



**Kevin Kruger**  
**NASPA President's Report**  
**December 2013**  
**NASPA Board of Directors Meeting**



This past week, our nation paused to recognize the 50<sup>th</sup> anniversary of the assassination of President John F. Kennedy. As I read and reflected on the life and work of President Kennedy, I was again moved by many of the things he said that reflected his philosophy about life. The above quote is particularly poignant given these past four months at NASPA. The organization has seen a series of very successful benchmarks and accomplishments – but as so well put above, these things do not just happen – they are **made** to happen through the hard work, innovative thinking, creativity and commitment shown by NASPA volunteers and staff.

The following is but a brief list of NASPA programs, services and successes that didn't just happen – they were made to happen:

**Regional Conferences.** This November, the Region I, Region IV-E, Region IV-W and Western Regional Conferences were held, attracting almost 2,000 NASPA members. Not only were the programs and speakers of the highest quality, but at each of these events, between 25%-33% of the attendees were “first-time” attendees. This just reinforces the key role NASPA's regions play in attracting and engaging new members. Thanks to John B. Lehman, Joianne L. Smith, Sara Mata, Dan Mabery, Stacy Klippenstein, and Greg Jones for their leadership in chairing these four conferences and the scores of volunteers that make these conferences so successful. Things do not happen. Things are made to happen.

**Knowledge Communities.** NASPA's Knowledge Communities continue to do two things very well; they are creating new knowledge that is informing student affairs practice, and they continue to be a source of connection, engagement and community for thousands of NASPA members. The contributions of the NASPA Knowledge Communities are illustrated best by the recent publication of "Knowledge Communities Excellence in Practice," a series of 27 essays from each of NASPA's 27 Knowledge Communities. This publication underscores the important role these communities play in highlighting effective practice in student affairs. The Knowledge Communities have also been leaders in engaging in NASPA's new website through a wide range of blogs that are tackling interesting and provocative topics. The leadership of Frank Ross and the 27 KC Chairs has been so important in these accomplishments. Things do not happen. Things are made to happen.

**Research and Policy.** The NASPA Research and Policy Institute has made huge progress since July in developing critical resources for NASPA members. Since July, the RPI has completed the following:

- Published "Institutionalizing Civic Engagement" as one of the Five Things Brief series.
- Completed the inaugural CSAO Census with over 500 completed surveys.
- Published Issue Brief on "Measuring the Success of Student Veterans and Active Duty Military."
- Published Issue Brief on "Impact of the Affordable Care Act on Campus Healthcare Service."
- Published first *Legal Links*, "Understanding Campus Obligations for Student-to-Student Sexual Harassment: *Guidance for Student Affairs Professionals.*"
- The inclusion of NASPA in the negotiated rulemaking for the implementation of the Violence Against Women Act (VAWA).
- National Webinar on "Supporting the Success of Undocumented Students: Implications of Federal Policy for Student Affairs."
- Publication of the Fall 2013 issue of *Diversity & Democracy*, produced in partnership between AAC&U and NASPA as a way of enacting and promoting a commitment to civic learning and democratic engagement.

All of the publications, programs, and increased visibility have come from inspired leadership from both NASPA staff and volunteers. Brian Sponsler, Alexis Wesaw, Ed Smith, Laura Sponsler, Lisa Erwin, and Kandy Mink Salas are all part of a larger group of people who are "making things happen."

**2014 NASPA Annual Conference and NASPA Professional Development.** A record number of programs submitted for the 2014 NASPA Annual Conference, a record number of NASPA member program reviewers, record registration for the NASPA Multicultural Institute, the Alcohol, Other Drug, and Violence Prevention and Mental Health Conferences, and the Manicur Symposium point toward a successful year for NASPA professional development programs. Thousands of student affairs professionals participated in the webinar series as part of Careers in Student Affairs month, and a record number of students applied to the 2013-2014 NUFP program. Finally, there were over 40 participants in the New CSAO Institute and strong early interest in the new NASPA AVP Institute. Stephanie Gordon, Arlene Kidwell, Jen Vaseleck, Tiki Ayiku, Nathan Victoria, Lucy Fort, and James Stascavage all have done a great job with the planning and execution of these programs... making good things happen.

**New NASPA Website.** The launch of the new NASPA website was a year in the making. The re-design of the website was critical to our long-term plans to provide more effective ways to deliver content to NASPA members and to create new and innovative ways to engage members. The rollout and development of the website involved so many NASPA staff and volunteers. Perhaps more than any other example – this is one where Kennedy’s quote may be the most meaningful. The re-design and launch of the NASPA website involved volunteers from the regions, the knowledge communities, the divisions and virtually every member of the NASPA staff. But clearly, the leadership exhibited by Amy Shopkorn made this “happen.” Amy lived this for a year and did a superb job in involving key stakeholders in the process. Amy, along with Max Bennett, John Kennedy, Zafer Bebek, Courtney Patterson, Matt Bennett and Nathan Victoria all played significant roles in this launch.

