as the Committee's inaugural chair through May, 2015.
- Current KC membership numbers follow.

Knowledge Community	Region I	Region II	Region III	Region IV-E	Region IV-W	Region V	Region VI	Total	Spring 2014
Administrators in Graduate and Professional Student Services	141	291	372	216	146	100	251	1,517	1,379
Adult Learners and Students with Children	33	85	80	60	61	31	60	410	353
African American	90	243	332	212	96	51	142	1,166	1,006
Alcohol and Other Drug	137	256	268	201	136	71	141	1,210	1,155
Asian Pacific Islanders	65	119	84	99	43	75	211	696	654
Assessment, Evaluation, and Research	165	395	546	362	198	175	258	2,099	1,897
Campus Safety	101	187	260	157	113	64	98	980	927
Disability	103	143	173	122	93	80	104	818	749
Fraternity and Sorority	107	236	486	241	160	47	127	1,404	1,294
Gay, Lesbian, Bisexual, and Transgender	222	332	369	304	164	136	233	1,760	1,604
Indigenous Peoples	36	74	59	58	59	60	77	423	397
International Education	120	232	280	188	98	94	191	1,203	1,119
Latino/a	100	164	171	131	92	70	196	924	845
Men and Masculinities	140	196	282	237	118	79	133	1,185	1,050
MultiRacial	82	143	171	114	76	69	149	804	749
New Professionals and Graduate Students	302	435	738	425	261	159	381	2,701	2,437
Parent and Family Relations	106	186	280	155	131	68	110	1,036	984
Socioeconomic and Class Issues in Higher Education	20	61	61	39	17	13	36	247	N/A
Spirituality and Religion in Higher Education	108	183	300	177	118	81	153	1,120	1,027
Student Affairs Fundraising and External Relations	79	167	234	138	89	44	125	876	993
Student-Athlete	32	68	101	70	44	21	43	379	301

Student Affairs Partnering with Academic Affairs	311	593	774	551	317	208	410	3,164	2,965
Student Leadership Programs	408	685	974	565	353	251	485	3,721	3,481
Sustainability	59	88	130	94	59	44	86	560	517
Technology	99	180	221	143	107	65	136	951	893
Veterans	53	102	103	57	48	41	65	469	414
Wellness and Health Promotion	111	204	261	176	115	90	152	1,109	1,010
Women in Student Affairs	297	551	719	497	281	210	437	2,992	2,694

NASPA AVP Initiatives

- Since November, 2012, Amy Hecht, Auburn University, has served as the inaugural chair of the AVP Steering Committee. In March, 2014, Hecht was appointed to serve as chair for one additional year. She will be succeeded by Cynthia Hernandez, Texas A & M University, who will serve from March, 2015 to March, 2017.
- During the 2014 NASPA Annual Conference, the AVP Steering Committee held its first open meeting.
- Also during the 2014 NASPA Annual Conference, a highly successful AVP-oriented pre-conference workshop, *AVP Development: Understanding and Navigating the Unique Role*, was held as was an AVP-focused roundtable session.
- Under Hecht's leadership, the Steering Committee established the following goals:
 - Goal 1: Market and communicate programs and resources relevant to AVPs
 - Goal 2: Create and deliver programs and resources centered on AVP core competencies
 - Goal 3: Create opportunities for networking and connection among AVPs
- The Steering Committee continues to influence heavily the ongoing development of one of NASPA's newest initiatives, the NASPA AVP Institute – *Excellence in the "Number Two" Role*. Two Steering Committee members will serve on the faculty for the 2015 Institute, and the entire Steering Committee was invited to suggest innovations for the 2015 program.
- The Steering Committee has undertaken a new initiative, which it expects to launch this fall: an "AVP Reads" program, which may include (1) summarizing recommended readings and providing a synopsis for members online, (2) hosting an online book club and/or (3) compiling a "Must Read List" for AVPs.
- The Steering Committee is supporting the establishment of member-initiated state-wide AVP networks in Kansas and North Carolina.

Enough is Enough Advisory Board (EiE)

- The Enough is Enough advisory board will merge with the Campus Safety Knowledge Community in order to collaborate and best highlight the importance of the violence prevention and response continuum. Steve Jacobson, Director of the Enough is Enough advisory board, represented the board in discussions with Jen Day Shaw, Chair of the Campus Safety Knowledge Community.
- During the 2014 NASPA Annual Meeting the Enough is Enough advisory board met and developed an action plan. Following the merge with the Campus Safety Knowledge Community,

the group will revisit the goals and alter the timeline based upon the new structure and resources. The goals are as follows:

- The Enough is Enough advisory board is piloting an award for excellence in violence prevention programming in Region IV-E for the upcoming year and hopes to expand it on a national level in the future.

Please see Enough is Enough Report for additional information.

Faculty Council and Faculty Assembly

- Dr. Anna Ortiz, California State University –Long Beach, serves as the Chair of the Faculty Council.
- Drs. Susan Longerbeam and Annemarie Vaccaro are spearheading the NASPA Faculty Mentoring Program.

Please see Faculty Council Report for additional information.

Faculty Fellows

- Dr. Larry Roper, Oregon State University, serves as the Chair of the Faculty Fellows.

Please see Faculty Fellows Report for additional information.

Melvane D. Hardee Dissertation-of-the-Year

- Applications are currently open for the 2015 award.
- Tony Cawthon is the 2014-2015 Chair for the Dissertation of the Year Award committee. The review committee is composed of the following:
 - Holly Belch, Indiana University of Pennsylvania
 - David DiRamio, Auburn University
 - Tamara Bertrand Jones, Florida State University
 - Marilee Bresciani, San Diego State University
 - Lisa Bardill Moscaritolo, Pace University
 - Ezekiel Kimball, University of Massachusetts Amherst

International Advisory Board

- Many of the International Advisory Board members have participated in the Internationalization Task Force that was appointed by the Executive Committee.
- Dr. Brett Perozzi, Weber State University, serves as the Chair of the International Advisory Board.

Please see International Advisory Board Report for additional information.

BACCHUS 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.
- Area Consultants and Student Advisory Committee members will meet in Alexandria, Virginia, July 11- 13, 2014 to plan for the 2014 – 2015 Academic year.

Graduate Associate Program (GAP)

- Applications for the 2014-2015 class are now online and active, with a priority deadline of August 8, 2014 and a final deadline of September 12, 2014.
- For the 2013-2014 GAP class, there were 109 applications from 79 institutions, down from 153 applicants from 114 universities in the 2012-2013 applicant pool.
- Here is a chart of the past years performance:

	2011-2012	2012-2013	2013-2014
Total Applications	125	153	109
Institutions	89	114	79
Accepted	85	94	78

- Associates' duties include:
 - Serve as a primary contact for students seeking info on how to get involved with NASPA.
 - Provide NASPA with feedback on programs/services students need from NASPA
 - Actively outreach to students/professionals who are not currently members
 - Six programs, including the four following:
 - Careers in Student Affairs Month (CSAM) programming
 - Hosting a Student Affairs Social (#SASocial) in February
 - Membership Drive on campus
 - Hosting a NASPA webinar showing on campus.
- As of June 6, the GAPs have reported 206 events with a total attendance of over 3,750 individuals.

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 and 427 for the 2011-2013 academic year.
- Spring Applicants for the 2014-2015 class were due May 8, 2014 and 100 applications, down from 154 at this time last year.
- As of the board report deadline, new NUFP Fellows were still confirming their acceptance and returning NUFP Fellow applications were not due. A full numbers report will be available in the March 2015 NUFP Board Chair Report.
- There are two fall deadlines. The Fall applicant deadline is September 5, 2014, with the Final CSAM applicant deadline of October 31, 2014.

Volunteer Activities

- Jennifer DeBurro, Director of Residential Education and Housing at the University of New England, is in the role as National Volunteer Coordinator starting in March.
- The NASPA office, in conjunction with the volunteers, is revamping Volunteer Central. This new site will hopefully launch by October.
- There will be a Volunteer Survey going out the beginning of July. Please see the Volunteer Chair report for more information.