Things do not happen. Things are made to happen. I couldn’t be more proud of the hundreds of volunteers and NASPA staff who make “NASPA Happen.” It has been my pleasure to serve as NASPA President these past four months and to be a part of our ongoing success. This report will expand on the breadth and depth of the many outstanding things happening at NASPA.

## NASPA Mission

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

## Leadership

### Conference Planning Committee

#### 2014 NASPA Annual Conference

- The planning committee has regular monthly conference calls to get updated on aspects of the conference and discuss items that need broader decisions.
- Under Frank Lamas’ continued leadership, the organization and planning of the conference is right in line with previous years.

#### 2015 NASPA Annual Conference

- Under the direction of Pat Whitely, Board Chair-Elect and Richard Walker, 2015 Conference Chair, the Conference Leadership Committee for the 2015 NASPA Annual Conference has been selected. Walker is the Vice Chancellor/Vice President for Student Affairs and Enrollment Services at the University of Houston.
- Had the first conference planning meeting in New Orleans, LA, October 28-30, 2013.
- Again, under this new committee model, the Conference Leadership Committee will also serve as the Program Committee and will add two to four additional individuals to the committee and they will assist with program selections in the fall.
- With the changing structure of the NASPA Annual Conference Committee, the program selection meeting also changed a bit for 2014. In the past, the Program Committee would meet to make program selections for the annual conference. However, this year, the conference committee, along with 4 other individuals selected by the Board Chair and Conference Chair, joined us in October for the program selection meeting. Each committee member was assigned a content

area, professional development competency and professional level to focus on while reviewing the reviews of the program submissions. Committee members also volunteered to assist with the selection of SA Speaks sessions, as well as spear heading the process for selection Innovation Labs and Members Choice sessions. A Faculty Council and Faculty Assembly member was also paired up with our faculty committee representative to make selections on the Scholarly Paper submissions.

### **The Placement Exchange Committee**

- The 2014 TPE Planning Committee met July 28-30, 2013 in Baltimore, MD. The committee is chaired by Sheila Higgs Burkhalter, Vice President for Student Affairs, University of Maryland-Baltimore County.

### **James E. Scott Academy Advisory Board**

- The Academy Board, comprised of 24 chief student affairs officers nationally, is led by Board Chair Patrick Day, University of the Pacific. Day's term will end in March 2014, and he will be succeeded by Todd Olson, Georgetown University.
- In July 2013, the Academy sponsored the 27<sup>th</sup> Richard F. Stevens Institute, which was held in Dana Point, California. The revamped institute focused on two themes: entrepreneurship and leading change. Twenty-five chief student affairs officers from the United States, Canada, and the United Kingdom attended the institute, which featured presenters from student affairs, academia, the entertainment industry, and the corporate world.
- In October 2013, the Academy sponsored another of its signature initiatives, the NASPA Institute for New Chief Student Affairs Officers. Institute faculty, led by the institute director and Academy Board Member Tom Shandley of Davidson College, continues to innovate for this important program. As customary, the institute was held in Washington, D.C.; 44 new CSAOs participated.
- Planning for the newest Academy initiative, the NASPA Institute on the College Presidency, is underway. Academy Board Member Brian Haynes, Vice President for Student Affairs, California State University-San Bernardino, serves as the institute's co-director with Kathleen Hetherington, President of Howard Community College. The inaugural institute will be held in July 2014.

### **Small Colleges and Universities Division**

- Hampton Hopkins, Carolinas College of Health Sciences, assumed the position of Director of the Small Colleges and Universities Division in March 2013. He will serve a two-year term.
- The Division's Advisory Board has established the following goals for the 2013-2014 year:
  - Goal 1: Expand professional development, visibility and communication supporting excellence in practice at small colleges and universities.
  - Goal 2: Provide strong advocacy for small colleges and universities in NASPA.
  - Goal 3: Strengthen partnerships, outreach and collaboration among small colleges and universities.
- Planning for the *2014 Small Colleges and Universities Institute* is well underway. The Institute will be hosted by Daemen College in Amherst, New York and will occur June 21-24, 2014. The institute will focus on four content areas: (1) shifts in higher education and their impacts on student affairs, (2) civic learning and democratic engagement, (3) changing student demographics, and (4) managing critical incidents on campus.

- The Division will host two dial-in conferences for members during the first half of 2014. One will focus on athletics at small colleges; the other will address implications of the Affordable Care Act for small colleges.

### **AVP Steering Committee**

- Amy Hecht, Auburn University, serves as the inaugural chair of the AVP Steering Committee. Her term ends in March 2014. The Steering Committee continues to work with NASPA staff to develop programs and initiatives for NASPA's AVP members.
- The Steering Committee led the submission of two program proposals for the 2014 NASPA Annual Conference: a pre-conference workshop and a roundtable session. Both programs were accepted.
- Several Steering Committee members serve on the faculty for one of NASPA's newest initiatives, the Institute for AVPs – *Excellence in the "Number Two" Role*. The inaugural institute is scheduled for January 19-21, 2014 and will be held in New Orleans, Louisiana.
- The Steering Committee's first Twitter chat was held on November 5, 2013; the chat focused on competencies required for success in the AVP role.

### **Community College Division Advisory Board**

- Kathryn Mueller, Al Rowdah Academy - Institute of Applied Technology, in Abu Dhabi, continues to serve as the Director of the Community Colleges Division.
- Mueller, Kruger, Ayiku, Gordon, and Wankel participated in a discussion to begin a strategic planning session to increase community college membership and participation.

### **Faculty Initiatives**

#### Faculty Fellows

- John Lowery, Indiana University of Pennsylvania, serves as the Chair of the Faculty Fellows.
- Faculty Fellows continue to coordinate programs for the NASPA Annual Conference and will participate in the NASPA Annual Conference featured session on the future of graduate preparation programs.

#### Faculty Council/Assembly

- Anna Ortiz, California State University –Long Beach, serves as the Chair of the Faculty Council.
- The Faculty Council and Assembly continue to gather strength. Ortiz and Ayiku had an interest call for NASPA members, and the leadership is working to infuse the new division into the programmatic and volunteer opportunities at NASPA.

### **International Advisory Board**

- Brett Perozzi, Weber State University, serves as the Chair of the International Advisory Board.
- Perozzi and the NASPA staff continue to collaborate with international partners and the International Exchange program to globalize NASPA.

## Knowledge Communities (KC)

- Frank Ross, Northeastern Illinois University, assumed the duties of the National Director of the Knowledge Communities in March 2013; he will serve a two-year term.
- Three KC “think tanks” were formed during the summer of 2013. The think tanks explored and made recommendations regarding KC leader trainings, approaches to creating and sharing knowledge, and KC-related public policy efforts. Ross has considered all recommendations and determined what actions will be taken in these areas.
- During June, July, and August, Ross and Stascavage conducted six hour-long training webinars on a variety of topics for new and continuing KC leaders including Chairs/Co-chairs, Chairs- and Co-Chairs-Elect, Regional Coordinators and Representatives, and others. The trainings provided an overview of the KCs’ program, instruction regarding KCs’ finances, guidance regarding creating and sharing knowledge, and strategies for leveraging technology to communicate with KC members to advance priorities and build community.
- NASPA’s KCs were very involved with the program selection process for the 2014 NASPA Annual Conference. All KCs will sponsor at least one session, and most will sponsor three, the maximum permitted. Several KCs have coordinated accepted pre-conference workshops.
- In 2014, 15 KCs will elect new Chairs or Co-chairs to serve three-year terms (2014-2015 as Chair-elect/Co-chair-elect; 2015-2017 as Chair/Co-chair. Each KC established a nominations committee to identify the strongest candidates for KC leadership and to appear on the election ballot. Elections will be conducted from mid-January to mid-February 2014 following Board of Directors approval of the nominees.
- Current KC membership numbers follow:

Knowledge Community	Region I	Region II	Region III	Region IV-E	Region IV-W	Region V	Region VI	Total	Summer 2013
Administrators in Graduate and Professional Student Services	141	292	385	246	152	105	261	1,582	1,942
Adult Learners and Students with Children	30	83	72	57	56	29	47	374	317
African American	86	227	367	229	102	52	127	1,190	991
Alcohol and Other Drug	147	263	320	231	139	86	135	1,321	1,518
Asian Pacific Islanders	69	119	94	108	53	72	200	715	747
Assessment, Evaluation and Research	151	386	539	387	192	182	237	2,074	2,183
Campus Safety	99	188	287	177	118	71	106	1,046	1,132
Disability	97	143	204	135	89	79	101	848	968
Fraternity and Sorority	105	230	542	256	167	54	126	1,480	1,705
Gay, Lesbian, Bisexual and Transgender Issues	225	328	404	334	156	148	217	1,812	2,011
Health in Higher Education	121	212	283	194	113	94	140	1,157	1,455
Indigenous Peoples	37	71	66	76	56	63	73	442	519
International Education	119	227	309	215	106	100	191	1,267	1,494
Latino/a	98	165	187	148	88	62	181	929	968
Men and Masculinities	133	189	304	253	113	72	122	1,186	1,274
MultiRacial	84	137	185	138	78	74	144	840	769