The NASPA Foundation Foundation Awards

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.
Please see the Foundation Board Report for the list of 2014 Pillars
- The fundraising minimum is \$2,500 for each Pillar and Board liaisons work with other volunteers to meet or exceed this goal.
- \$54,151.64 was raised in conjunction with the 2014 Pillar class. This is the most ever raised to date.
- NASPA staff manages recording the donations, sharing the results with the Pillars and addressing concerns.

Jim Rhatigan Conference Fellowship

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

John L. Blackburn Distinguished Pillar

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

Melvene D. Hardee Dissertation-of-the-Year

- 33 applications were received for the 2014 Melvене D. Hardee Dissertation-of-the-Year Award compared to 43 applications in 2013.
- Annmarie Vaccaro was the 2013-2014 chair for the Dissertation of the Year Award committee. The review committee was composed of seven members including the chair.
- Brian L. McGowan, Indiana State University received the 2014 NASPA Hardee Dissertation-of-the-Year Award. His dissertation 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.
- The NASPA office also facilitates the advertising, support, submission and review process for this award. The Foundation provides funding.

General Operations

Office Construction

NASPA completed the planning for a major construction project to take place in July and August 2014 at the NASPA office. Construction includes creating additional offices and flexible work spaces to accommodate the needs of our growing team.

Technology and Communications

Internal Network

NASPA has engaged OSIbeyond to migrate NASPA's internal network to the cloud. This effort will enable more seamless remote access of NASPA's email and electronic files, as well as provide a platform for better online meetings and video conferencing between all configurations of staff, volunteers and outside parties. Estimated completion is August 2014.

New NASPA Website

On October 1, 2013, NASPA launched the new NASPA.org, a 14-month undertaking made possible by strong support by the NASPA Board of Directors and executive leadership within the NASPA national office. With the help of our website developers, Adpearance, a website has been created that is personalized, beautiful, and welcoming to NASPA members and non-members alike.

One of the features of the new website is the ability for NASPA and NASPA Constituent Groups to blog. The Constituent Group blogs were launched with the site in October 2013. The NASPA Blog was launched on Feb. 17, 2014.

- Knowledge Communities – 629 blog posts
- Regions – 293 blog posts
- Divisions & Groups – 74 blog posts
- NASPA – 46 blog posts

Current Web Analytics

- NASPA (Since March 1, 2014)
 - 1,160,000 page views vs. 792,000 same period last year, up 46%
 - 288,656 total sessions vs. 241,000 same period last year, up 20%
 - 150,000 users vs. 131,000 same period last year, up 14%
 - 4 average pages viewed per session vs. 3 same period last year, up 22%
 - Non-U.S. visits:
 - Brazil: up 90% same period last year
 - Canada: up 656% same period last year
 - China: up 54% same period last year

- The Placement Exchange (Since March 1, 2014)
 - 936,000 page views vs. 774,000 same period last year, up 21%
 - 124,000 total sessions vs. 112,000 same period last year, up 9.7%
 - 31,000 users vs. 28,000 same period last year, up 10%
 - 6 minute average session vs. 5 minutes same period last year, up 13%

Twitter

- Since March 1, 2014, our Twitter account gained 1,400 new followers through May 30, 2014. Since the July 2013 report, our Twitter account gained 5,300 followers. We currently have a total of 17,302 followers.
- Based on data that we've analyzed, the most engaged posts were content from the NASPA Blog and other news from the world of student affairs. Our strategy has shifted to reflect this.
- Our current demographics:
 - 56% Female, 44% Male
 - 25-34 year olds = 46%
 - 35-44 year olds = 21%
 - 21-24 year olds = 18%

Facebook

- Since March 1, 2014 our Facebook account has gained 888 new likes through May 30, 2014. Since the July 2013 report, our Facebook account has gained more than 2,500 new likes for a total of 13,061 fans as of May 30, 2014.
- Between July 1, 2013 and May 30, 2014, our Facebook page was viewed 1.2 million times.
 - Of these views, 671,700 were organic meaning they appeared in users' feeds without the help of a friend taking an action on the post itself.
 - This is impressive considering a recent change to Facebook's algorithm that penalizes content that is not promoted with advertising monies.
- Our current demographics:
 - 67% Female, 33% Male
 - 25-34 year olds most active group, followed by 18-24 year olds
 - U.S.-based English speakers is our predominant audience, with Chicago being our most active city

Public Relations

- News Mentions
 - Since March 1, 2014 NASPA has received 26 news mentions, including quotes from Kevin Kruger in both the [LA Times](#) and [Huffington Post](#).
 - The bulk of media hits came from requests following the White House report on campus sexual assault. NASPA also had several mentions following an AAUW and NASPA release about Chelsea Clinton speaking at the National Conference for College Women Student Leaders.
- Press Releases
 - Since March 1, 2014 NASPA has sent out 7 press releases.
 - Most were associated with awards given out at the 2014 NASPA Annual Conference. Two were on recent book releases. "Beyond the Americans with Disabilities Act" was featured in The Chronicle's selected new book section.
- Media Requests
 - In this same time period, NASPA received 10 media requests from news outlets.

- Requests included Diverse Issues, the BBC, USA Today and University Business, among others.
- Topics included student veterans, guns on campus, sexual assault on campus, online learning, student housing and heroin on campuses.
- NASPA declined one request from WHYY radio station in Philadelphia on the topic of protests on campuses.

Membership

Statistics

- *Please review the attached individual membership statistics report under Membership Committee.*
- *Please review the attached institutional membership statistics report under Membership Committee.*

Initiatives

- The department continues to refining all membership processes, implementing new data fields/structures, and ensuring that all data is accurate and up-to-date.
- The 2014 institutional renewal process is underway, utilizing updated strategies to yield the highest retention level.
- The department is also continuing to refine the new member recruitment, both at the individual and institutional levels.
- NASPA has just engaged Ellipsis Partners help NASPA with the selection and implementation of a new membership database. This effort is the second step of our technology upgrade, following the launch of the new NASPA website last fall. The effort involves both a look at our data and our business processes surrounding that data. Estimated launch is late-spring 2015.

Finance

Statistics

- *Please see financial reports under Finance & Operations Committee.*

Initiatives

- Completed implementation of online credit card logs for both NASPA staff and regional volunteers.
- Revision of NASPA's budgeting process in progress. A new template that better ties with ongoing reporting, as well as a greater level of staff involvement from all departments are the primary changes.
- Continuing to exploring options for more electronic processes and storage of all accounting documentation.

Scholarship

Research and Policy Institute

Research and Policy Institute Blog

- The RPI staff continued to connect members, policymakers, and scholars through thought provoking and timely commentary on the RPI blog. Posts ranged from long form essays on relevant topics to shorter new and notes updates.

CSAO Census Report

- Released the first annual CSAO Census report. Made presentations on Census data at NASPA Annual, APLU, Small Colleges and Universities Institute, and Region II conferences this spring and summer.
- Launched new interactive website custom built in support of this project. Site allows for unique searches of data, including paid access to salary data on CSAOs, AVPs, and functional area directors.
- Began data collection for Year 2 of Census Project.

Legal Links Sexual Assault Update

- Released supplemental publication to update and expand on issues discussed in first issue of Legal Links. Update captures changes and new areas covered by OCR and White House documents relating to sexual assault and violence released this April.

Research Project on ADHD Medication

- Finalized funding agreement and began very early stages of planning to launch a 2 year grant-funded investigation into student use and mis-use of ADHD medication on college and university campuses in the U.S.

Non-Traditional Student Data Project

- Formalized partnership with National Student Clearing house, ACE, InsideTrack, and UPCEA to co-author report on the persistence and completion of non-traditional college students. Will be an original piece of data analysis that will contribute to our understanding of this often discussed student group. Formal project launch is August.

Books

New Releases (2014)

Beyond the Americans with Disabilities Act: Inclusive Policy and Practice for Higher Education

Mary Lee Vance, Kaela Parks, and Neil Lipsitz, Editors

- Released in March 2014, copies mailed to all voting delegates and upgraded members
- Promotions include: a February 2014 NASPA webinar; sample copies sent to the Society for Disability Studies Conference; session and book signing at the 2014 NASPA Annual Conference; regular announcements in NASPA communications.