New Professionals and Graduate Students	308	425	807	495	262	184	378	2,859	3,474
Parent and Family Relations	112	196	299	181	433	70	110	1,401	1,007
Spirituality and Religion in Higher Education	115	175	332	210	112	91	152	1,187	1,385
Student Affairs Fundraising and External Relations	109	249	336	213	129	67	174	1,277	1,342
Student-Athlete	21	49	63	55	34	18	32	272	N/A
Student Affairs Partnering with Academic Affairs	309	624	863	600	337	218	414	3,365	3,823
Student Leadership Programs	401	701	1064	647	361	274	489	3,937	4,527
Sustainability	62	92	157	104	52	50	91	608	729
Technology	96	170	242	158	113	71	131	981	997
Veterans	52	93	111	56	48	34	66	460	453
Women in Student Affairs	299	516	744	549	270	204	397	2,979	3,237

## NUFP (NASPA Undergraduate Fellows Program)

### Program Numbers:

- There are a total of 340 Fellows for the 2013-2014 academic year, with an additional 105 applicants pending with the extended deadline for Careers in Student Affairs Month. Please see the NUFP Board Chair report for a demographic chart breakdown by region. “.5” indicates that a Fellow selected more than one option.

### NUFP Dugy Leadership Institute:

- NASPA Members have the opportunity to apply for the Dugy Leadership Institute faculty to be held at University of Utah. Information has been posted through Volunteer Central and has a late December deadline.

## Volunteer Activities

- The Volunteer Coordinators are continuing to discuss ways to increase member awareness of the site and encouraging Regional and KC leadership to utilize it to involve NASPA members.

## Awards

### Annual Awards

- Mid-Level Student Affairs Professional Award received 14 nominations.
- The President's Award received 11 nominations.
- George D. Kuh Award for Outstanding Contribution to Literature and/or Research received 4 nominations.
- Outstanding Contribution to Higher Education Award received 3 nominations.
- Robert H. Shaffer Award for Academic Excellence as a Graduate Faculty Member received 4 nominations.
- Fred Turner Award for Outstanding Service to NASPA received 6 nominations.
- Scott Goodnight Award for Outstanding Performance as a Dean received 10 nominations.

### Excellence Awards

- 138 entries for 2013 Excellence Awards Submissions, down from 187 in 2012:
  - 20 entries: Administrative, Assessment, Information Technology, Fundraising, Professional Development,
  - 2 entries: Athletics, Recreation, Physical Fitness, Non-Varsity Sports
  - 34 entries: Careers, Academic Support, Service-Learning, Community Service
  - 27 entries: Enrollment Management, Financial Aid, Orientation, Parents, First-year, Other-year
  - 19 entries: Housing, Residence Life, Contracted Services, Judicial
  - 22 entries: International, Multicultural, Cultural, Gender, LGBTQ, Spirituality, Disability
  - 5 entries: Off-Campus, Commuter, Non-traditional, Graduate, Professional
  - 29 entries: Student Union, Student Activities, Greek Life, Leadership
  - 20 entries: Student Health, Wellness, Counseling, and related
  - 9 entries: Violence Education and Prevention, Crisis Management, Campus Security
- The review process has been completely overhauled, now allowing individuals to receive feedback about their award submissions.
- Final Reviews due to NASPA Office on November 22, 2013. The committees meet the week of December 2, 2013 to select the Grand Gold, Silver and Bronze Award Recipients.

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

- The call for 2014 Melvene D. Hardee Dissertation-of-the-Year Award applications opened for NASPA members in May 2013. Annmarie Vaccaro is the 2013-2014 chair for the Dissertation of the Year Award committee.
- NASPA received a record 33 applications this year. The winner will be notified by December 19, 2013.

### Ruth Strang Research Award

- Center for Women Liaison for the Ruth Strang Award is Beth Moriarty, Assistant Professor at Bridgewater State University.
- Nominations are accepted until November 30 and the winner will be notified January 6.
- Award is \$500 and a plaque presented at the Center for Women Reception at the NASPA Annual Conference.

### Zenobia Hikes Memorial Award

- Center for Women Liaison is Mary Kay Schneider Carodine, Assistant Vice President for Student Affairs, University of Florida.
- Nominations are accepted until November 30 and the winner will be notified January 6.
- Recipient will receive a plaque and a registration fee waiver to send a student of her/his choice to the National Conference for College Women Student Leaders. This is presented at the Center for Women Reception at the NASPA Annual Conference.

### Jim Rhatigan Conference Fellowship

- Four \$250 conference scholarships for young professionals to attend the NASPA Annual Conference are available.
- Online applications are available until December 1, 2013 and the selected individuals would be known as Rhatigan Fellows.



Pillars of the Profession – Class of 2014

- The Pillar of the Profession program continues to be an important recognition and fundraising initiative for the NASPA foundation. This year, 13 Pillars were selected for the 2014 class.
- The fundraising minimum is \$2,500 for each Pillar.
- Board liaisons will work with other volunteers to meet or exceed this goal.
- **Art Sandeen was named the John Blackburn Distinguished Pillar for this upcoming year in recognition of his lifelong commitment to our profession.**

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

**Foundation Member Engagement**

- The Foundation approved the development of the Foundation Ambassador program.
- Gage Paine will chair this program. Representatives from each region will be asked to serve and advocate on behalf of the Foundation at regional events.

## NASPA Lead Initiative

### Second Year of NASPA Lead Initiative Launched

- NASPA continues to support the Lead Initiative, which recognizes a network of postsecondary institutions for their commitment to civic learning and democratic engagement. The initiative has grown to 73 institutions and has a new conceptual model of cohorts. These cohorts facilitate more robust peer-to-peer sharing, networking, and communication around this critical topic for student affairs and higher education.
- Eight institutions are serving as Lead Consulting Institutions. These institutions provide leadership for the Lead cohorts and also act as an advisory board for NASPA. Representatives of the LCI institutions include:
  - Joseph J. Cicala, Vice President for University Life and Dean of Students, Alvernia University
  - Chris Hutchison, Director of Student Engagement, Chapman University
  - Laura Wilmarth Tyna, Director of Leadership, Service and Engagement, Elmhurst College
  - Katherine Nordyke, MLS, Director, Citizenship and Service-Learning, Missouri State University
  - Micki Meyer, Lord Family Endowed Director of Community Engagement, Rollins College
  - Thomas Schnaubelt, Ph.D., Executive Director, Haas Center for Public Service, Assistant Vice Provost for Student Affairs, Stanford University
  - Marianne Magjuka, Director of Campus Life, Wake Forest University
  - Frank P. Ardiolo, Ed. D., Vice President for Student Life, Winthrop University
- Lead institutions are connecting and sharing information about their efforts through weekly blog posts. The new NASPA website and Lead Initiative blog provides opportunities for increased professional development, information and idea sharing, resources, and feedback.

## Research & Policy Institute

### RPI Analysis of NASPA CSAO Census Survey

NASPA staff launched and closed the first annual NASPA CSAO Census Survey Project during this reporting period. Highlights of this ongoing project include:

- Analysis of the 2013 CSAO Census Survey data:
  - over 876 CSAOs responded to the survey, including 433 members and 443 non-NASPA members.
  - survey questions compiled data on demographics, student affairs divisional characteristics and budgets, importance of key issues in the next three years, self-assessment on competency areas, career aspirations, and salary data were included
  - results broken down by institution type, regional alignment, gender, ethnicity/race.
  - RPI staff will begin drafting an executive summary that will be made available to the public in March. A publication of greater length with salary data will be available to members only in the Spring of 2014.

# Technology

## 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 office. With the help of our website developers, Adpearance, created a website that is personalized, beautiful, and welcoming to NASPA members and non-members alike. NASPA staff is still in the process of working with Adpearance to implement even more robust analytics but in the meantime we're excited to share some other stats from just the past month:

- Knowledge Communities have already created a total of 468 blog posts.
- Regions have created a total of 213 blog posts.
- Divisions and Groups have created 29 blog posts.
- Since their creation, these posts have been viewed over 6,000 times.
- The new NASPA.org has been visited 137,283 times, with 83,000 unique visits. Those visitors viewed over 500,000 pages.

## Current Web Analytics

- *NASPA (Since June 1, 2013)*
  - 1,356,198 page views vs 1,191,959 same period last year, up 13.8%
  - 374,321 total visits vs 311,528 same period last year, up 20%
  - 193,881 unique visitors vs 159,169 same period last year, up 25%
  - Oct 1, 2013 launch date: 8,123 visits vs 3,961 Oct 1, 2012, up 105%
  - 46.5% new visits vs 43.9% same period last year, up 5.7%
  - Notable international visits:
    - Spain: Up 92% same period last year
    - Brazil: Up 30% same period last year
- *The Placement Exchange (Since June 1, 2013)*
  - 241,034 page views vs 226,147 same period last year, up 6.5%
  - 52,000 total visits vs 50,768 same period last year, up .6%
  - 23,775 unique visitors vs 23,326 same period last year, up 2%
  - 4.72 average number of pages viewed vs 4.45 same period last year, up 6%

## Twitter

- Since July 2013, our Twitter account has grown from 12,637 followers to 14,711 followers, a net gain of 2,074 followers.
- @NASPAtweets content is now a mix of general NASPA news, advertisement for upcoming events, and sharing of original content hosted on the new NASPA.org or 2014 NASPA Annual Conference websites.
  - This was one of the long-term goals within the Communications Team to direct traffic to NASPA.org instead of exclusively to third-party websites.
- *Current demographics:*
  - 56% Female, 44% Male - this is a +2% shift toward male followers
  - 25-34 at year olds = 46%
  - 35-44 year olds = 23%
  - 21-24 year olds = 16%
- Average response rate time of 22 minutes to Twitter followers. Recent research suggests that responses within 60 minutes have an incredibly positive impact on your brand image with customers. We will continue to make this a priority.