Cool Passion: Challenging Higher Education

By Arthur W. Chickering

- Released in March 2014.
- Promotions include a July 2014 Google Hangout moderated by Frank Harris, III, Anna Ortiz, and NASPA staff; regular announcements in NASPA communications.

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
- Promotions include the 2014 AVP Institute; New CSAO Institute; preconference workshop and book signing at the 2014 NASPA Annual Conference; regular announcements in NASPA communications.

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
- Funded by a grant from the Lumina Foundation, supported by the West Virginia Higher Education Policy Commission and the West Virginia Community and Technical College System

Leading Innovation and Change: The Guide for Chief Student Affairs Officers on Shaping the Future

Laurence Smith, Shannon Ellis, Kevin Kruger, and Albert Blixt

- Fall 2014 release date
- Pre-publication promotions at 2014 NASPA Annual Conference include a session and flyers.

Beginning Your Journey: A Guide for New Professionals in Student Affairs (4th Ed.)

Lori Reesor and Marilyn Amey, Editors

- Spring 2014 release date
- Launching a *Beginning Your Journey* blog in summer/fall 2014 in which authors will expand on topics in the book and field questions from readers.

College in the Crosshairs

Brian Hemphill and Brandi Hephner LaBanc, Editors

- Spring 2014 release date
- Publishing in collaboration with ACPA and Stylus

Coordinating Divisional Student Affairs Assessment

Erin Bentrim, Gavin Henning, and Kimberly Yousey-Elsener, Editors

- Spring 2014 release date
- Publishing in collaboration with ACPA and Stylus

Journals

- Please see attached reports from journal editors and De Gruyter.

Leadership Exchange

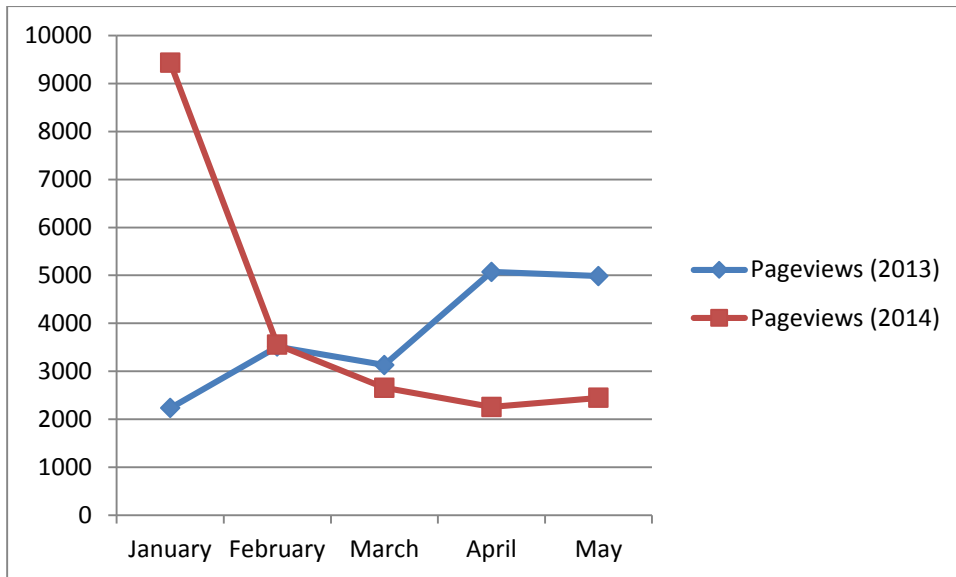
- *Leadership Exchange* magazine focuses on management and leadership issues for chief student affairs officers. It is now in its twelfth year of publication and continues to be published quarterly. The hardcopy is mailed to voting delegates and subscribers, and the digital edition is sent via e-mail to all NASPA members and subscribers.
- The following chart summarizes feature articles published thus far in Volume 12 (2014):

Spring 2014 (Issue 1)
Educationomics and the New Marketplace for Higher Education <i>Jon McGee</i>
Managing Up: Building Board Support for Student Affairs <i>Susan Whealler Johnston</i>
The Next Generation: A Roundtable Discussion on Student Affairs Graduate Preparation Programs <i>Nancy Grund</i>
Fulfilling the Mission: Campuses Offer Best Practices in Disability Services <i>Eileen Berger, Ed Coolbaugh, Scott Friedman, Christie Gilson, Kaela Parks, Cerise Roth-Vinson, Michelle Scheib, and Matthew Springer</i>
Summer 2014 (Issue 2)
Sexual Violence Prevention on Campus: Leading the Culture Change <i>Ruth Anne Koenick</i>
Psychiatric Crisis on Campus <i>Doris A. Fuller</i>
Realizing the Promise of Community Colleges <i>Kathleen Clear</i>
Broadening the Pipeline: Looking Beyond Traditional Paths to Student Affairs <i>Melanie V. Tucker and D. Eric Archer</i>

- The following chart shows e-mail table of contents alert open rates for e-mails deployed thus far in 2014:

Issue	Deploy Date	Open Rate
Spring 2014 (Issue 1)	2/24/2014	36.61%

- The following figure shows total pageviews by month and year for the digital edition of *Leadership Exchange* thus far in 2014:



Knowledge Communities (KCs)

- *Lead, Innovate, Transform: The Annual Knowledge Conference Publication* featuring articles written by representatives from 27 Knowledge Communities and the Public Policy Liaison was published online in March, 2014. Authors identified professional competency areas that are advanced through the articles, and the competencies were noted in the publication.

Community College Division (CCD)

Research and Publication Committee

- The CCD created a committee with the specific goals to increase the participation of community college scholar-practitioners in national research and publications and to support community college professionals by providing access to current research and best practices relevant to their work.
- The group plans to host an online professional development opportunity, tentatively titled “Make time to be a scholar-practitioner: Intentionality around contributing to the scholarly work of our profession.”

Enough is Enough Advisory Board (EiE)

Enough is Enough Region V Research Grant

- Enough is Enough partnered with Region V to offer a research grant focused on supporting research specifically focused on ending violence on college campuses. Research can focus on gun violence, sexual assault, domestic violence, bullying, bystander training, or other topics related to violent behavior in higher education settings.
- The deadline to apply for the grant was May 16, 2014 and the grant recipient will receive \$500 to fund their research.

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.
- In the fall of 2013, 246 peer educators from 45 institutions of higher education completed the National Peer Educator Survey.
- 30 institutional reports were generated by the NPES Research Team and sent to institutions.
- The NPES research team presented 3 program sessions at 3 different conferences:
 - ACPA - National Peer Educator Survey 2013: Learning Outcomes for Peer Educators
 - NASPA - Peer Educators Learning and Leading: Implications of the National Peer Educator Survey
 - Spartan Conference Day - Learning Outcomes for Peer Educators: Implications of the National Peer Educator Survey

The NASPA Foundation Research Grants

- Applications for the Channing Briggs Small Grants are being accepted. The Board approved funding for \$20,000 to be awarded in increments of \$5,000 or less.
- NASPA staff manages the submission and review process for the grants.

Corporate and Foundation Relations

Leadership Exchange Advertising

Spring and Summer 2014 Issues – 4 new advertisers in this time period

Web Site and E-Newsletter Advertising

Implemented “sponsored blog post” option on the new NASPA website.