- Twitter continues to remain a valuable tool for sharing images with followers and building stronger bonds with members and non-members.

#### Facebook

- Since July 2013 the NASPA Facebook account has gained over 1,100 new likes for a total of 11,075 fans.
- Between June 14 and November 4, our Facebook page was viewed 465,200 times.
  - Of these views, 288,800 were organic meaning they appeared in users' feeds without the help of a friend taking an action on the post itself.
- *Current demographics:*
  - 64% Female, 36% Male, a +1% gain with females
  - 25-34 year olds most active group, followed by 18-24 year olds
  - United States-based English speakers is our predominant audience, with Chicago being our most active city.

## **Corporate and Foundation Relations**

#### Corporate Partners

9 total partners secured for 2014:

- E-Checkuptogo Programs
- The Spelman & Johnson Group
- Golden Key
- USA Today
- Sodexo Education
- Chartwells
- Aramark Higher Education
- Campus Labs (*tentative*)
- Life Advantages (*tentative*)

## **Membership**

#### Statistics

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

#### Initiatives

- Under a new Membership Director, the department continues to refine all membership processes, implementing new data fields/structures, and ensuring that all data is accurate and up-to-date.
- 2013 new Institutional Renewal process has been extremely successful with about 100 schools left to renew.
- The department is now focusing on new member recruitment, both at the individual and institutional levels.

## Finance

### Statistics

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

### Initiatives

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

## Scholarship

## Books

### Forthcoming Titles (2014)

*Executive Transitions in Student Affairs: A Guide to Getting Started as the Vice President*

Ainsley Carry, Editor

- January 2014 release date

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

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

- March 2014 release date

*Cool Passion: Challenging Higher Education*

By Arthur W. Chickering

- March 2014 release date

*Increasing Adult Learner Persistence and Completion Rates: A Guide for Student Affairs Leaders and Practitioners*

Marguerite McGann Culp and Gwendolyn Jordan Dungy, Editors

- August 2014 release date

*Leadership Portfolio for Innovation and Change*

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

- 2014 release date

*Alcohol and Other Drug Policies for Colleges and Universities*

By William DeJong

- 2014 release date

## Journals

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

## Leadership Exchange

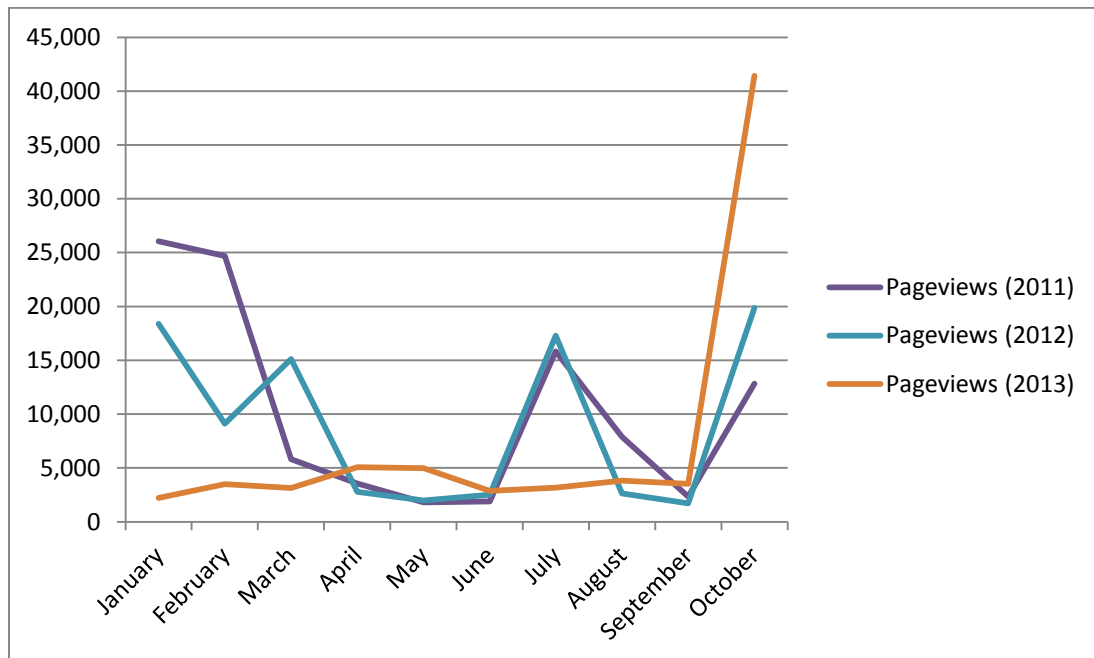
- *Leadership Exchange* magazine focuses on management and leadership issues for chief student affairs officers. It is entering its twelfth year of publication and continues to be published quarterly. The hardcopy is mailed to voting delegates and subscribers, and the digital edition is sent via e-mail to all NASPA members and subscribers.
- Members of the *Leadership Exchange* advisory board are: Patrick Day, Danny Pugh, Shannon Ellis, Celestino Limas, John Saddlemire, and Melissa Vito.
- NASPA staff conducted the first part of a two-part *Leadership Exchange* readership survey in summer 2013. A brief online questionnaire was sent to approximately 350 CSAOs. *Leadership Exchange* editorial staff is currently conducting personal interviews with a select group of CSAOs.
- The Fall 2013 issue—with a theme of new approaches to career preparation—was especially popular. As of 10/31/13, the Fall 2013 issue had received more than 35,000 pageviews and had been printed 733 times, downloaded 319 times, and shared 264 times.
- The following chart summarizes feature articles published in Volume 11 (2013):