Professional Development Annual Conference

2014 NASPA Annual Conference

March 15-19, 2014 ♦ Baltimore, MD

- 5,745 Registrants (The largest NASPA conference to date)
- 1,382 attendees registered for pre-conference workshops
- 622 attendees registered for both the conference and The Placement Exchange
- Educational Sessions
 - Pre-conference workshops – 34 (17 Half-day and 17 Full day)
 - 420 General Interest Sessions
 - 71 KC sponsored sessions
 - 28 Poster Sessions

- 6 SA Speaks sessions
- 21 Scholarly Paper sessions
- 12 Members Choice sessions
- Featured Speakers –
 - 4,735 people attended the Opening Session with Wes Moore
 - 650 people attended Freeman Hrabowski, President, University of Maryland-Baltimore County
 - 425 people attended Debra Humphreys, Executive Director, AAC&U.
 - 380 people attended George Siemens, educator and researcher on learning, networks, analytics and visualization
 - 410 people attended the Featured Panel, The future of Student Affairs Graduate Preparation Programs
 - 325 people attended Louis Soares, vice president for policy research and strategy, American Council on Education
 - Elisabeth Mason who was scheduled to appear as a featured speaker had a last minute schedule conflict and was unable to join us in Baltimore; in her place Frank Sanchez from CUNY presented a panel on the same topic area.
 - 1350 people attended Jon Lovett, Writer/Comedian
- Virtual Conference –93 registrants participated in the first NASPA Virtual Conference. Attendees and speakers who participated in the virtual conference ranked it with high marks during the evaluation process.
- Special Events during the 2014 NASPA Annual Conference included:
 - Community Service – The Conference Leadership Committee partnered with Health Care for Homeless, HCH of Baltimore. Attendees donated a variety of approved items that would be distributed to homeless individuals in the Baltimore area.
 - Community Service – Attendees also participated in an off-site service experience with Moveable Feast. Attendees prepared meals, gardening, and light cleaning and painting – 37 people participated.
 - Headshot Lounge™ - we partnered with Chuck Fazio with Fazio photography to allow all attendees the opportunity to have a professional head shot done at no cost to attendees. Over 450 people participated.
 - Instagram Photo Contest – We implemented an opportunity for attendees to engage in a unique way by giving them instructions on different types of photos to capture and then post them to Instagram using various hashtags. Each category was judged and the winner from each category received a \$50 gift card. The overall winner for the game had to submit a photo for each of the 12 categories and then their name was randomly drawn to win a Microsoft Surface III. The winners of each category are listed below:
 - Grand Prize Winner - Rob Miller from George Mason University
 - “The Letter N” by Brandon Ebonhoeh from Goucher College
 - “Something Green” by Christopher Lewis, Western Michigan University
 - “Engaged Session Participant” by Karress Gillespie, Syracuse University
 - “Someone Wearing Campus Clothing” by Gabriel Dunbar, Siena Heights University
 - "An Element of the Opening Celebration at Power Plant Live!" by Joy Hoffman, Whittier College
 - “A Baltimore Landmark” by Melanie Harris, University of South Florida
 - “You With the Cut out of Kevin Kruger” by Peter Tran, University of Southern California

- “Something that Made You Laugh” by Diana Gomez, Texas Woman’s University
- “Element of the Exhibit Hall” by TJ Jourian, Loyola University Chicago
- “Something Musical” by Allison Norris, Maryville College

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, chaired campus tours.
- Morgan State University, Johns Hopkins University, Loyola University, and MICA hosted campus tours.
- There were 50 participants on the tour.

International Symposium

March 15 – 16, 2014 ◊ Marriott – Baltimore, MD

- The International Symposium was created 19 years ago to facilitate global discussion and promote worldwide understanding of student affairs as a field, and, in many countries, a profession. The Symposium is a 1.5 day dynamic pre-conference that features prominent keynotes, panels of distinguished professionals from around the world, concurrent sessions and interactive roundtable discussions.
- The 2014 International Symposium had 106 participants.
- David Adams, Assistant Director for Campus Activities at Pittsburg State University and Jacqueline Beaulieu, Coordinator for First-Year Services at the University of British Columbia served as the International Symposium Co-Directors.
- Peggy Blumenthal, Senior Counselor for the Institute of International Education served as the Symposium’s keynote speaker. Peggy’s keynote was titled, *Internationalizing the Campus: Key Roles of Student Affairs Administrators*.
- The International Symposium was sponsored in part by Treanor Architects.

Doctoral Seminar

March 16, 2014 ◊ Convention Center – Baltimore, MD

- There were 17 participants for this pre-conference workshop.
- 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 was chaired by Dr. Tony Cawthon, Clemson University and Dr. Phyllis McCluskey-Titus, Illinois State University.

Community College Institute

March 16, 2014 ◊ Marriott Inner Harbor at Camden Yards – Baltimore, MD

- The 2014 institute was held just prior to the 2014 Annual Conference. The title of the institute was “Assessment in Student Affairs...Your Professional Tool Kit”
- There were 33 participants for the Institute. Dr. Quincy Martin – Triton College served as chair.
- Dr. Paulette Dalpes – CUNY System, Dr. Dawn Lewis – Prince George’s Community College, Dr. Kate Mueller – Orange Coast Community College served as presenters for the institute.

Grad Prep and Communities Fair

March 17, 2014 ♦ Hilton Key Ballroom - Baltimore, MD

- The Grad Prep Fair tabled 62 graduate programs and the Communities Fair tabled 33 constituent groups. The 2-hour long fair was estimated as having over 1,000 participants in attendance.
- The Grad Prep Fair brings together graduate programs in higher education and student affairs from all over the US to host a table and provide information to prospective graduate students. The Communities Fair happens in conjunction with the Grad Prep Fair and includes tables from the NASPA Knowledge Communities, Regions, and Divisions. The event included a variety of engaging activities including:
 - A passport challenge for students to visit tables and collect stickers
 - A raffle with prizes including \$450 worth of gifts donated by local businesses and 14 donations from graduate programs (shirts, bags, blankets, etc.)
 - A photo booth sponsored by the Technology Knowledge Community
 - Live Twitter feed displayed on a large plasma screen TV with 63 tweets to #NASPAFair

Faculty Initiatives

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

- NASPA President's Breakfast for Faculty (over 90 participants) – Faculty Council
- Faculty Assembly Meeting (over 60 participants) – Faculty Council
- Student Affairs Preparation Programs & NASPA/ACPA Professional Competencies: Context and Strategies for Implementation– Faculty Council
- Pathways to the Professorship: From Administrator to Faculty– Faculty Council
- Leading the Future: Developing International Study Opportunities for SAA Programs– Faculty Council
- Doctoral Seminar– Faculty Fellows
- Discourse and Debate: Changing Expectations, Pressures, and Frameworks for Graduate Preparation over 100 years– Faculty Fellows
- Transforming practice into research: Moving the student affairs profession towards scholarly practitioners– Faculty Fellows
- Emerging Scholarship: NASPA Faculty Fellows Research Paper Presentations– Faculty Fellows

The Placement Exchange - Event

March 12-16, 2014 ♦ Baltimore Convention Center, Baltimore, MD

- 12,436 Interviews conducted during TPE
- 1,133 Candidates
- 546 Positions
- 505 Standard Tables
- 88 Premium Tables

The Placement Exchange - 365

- The TPE website is being overhauled and will launch by October 3, 2014 in time to push and promote the TPE Event. The website will be more intuitive and robust for employers and candidates. In addition, the administrative management of the backend will be much easier and cleaner. Appearance, who recently redesigned the NASPA website, was also selected to do the TPE redesign.

2015 NASPA Annual Conference

March 21-25, 2015 ◊ New Orleans, LA

- Featured Speakers – We are in the final negotiations and contracting stages of confirming several featured speakers for the conference. Announcements will be made by the Conference Leadership by the beginning of August.
- The Call for Programs and the Meeting Space Request are active and available for submissions. The deadline for the Call for Programs is September 5 and the deadline for requesting meeting space is November 3.
- Registration for the 2015 conference has been open since Tuesday, March 18. The deadline to register at the 2014 conference rates is June 30, 2014. At the time of this report, 408 people have taken advantage of the early opportunity. Registration rates will increase on July 1, 2014 for all member types and non-members.
- Housing will open on October 1, 2014. Pre-conference workshops and all other aspects that require registration will be available at this time too.
- NASPA Book Club Sessions featuring selected titles where conference participants will pre-read books and have a discussion during the event.

Conferences, Workshops, Institutes, and Trainings

International Exchange Program

- Currently have 7 International Exchange Agreements with sister organizations worldwide.
- 2014 Exchanges
 - Inbound Exchange
 - ANZSSA – Australia and New Zealand Student Services Association, sent a delegation in March 2014. The delegation was hosted by Gettysburg College, Goucher College, Prince Georges Community College, Loyola University, and the Maryland Institute College of Art. ANZSSA delegates attended the International Symposium and parts of the Annual Conference.
 - CSSI – Ireland sent a delegation in April of 2014. The delegation was hosted by Boston College, Northeastern University, and the 5 College Consortium (Hampshire College, U Mass Amherst, Mt. Holyoke, Smith College, Amherst College).
 - 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 Initiative Area Spring Conferences

February 28 – April 12, 2013

Volunteer Area Consultants are responsible to organize and implement a regional conference focused on collegiate peer education programming and management. Campuses hosted nine conferences in 2014.

- Area 2, March 28 – 29, Northern Arizona University, Flagstaff, AZ, 35 participants.
- Area 3, April 11 – 12, United States Air Force Academy, Colorado Springs, CO, 132 participants.
- Area 4, March 28 – 29, Eastern Illinois University, Charleston, IL, 83 participants.
- Area 5, April 3 – 5, Kansas City Marriott, Kansas City, MO, 350 participants.

- Area 6, February 28 - March 1, University of Arkansas, Fayetteville, AK, 67 participants.
- Area 7, April 11 – 12, Ohio University, Athens, OH, 60 participants.
- Area 8, February 28 - March 1 - University of Alabama, Tuscaloosa, AL, 70 participants
- Area 10, March 29, Endicott College, Beverly, MA, 146 participants
- Area 11, March 28 – 29, Rutgers University-Newark, Newark, NJ, 1-5 participant

The Greatest Changes in the ADA in 20 Years! The New Baseline for Compliance

April 23, 2014 ♦ Harvard University, Cambridge, MA

- 52 participants
- Sponsored by the Disabilities Knowledge Community, this event was a one-day drive-in workshop
- Speakers included:
 - Dr. Paul Grossman, *retired*, US Department of Education, Office for Civil Rights; Dr. Thomas Hehir, Harvard Graduate School of Education; Scott Lissner, ADA Coordinator, Ohio State University.

Student Affairs Certificate Program in Law and Policy

June 2-6, 2014 ♦ Hilton Clearwater Beach, Clearwater, FL

- 37 people applied and 33 were accepted and participated.
- This certificate program was designed as a 5 day, 23 hour course and participants completed a written final exam for certification.
- 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

National Conference for College Women Student Leaders (NCCWSL)

June 5 – June 7, 2014 ♦ University of Maryland – College Park, MD

- There were 900 students/administrators from over 226 institutions for the conference, covering the United States and international regions. This was the largest conference to date.
- There were six pre-conference sessions, two community service and four skill-building, with 200 students participating.
- 55 workshops were offered to student participants. There was a record of 125 submissions for presentations from all over the country.
- For the first time ever a roundtable workshop was facilitated for administrators and was attended by 20 individuals. Discussion was lead by NCCWSL Chair alumnus and current committee members.
- A welcome reception was offered to administrators attending NCCWSL. 30 attended to learn about NASPA, AAUW and to network with fellow colleagues.
- 2014 Women of Distinction were:
 - Hattie Kauffman, Television anchor and news correspondent
 - Lily Lu, Entrepreneur, PublicStuff
 - Pamela Ann Melroy, NASA Astronaut
 - DeRionne P. Pollard, President, Montgomery College in Maryland
 - Judy Smith, Founder and President, Smith and Company

- The keynote speakers were Chelsea Clinton, Vice Chair of Clinton Foundation and Deanna Zandt, Media Technologist and co-founder of Lux Digital.

2014 NASPA Civic Learning and Democratic Engagement (CLDE) Conference

June 12-14, 2014 ♦ Hilton Miami Downtown ♦ Miami, FL

- Second annual offering of this conference with 225 participants.
- There were two pre-conference sessions, one focused on institutional assessment of civic learning initiatives and one focused on partnerships between student affairs and academic affairs.
- Over 50 workshops were offered from a selection of 75 workshops generated by the call for programs.
- Keynote speakers included Robert Reason, Ph.D., Associate Professor of Student Affairs and Higher Education, *Iowa State University*; Barbara Jacoby, Ph.D. Faculty Associate for Leadership and Community Service-Learning at the Adele H. Stamp Student Union – Center for Campus Life, *University of Maryland, College Park*; and Senator Bob Graham, Former Florida Governor and Florida Senator and Chair, *Bob Graham Center for Public Service at the University of Florida*

Assessment and Persistence Conference

June 19-21, 2014 ♦ Hyatt Regency San Antonio ♦ San Antonio, FL

- 356 participants compared to 294 last year. 30 are attending pre-conference workshops.
- Two pre-conference workshops, 63 workshops, five roundtables and five mini-institutes will be offered.
- The featured speakers included:
 - Alexander Astin, Professor Emeritus of Higher Education, University of California, Los Angeles; Luis Ponjuan, Associate Professor of Higher Education Administration, Texas A&M University; Belle Whellan, President, Southern Association of Colleges and Schools Commission on Colleges; Edward Smith, Senior Policy Analyst, *NASPA*; Lester Manzano, Assistant Dean for Student Academic Affairs, Loyola University Chicago; Anne-Marie Nuñez, Associate Professor of Higher Education, University of Texas at San Antonio; Samuel D. Museum, Associate Professor of Higher Education, University of Denver

2015 NASPA Small Colleges and Universities Institute

June 21 – 24, 2014 ♦ Daemen College, Amherst, New York

- The 2014 Institute was the 9th in its sixteen-year history and was held at Daemen College in beautiful Amherst, New York, located just outside of Buffalo.
- 52 chief student affairs officers and other senior-level leaders at small colleges and universities with enrollments of fewer than 5000 students attended.
- The Institute planning team was led by co-chairs Barbara Avery (Occidental College) and Jim Hoppe (Macalester College).
- A unique and intentional component of this signature NASPA program is living and learning together on the host campus.
- The Institute featured the following topics:
 - Shifts in higher education and what they mean for student affairs
 - Managing critical incidents on campus
 - Changing student demographics
 - Civic learning and democratic engagement
 - Hot topics for small colleges and universities

NUFP (NASPA Undergraduate Fellows Program)

NASPA Annual Conference

- Plans are underway to host the Undergraduate Student Conference at the University of New Orleans.

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 University of Utah was host to the 2014 Dungy Leadership Institute (DLI) from June 22-27, 2014.
- There were 92 applications, up from 71 in 2013 and 63 in 2012. Thirty-two fellows were accepted, the maximum amount allowed.
- Tonantzin Oseguera, Dean of Students, California State University, Fullerton served as the Institute Director, and the faculty for the program were as follows:
 - Adam-Jon Aparicio, Graduate Student, Seattle University
 - Tiffany J. Davis, North Carolina State University, Higher Education Teaching Assistant Professor
 - Kyle Ethelbah, University of Utah, Director of TRIO Programs
 - Ross Iosefson, Stony Brook University, Student Life Specialist
 - David E. Jones, CUNY Central Office, Associate Director of Student Housing and Residence Life
 - Diane LeGree, University of California, San Diego, Dean of Student Affairs, Sixth College
 - Lester Manzano, Assistant Dean for Student Academic Affairs
 - Kim McAloney, Oregon State University, Academic Engagement Cultural Center Coordinator
- Dr. Tiffany J. Davis will serve as the 2015 and 2015 Institute Director.
- The 2015 DLI will be hosted at Stony Brook University.

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 national staff member this spring:

- April 11 & 12 – CPE Training at Stevenson University, 42 participants.
- June 17 & 18 – CPE Training at Community College of Baltimore County, 40 participants.

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 also provide technical assistance to Eagle County, Colorado as they assist five Colorado Mountain College campuses with reducing tobacco use and secondhand smoke exposure.
- The following are upcoming tobacco policy trainings to be provided by one or more national staff members:
 - June 18 – Louisiana colleges
 - August – Lincoln Memorial University (Tennessee)
 - September – Georgia colleges
 - Fall – Rhode Island colleges

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 411 people have signed up, and a third are in the target 18-24 year-old demographic—an impressive result.
- This year we are continuing to promote CO Quit Mobile. New Spanish and smokeless (chew) tobacco versions of the system will be unveiled in summer 2014. 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.

- Spring 2014 Tobacco Use and Attitude Survey (TUAS) data will be analyzed and disseminated to participating campuses through the end of July
- Staff provided site visits to six campuses in May 2014; visits included providing an assessment of needs regarding policy and enforcement/compliance for each campus
- Students at each campus have spent a total of 303 hours from March to June 2014 working on their campus tobacco initiatives
- The 13 advisors that work on the Montana grant have put in 478 hours from March to June 2014 for their campus tobacco initiatives and tobacco-free task force meetings
- Staff provided approximately 210 hours of MCTPI-related technical assistance to Montana campuses from March to June 2014

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. Spring 2014 activities included:

- Monthly notification updates and resource libraries to campus contacts, currently serving 141 professionals.
- The CADE Spring Training 2014 was completed on May 8 & 9, 2014 with 30 participants.
- One-on-one technical assistance (consultation, evaluation, campus-specific trainings) related to campus projects. Since March 2014, 20 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).

Future Conferences, Workshops, and Institutes

2014 NASPA Student Affairs Fundraising and External Relations Conference

July 20-22, 2014 ♦ Omni Houston Hotel ♦ Houston, TX

- 75 people registered to attend as of July 8, 2014.
- Two pre-conference workshops were offered for the first time this year with 10% of attendees registering for one of the two workshop offerings.
- Featured speakers include:
 - Dr. Dean Bresciani, President - North Dakota State University serves as the conference opening keynote speaker and Robert Henry, Executive Director of Emerging Constituencies and Online Programs - Council for the Advancement and Support of Education (CASE) agreed to provide a keynote session and workshop on the second day of the conference, Cliff Redd, Associate Vice President for Development, University of Houston will serve as the closing speaker.

Community College Division Summit

October 2-3, 2014 ♦ CUNY – The City University of New York ♦ New York, New York

- The Community College Division will convene to plan and set strategic goals about the future of community colleges and NASPA.
- Community College Division advisory board members along with Kevin Kruger, Pat Whitely, Stephanie Gordon, Tiki Ayiku, and Lindsey Hammond will participate in the summit.
- CUNY – The City University of New York and home institution of Paulette Dalpes, Community College Division Director, has graciously offered to host the summit.

2014 Institute for New Chief Student Affairs Officers

October 12 – 15, 2014 ♦ Hilton Alexandria Old Town, Alexandria, Virginia

- This signature NASPA program is sponsored by the James E. Scott Academy.
- The theme for this event continues to be “Leadership and Management Effectiveness for the New Chief Student Affairs Officer.”
- 12 new CSAOs are registered for the program as of July 8, 2014.

- Institute faculty include Tom Shandley, Institute Director, Davidson University; Shannon Ellis, University of Nevada, Reno; Levester Johnson, Butler University; and Joan Kindle, Eastern Iowa Community Colleges.
- Much of the 2014 Institute's content will be grounded one of NASPA's newest books, *Executive Transitions in Student Affairs: A Guide to Getting Started as the Vice President*.

NASPA – IASAS Global Summit on Student Affairs and Services

October 22-24, 2014 ◊ RIU College – 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.
- Global Summit Planning Committee is comprised of:
 - Kevin Kruger, NASPA
 - Stephanie Gordon, NASPA
 - Brett Perozzi, Chair of the International Advisory Board, NASPA
 - Tiki Ayiku, NASPA
 - Rob Shea, President, IASAS
 - Lisa Bardill Moscaritolo, Secretary, IASAS
 - Gian Luca Giovannucci, President, EucA
 - Fabio Monti, Secretary General, EucA
 - Mirela Mazalu, Public Relations, EucA
 - Simona Miano, Press Office and Events, EucA
- There are currently 25 participants registered for the representing 15 countries, including: Austria, Azerbaijan, Belgium, Canada, Chile, Germany, Ireland, Italy, Lebanon, Mexico, South Africa, Turkey, Uganda, United Kingdom, United States, and Zimbabwe.

Student Affairs Law and Policy Conference

October 23-25, 2014 ◊ Grand Hyatt Denver ◊ Denver, Colorado

- This year's Law & Policy Conference will feature a track for CSAOs on compliance, sexual assault prevention and the new VAWA and Campus SAVE regulations.
- Registration is currently open and finalizing the speakers for the event.

2014 BACCHUS Initiatives of NASPA General Assembly

November 13 – 16, 2014 ◊ Hyatt Regency, Orlando FL

- This year's General Assembly theme is Picture Yourself #inspired, #empowered, #engaged: Peer Education Unfiltered.
- Registration is open and 4 individuals are registered. The early-bird registration deadline is October 14, 2014.

Women's Leadership Institute

December 2 – 5, 2014 ◊ Ritz Carlton, Laguna Niguel, Dana Point, California

- NASPA will partner with ACPA, ACRL, ACUHO-I, ACUI, APPA, NACUBO, and NAEP, for the 2014 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.
- NASPA will send an Educator-in-Residence and confirming the individual.
- The program will occur December, 2015 in Amelia Island, Florida.

2015 Mental Health Conference, 2015 NASPA Alcohol & Other Drug Abuse Conference, & 2015 Violence Prevention Conference

January 11 – 13, 2015 ◊ Gaylord National Resort and Convention Center, National Harbor MD

- The Mental Health, Alcohol & Other Drug Abuse, and Violence Prevention Conferences will be held simultaneously this year in National Harbor, Maryland.
- Violence Prevention will be its own conference and not just a track in the Alcohol & Other Drug Abuse Conference.
- Outreach has been made to the collaborating associations including AUCCCD, ACCA, ACHA, the Suicide Prevention Resource Center and SAMHSA.
- Registration is currently open for all three conferences. The early-bird registration deadline is October 24, 2014.

2015 Aspiring Chief Student Affairs Officers Institute

January 19 – 22, 2015 ◊ Renaissance Long Beach, Long Beach, California

- The Institute Director is Anna Gonzalez, Dean of Students, Lewis and Clark College
- Faculty include:
 - Kathryn Hutchinson-Majsak, Vice President for Student Affairs, St. John's University, New York
 - Miriam Feldblum, Vice President for Student Affairs, Pomona College
 - Henry Gee, Vice President, Student Services, Rio Hondo College
 - Michael DeLorenzo, Associate Chancellor, University of Illinois

2015 NASPA AVP Institute - Excellence in the "Number Two" Role

January 22 – 24, 2015 ◊ Renaissance Long Beach Hotel, Long Beach, California

- The 2015 Institute will be the second in its short history. It will emphasize excellence in the "number two" role and will, therefore, be differentiated from other NASPA programs designed for aspiring CSAOs.
- Institute faculty include 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 Naylor, Daemen College.

2014 NASPA Leadership Educators Institute

December 11 – 13, 2014 ◊ Texas Christian University – Fort Worth, TX

Biennial event co-sponsored with ACPA and the National Clearinghouse for Leadership Programs (NCLP).

- Dr. Barry Posner, Co-Author of *The Leadership Challenge* and Juana Bordas, President of Metiza Leadership International, will serve as featured speakers.
- Call for Programs Deadline, July 14, 2014. There is currently 1 program submitted.
- Early-Bird Deadline is October 1, 2014. There are currently 4 registrants.

2015 NASPA New Professional and Mid-Level Administrators Conferences

April, 2015 ♦ Location to be determined

The MLAC conference will be held simultaneously and in the same location with the New Professionals Conference.

- Dr. Ainsley Carry, Vice President for Student Affairs – University of Southern California and Dr. Evette Castillo-Clark, Dean of Students – Saint Mary's College of California will serve as conference chairs.

2015 International Student Affairs Study Tour

May 30 – June 13, 2015 ♦ England, Ireland, and Scotland

- NASPA, in conjunction with ACUI, and ACUHO-I are partnering on the 2014 International Student Affairs Study Tour.
- Anticipated Cities are: London and Oxford (England) Edinburgh (Scotland), and Dublin and Cork (Ireland).
- Co-sponsorship invitations have been issued to members of SAHEC. Deadline for response is July 31, 2014.
- Dr. Judith Rogers, Associate Dean – Miami University – Oxford has been identified as faculty for the study tour.

Conference on College Men

Date and Location TBA

- The Conference on College Men is planned in partnership with ACPA and has become the premier venue to explore and examine issues related to men and masculinities in higher education. The conference will challenge attendees to critically reflect upon how their own identification and expression of gender influences their work with college and university students while also treating them to the most recent scholarship and services in the field.
- The planning committee consists of members of the NASPA Men and Masculinities Knowledge Community and the ACPA Standing Committee for Men.
- The conference is currently in early planning stages and has opened applications for a campus to host the conference.

Cancelled Events

2014 NASPA Institute on the College Presidency

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

- This inaugural Institute was cancelled on May 5, 2014 due to an insufficient number of applicants.

Online Learning

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

March 11, 2014

- 491 participants
- Featuring NASPA's new publication, this webinar was a free event for NASPA members.

National College Health Improvement Webinar Series

- Partnering with the National College Health Improvement Project at Dartmouth College, NASPA held a webinar series focusing on alcohol and other drug abuse prevention initiatives.
- Recharging your Campus Efforts, *April 1, 2014, 19 participants*
- Using the Improvement Model to Make Change, *April 30, 2014, 19 participants*
- Prevention and Intervening at the Individual Student Level, *May 6, 2014, 14 participants*
- Implementing Effective Environmental-Level Strategies, *May 21, 2014, 13 participants*
- Are we there yet? Maintaining a Continuous Momentum, *June 19, 2014, 13 participants*

Developing & Maintaining Legitimacy of Cultural Centers in Student Activities and Academics
April 23, 2014






- 21 participants
- NASPA partnered with the Association of Black Cultural Centers (ABCC) to provide this webinar for NASPA and ABCC members.






Implementing Guidance: Sorting Out the Latest OCR Guidance on Sexual Assault
May 22, 2014

- 501 participants
- Dr. John Lowery and Dr. Lisa Erwin provided an overview of the latest guidance on sexual assault provided by the White House and the US Department of Education on April 28th.

Investing in Our Future Webinar Series

- A Call for Programs was sent to all membership and garnered 15 program proposals.
- Webinars began in the month of November 2013 and went until May 2014.
- The following is a list of the webinars offered:

Registrants/Date	Title	Professional Development Competency
188 sites	From a "Necessary Evil" to a Learning Imperative: A Short History of Student Affairs	
385 sites	Start with You: Authenticity In Student Affairs	
411 sites	How to (be) Supervise(d)	
436 sites	The Daily Dozen: Leadership 2.0	
453 sites	Ethical Practice in Student Affairs: Your Values in Action	

465 sites	<u>Understanding Assessment Principles through Survey Design</u>	
547 sites	<u>College Students with Non-Apparent Disabilities: Using a Multicultural-Social Justice Framework</u>	
517 sites	<u>From Student Leader to Student Advisor: Learning how to transition into your first advisor role</u>	
611 sites	<u>Law and Policy – Fundamentals for Students and New Student Affairs Professionals</u>	
562 sites	<u>Decisions Matter When Investing in Your Future</u>	

NCC Online: Care and Conduct in the Community College Part I of II

March 6, 2014 ◊ Part of NASPA Community College Online Learning Series

- Program sponsored by the Community College Division four times per year. The two installments of NCC Online offered this spring were on similar topics and presenters worked to coordinate a seamless transition from broad overview to nuts and bolts of care and conduct.
- 120 registrants and 70 individual logins.
- Carla Stein, Dean of Student Services – Front Range Community College and Kris Binard, Ph.D., AVP of Enrollment Management and Student Success – Front Range Community College presented. Carla Stein is the Region IV-W Representative to the Community College Division.
- Metrics provided by go-to-webinar indicated that participants were highly engaged and the presenters followed up with individuals to answer questions following the workshop.
- Contact information for attendees who were not currently NASPA members but interested in learning more about NASPA was shared with the Community College Division membership team.

NCC Online: Care and Conduct in the Community College Part II of II

April 24, 2014 ◊ Part of NASPA Community College Online Learning Series

- Program sponsored by the Community College Division four times per year. These two installments of NCC Online were on similar topics and presenters worked to coordinate a seamless transition from broad overview to nuts and bolts of care and conduct.
- 123 registrants and 72 individual logins on April 24
- Ashley Knight, Ed.D., Dean of Student Affairs - Harper College and Laura Bennett, Student Conduct Officer – Harper College and President-Elect of the Association of Student Conduct Administrators presented.
- Metrics provided by go-to-webinar indicated that participants were highly engaged and the presenters followed up with individuals to answer questions following the workshop.

- Contact information for attendees who were not currently NASPA members but interested in learning more about NASPA was shared with the Community College Division membership team.

Strategic Assessment Processes: Using Data to Bring More Money, Engagement, and Retention Series
May 28, June 4, June 11, 2014 Online

- The NASPA Office partnered with the Assessment, Evaluation and Research KC on a three-part webinars series.
- 11 registered for the package of three webinars.
- *Accreditation and Program Review*
 - Darby Roberts, Director of Student Life Services, Texas A&M University
 - Krystyne Savarese, Associate Director for Policy and Planning, Center for the Study of Student Life, The Ohio State University
- *Developing Learning Outcomes at all Levels of the Organization*
 - Mark Manderino, Student Engagement Assessment Director, University of Illinois at Chicago
 - Ellen Meents-DeCaigny, Assistant Vice President for Assessment, Planning and Communications, DePaul University.
- *Strategic Planning in Student Affairs: Identifying and Sharing Your Priorities and Goals*
 - Jeanna Mastrodicasa, Assistant Vice President for Student Affairs, University of Florida

Regions

Upcoming Events

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.
- There is no retreat theme.
- There are currently 32 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.
- There is no institute theme.
- The institute hit its cap of 72 registrants on May 16, 2014.

2014 Region IV-E & IV-W Men and Masculinities KC Drive-In Conference, October 10th, 2014

- The 2014 Region IV-E & IV-W MMKC Drive-In will take place on Friday, October 10th at St. Louis University in St. Louis, MO.
- Registration is awaiting final confirmation from the conference committee to be created.

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.

- The conference includes a Student Affairs Leaders of Tomorrow pre-conference and a Mid-Career Professional pre-conference.
- The theme of the conference is “The Future of Higher Education: Forging New Paths for Student Affairs”.
- There are currently 23 registrants.

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.
- The theme of the conference is “Reaching New Heights, Lighting the Future”
- Registration is awaiting final confirmation from the conference committee to be made live.

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.
 - The conference includes a CSAO Institute, Research Institute, Mid-Level Institute, New Professional Institute, Graduate Student Institute, and NUFPI Institute.
- The theme of the conference is “Imagine: Inspire Dreams. Transform Communities”.
- There are currently 7 registrants.

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.
- There is no conference theme.
- Registration is awaiting final confirmation from the conference committee to be created.

Past Events

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 on December 12, 2013.

2014 Region V Peer Coaching, January 15 – June 18, 2014

- The 2014 Region V Peer Coaching is a virtual program that will take place from January 15 – June 18, 2014.
- The institute reached its capacity of 5 participants on January 24, 2014.

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”.
- There are currently 19 registrants.

2014 Region I Annual “Hot Topics” Drive In Conference, April 3, 2014

- The 2014 Region I Annual “Hot Topics” Drive In Conference took place on April 3, 2014 at Roger Williams University Baypoint Conference Center in Portsmouth, RI.
- The conference theme was “Our Changing Student Population from A to V: Tools for working with Students on the Autism Spectrum, Non-Traditional Students, and Veterans”.
- There were 30 registrants.

2014 Region V Power of One Conference, April 3-5, 2014

- The 2014 Region V Power of One Conference took place from April 3-5, 2014 at Salt Lake Community College in Salt Lake City, UT.
- The conference theme was “A Family of Many: The Power of One”.
- There were 165 registrants.

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.
- The institute reached its cap of 55 registrants on May 1, 2014.

2014 Region III Summer Symposium – June 7 – 10, 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 is no conference theme.
- There are currently 143 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 includes a New Professional & Graduate Students Institute.
- The conference theme is “DO SA”.
- There are currently 236 registrants.

Technology

New Web Platforms

- NASPA IT continues to refine the Call for Programs web platform to better meet the needs of the growing professional development opportunities.

Corporate and Foundation Relations

2014 Annual Conference Exhibits & Sponsorships

- Completed wrap-up of 2014 Annual Conference

2015 Annual Conference Exhibits & Sponsorships

- Web page design/updates for 2015 online booth reservation system nearly complete. Returning exhibitors begin booth selection first week of July.

- Began early discussions with top sponsors from 2014 Annual Conference (ex. Sodexo, Golden Key, EBI Map-Works).
- Began conversations with several new prospective exhibitors/sponsors for the 2015 NASPA Annual Conference.

Other Exhibits and Sponsorships, as of June 15, 2014

- *2014 Assessment & Persistence Conference*: 4 exhibitors and 2 sponsor (ETS, Campus Labs)
- *2014 NCCWSL Conference*: Eco Promotional Products (in-kind)
- *2014 CLDE Event* (1 sponsor, USA Today)
- *2015 NASPA Knowledge: Communities*: University Parent Media (in-kind, 2015 KC Booklet design)

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.

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

- 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.
- Launched website in support of Census project to make data accessible to members and public.
- Finalized research grant to conduct project investigating student misuse and abuse of prescription medication, with a focus on ADHD meds.
- RPI staff presented at several institutes, conferences, and meetings on student success, fiscal literacy, student affairs and the completion agenda, among other topics.

Publications

- Published *Beyond the Americans with Disabilities Act*.
- Several *Leadership Exchange* articles highlighted the experience of college and university students, including: “Sexual Violence Prevention on Campus”; “Fulfilling the Mission: Campuses Offer Best Practices in Disability Services”; “Creating the Civic-minded Campus: NASPA's Lead Initiative Promotes Democratic Engagement”; and “Student Success in College and Beyond: Employers Highlight Experiences That Matter Today”

- 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

- With the creation and support of the Channing Briggs Small Grants and Large Grant opportunities, this helps facilitate and support research on the impact of student affairs.

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 and in July opened applications for year three of the initiative.

Publications

- Published *Beyond the Americans with Disabilities Act*, *Cool Passion*, *Decisions Matter* and *Identity and Leadership*. *Increasing Adult Learner Persistence and Completion Rates*, *Beginning Your Journey*, and *Coordinating Divisional Student Affairs Assessment* are forthcoming.
- Several *Leadership Exchange* articles focused on this objective, including: “Realizing the Promise of Community Colleges: From Access to Completion”; “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”

Awards

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

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.
- The fourth edition of *Beginning Your Journey* is forthcoming.

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: “Broadening the Pipeline: Looking Beyond Traditional Paths to Student Affairs”; “Fulfilling the Mission: Campuses Offer Best Practices in Disability Services”; and “The Next Generation: A Roundtable Discussion on Student Affairs Graduate Preparation Programs”

- *Increasing Adult Learner Persistence and Completion Rates* is forthcoming

Professional Development

- The 2014 NASPA Civic Learning and Democratic Engagement conference featured a track for assessment and a pre-conference focused on institutional assessment with 6 registrants.
- NASPA is an Approved Continuing Education Provider (ACEP™) for the National Board for Certified Counselors, Inc. and may offer approved clock hours for conferences and workshops. In May 2014, NASPA renewed for another 5-year contract with NBCC to offer continuing education contact hours for all NASPA professional development opportunities.
- NASPA offered a total of 63.5 total contact hours between the months of March-June 2014.
- NASPA will submit an application to award continuing education credits to social workers through the NASW starting with the 2015 NASPA Annual Conference.

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

- 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: White House Task Force to Protect Students from Sexual Assault Data Jam.
- Develop materials for PPD distribution to members (Presentations, Opinion Editorials, Commentary, Fact Sheets)
- Maintained RPI blog to keep members current on events and critical issues.

Publications

- Published *Beyond the Americans with Disabilities Act*.
- *Leadership Exchange* Public Policy columns covered topics such as the accountability movement and education tax benefits.
- The cover story of the summer 2014 *Leadership Exchange* highlighted the role student affairs professionals play in sexual violence prevention.

2.2 Define, adopt, and communicate a public stance on critical policy issues in higher education.

Publications

- The summer 2014 *Leadership Exchange* feature article on sexual violence prevention outlined NASPA's efforts in this area.

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.

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.

Leadership

- International Advisory board has conducted a qualitative needs assessment. See International Advisory Board report for executive summary.

3.2 Clarify NASPA's niche in international student affairs.

Leadership

- See International Task Force documents.

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

Leadership

- Tiki Ayiku, Brian Sponsler, James Stascavage, and Nathan Victoria presented a membership development workshop to the executive board of the Council for Opportunities in Education on May 15, 2014.
- NASPA and IASAS will convene the second Global Summit on Student Affairs and Services, October 22-24, 2014 in Rome Italy.

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.

Corporate and Foundation Relations

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

Publications

- Released new books. See "Books" in Scholarship section of Mission Report for more details.
- Maintained multiple channels for publications sales--Avecra, Amazon, mail, phone, fax.
- Expanded journals sales and marketing efforts, which resulted in new library subscriptions. See journals reports for more information.

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

Research and Policy Institute

- Partnerships with ACE, UPCEA and InsideTrack and National Student Clearinghouse for research project.
- In a formal working partnership with Alison Griffin of MilesAboveStrategies.
- Partnering with APA and ACE on mental health report.
- Worked with NACUA on VAWA negotiated rulemaking panel.
- Executed update to first Legal Links brief with Education Law Association.
- Attend ACE supported policy meetings.
- Utilize RPI Advisory Board to stay connected to broader higher education conversations and partnering opportunities.
- Continued working with CPAMM coalition to address ADHD medication misuse and abuse.

Corporate and Foundation Relations

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

Publications

- Collaborating with ACPA and Stylus on two forthcoming books. See "Books" in Scholarship section of Mission Report for more details.
- Recent issues of *Leadership Exchange* included authors from collaborating organizations.
- *Beyond the Americans with Disabilities Act* book featured authors from collaborating organizations such as AHEAD.
- *Beyond the Americans with Disabilities Act* was featured on *The Chronicle of Higher Education's* "Selected New Books on Higher Education" list (April 21, 2014).
- *Executive Transitions in Student Affairs* was featured on *The Chronicle of Higher Education's* "Selected New Books on Higher Education" list (January 31, 2014).
- Authors regularly promoted their publications through speaking engagements at events outside of NASPA (i.e., other associations, campuses, etc.).

Professional Development

- International Student Affairs Study Tour - SAHEC members have also been invited to be co-sponsors for the Tour.
- Leadership Educators Institute - NASPA continues to partner with ACPA and NCLP for the 2014 LEI 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.
- Women's Leadership Institute - NASPA partnered with ACPA, ACRL, ACUHO-I, ACUI, APPA, NACUBO, and NAEP, for the 2013 conference.
- NASPA Mental Health & AOD Conference – NASPA continues to partner with SAMHSA, AUCCCD, ACCA, ASCA, ACHA, Active Minds, The Jed Foundation, and the Suicide Prevention Resource Center.
- NASPA Violence Prevention Conference – Partnering with NCAS, NCAA, The Jed Foundation

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

4.4 Increase opportunities for innovation through technology.

Publications

- Launching journal blogs and a *Beginning Your Journey* blog to allow members to connect with these publications and share information.

Technology

- Used blogs to drive engagement with the NASPA website (see above under Leadership).
- Upgraded Call for Programs submission process (see above under Professional Development).

4.5 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.

4.6 Ensure the participation and inclusion of NASPA's members in leadership and governance.

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