Spring 2013 (Issue 1)
Reconnecting Higher Education to the World: Student Affairs Must Take Leading Role in Defining a New Model <i>Patrick K. Day</i>
The Perfect Marriage: New Positions Combine Student Affairs and Academic Affairs Expertise <i>Tammy M. Gocial, Steve Rook, and Mike Mullen</i>
Managing in the New Financial Normal: SSAOs Share Tips for Operating Mean and Lean <i>Zauyah Waite, Gail DiSabatino, Mary-Beth Cooper, John Laws, and Greg Sawyer</i>
A Pipeline for Student Affairs Professionals: NASPA Program Provides Hands-on Experience, Broadens Diversity of Profession <i>Jacob L. Diaz and Robert D. Kelly</i>
Summer 2013 (Issue 2)
Creating the Civic-minded Campus: NASPA's Lead Initiative Promotes Democratic Engagement <i>Laura E. Sponsler</i>
From Helicopter to Helpful: A Systemic Approach to Managing Parent Relationships <i>Kate Hetherington</i>
Data Mining: Striking Gold or Striking Out <i>John Lee and Mason Erwin</i>
Tackling Higher Education's Challenges: NASPA Excellence Award-winning Programs Boost Retention, Prepare Disadvantaged Youth, Educate Students About Alcohol Use <i>Nancy Grund</i>
Fall 2013 (Issue 3)
Student Success in College and Beyond: Employers Highlight Experiences That Matter Today <i>Debra Humphreys</i>
Liberal Education: A Pathway to Career and Life Success <i>Dr. Richard P. Keeling, Steve Neilson, Joseph DeSanto Jones, Jennifer Dickson, and A. Christine Priori</i>
Knocking at the College Door: Projections Point to Emerging Needs for Diverse Student Population <i>Sarah Ohle and Brian T. Prescott</i>
Changing Times for Career Services <i>Andrew Ceperley</i>

- The following chart shows issue e-mail open rates:

Issue	Deploy Date	Open Rate
Spring 2013 (Issue 1)	2/21/2013	29.74%
Summer 2013 (Issue 2)	7/11/2013	30.91%
Fall 2013 (Issue 3)	10/8/2013	31.31%

- The following chart shows total page views by month and year for the digital edition of *Leadership Exchange*:



## NASPA Lead Initiative

### Diversity & Democracy

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

### Lead Institutions Blog

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

## **Research and Policy Institute**

### Research and Policy Institute Sponsored Scholarship Projects

- The RPI is conducting a number of research projects that are in varying stages of completion or have recently been completed. Some of these are done in collaboration with external authors, and others completed by staff. All of these research and policy focused reports are on topics important to the student affairs field:
  - “5 Things Student Affairs Professionals Can do to Institutionalize Civic Engagement” – Edited brief authored by Drs. Matthew Hartley (University of Pennsylvania) and Laura Sponsler (NASPA) focused on lessons drawn from the research literature on effective means of institutionalizing civic engagement programming and learning opportunities across student affairs divisions. Released in August of 2013.
  - “Survey of NASPA and UPCEA Institutional Members Supports for Online Students” – Research project undertaken in partnership with InsideTrack and UPCEA on campus-based student supports and data collection procedures pertaining to online learners. Scheduled for release in early 2014.
  - “Legal Links – Student-to-Student Sexual Harassment” – Co-authored by RPI staff in partnership with Education Law Association experts. Trial brief, first in a series of student affairs focused legal issues briefs. Scheduled for release late November 2014.
  - “College Student Mental Health: A Primer for Presidents” - NASPA, APA, & ACE have partnered to answer President Obama’s call to launch a national conversation on mental health. RPI staff is working with NASPA and APA members on a new report, reviewing current trends in college student mental health and highlighting promising practices to contribute to student well-being. Expected release at NASPA Annual Conference in March 2014.
  - *5 Things Issue Briefs* are in process. Author discussions include disability supports, student veterans, and international students.
  - RPI staff has made many presentations at the Association for the Study of Higher Education (ASHE) conference, the Region 4W conference, the APCA southern regional conference, NASPA Law and Policy Conference.
  - RPI staff authored a book review of *Why Does College Cost So Much?* (Oxford University Press, 2010) to appear in *Journal of Student Financial Aid*.



## Knowledge Communities (KCs)

- In October 2013, the KCs released its signature online publication, *Excellence in Practice*, which features articles developed by all 27 Knowledge Communities. For the first time, authors were asked to identify a related professional competency area, and that information was published with articles. The publication is available on the main KCs page on the NASPA website: <http://www.naspa.org/constituent-groups/kcs>.

## NUFP (NASPA Undergraduate Fellows Program)

### NUFP Welcome Packets:

- An itinerary calendar of all important deadlines for the program, NUFP stUFP, was created again for the 2013-2014 academic year.

### NUFP Notes:

- In an effort to increase communication about unique offerings to NUFP fellows, NUFP Notes were continued. This monthly newsletter covers specific things for NUFP Fellows. NUFP is using the new blog feature on the new website to communicate with membership. The following are the NUFP notes for the 2013 year thus far:
  - <http://www.naspa.org/constituent-groups/posts/1314SeptNote>
  - <http://www.naspa.org/constituent-groups/posts/1314OctNote>
  - <http://www.naspa.org/constituent-groups/posts/1314NovNote>

## Corporate and Foundation Relations

### Leadership Exchange Advertising

- Advertising continues to stay steady for the *Leadership Exchange*, total revenue \$15,775 (Fall 2013 issue only)
  - 3 new advertisers in this issue

## Foundation Research Grants

- Foundation Board reviewed 51 Channing Briggs Small Grants proposals and approved 8 grants for a total award of \$18,687, from the July 2013 proposals. Last year the Board reviewed 27 applications.
- In September 2013, the Board voted not to fund large grant proposals for January 2014.
- Recipients for July 2013 Channing Briggs Small Grants include:

Researcher	Title	Awarded
Appel-Silbaugh, Cara, Associate Dean of Students, Georgia Institute of Technology	<i>Within scope but out of sight: A study of wellness culture at a high achieving STEM institution</i>	\$2,000
Chinn, Nancy, Chair, Disability Resources Department/Disability Specialist, Santa Rosa Junior College	<i>Concussion Knowledge and Community College Student-Athletes: Uncovering Factors that Influence Self-Reporting</i>	\$3,275
Gipson Jr, John, Undergraduate Teacher Education Student Services Specialist, Grand Valley State University	<i>A Comprehensive Investigation of High-Achieving African American Students Attending Community Colleges: A Mixed Methods Research Study</i>	\$3,000
Jodoin, Elizabeth, Staff Counselor, The University of North Carolina at Greensboro	<i>Assisting Distressed College Students: Assessment of an Online Interactive Training for Student Support Professionals</i>	\$2,496
McGuire, Keon, Doctoral Candidate, University of Pennsylvania	<i>The Stories We Tell</i>	\$916
Poon, OiYan, Assistant Professor, Loyola University Chicago	<i>Student-initiated conferences: A phenomenon of Asian American student agency and community leadership</i>	\$1,500
VanDerLinden, Kim, Assistant Professor, Northern Arizona University	<i>The Role of Student Affairs Divisions in Regional Accreditation</i>	\$2,000
Whitford, Heidi, Assistant Professor, Barry University	<i>Contextualizing the Higher Education Opportunity of Undocumented Students in Florida: Perspectives of Student Services Administrators</i>	\$3,500

## Foundation Newsletters

- The Foundation Development officer has created a bi-weekly Foundation newsletter to be sent to all NASPA members.
- This memo will provide updates on Foundation related activities and involvement.

## Professional Development

### Student Affairs Certificate Program in Law and Policy

*June 5-9, July 8-12, 2013, ♦ Sirata Beach Resort and Conference Center, St. Pete Beach, Florida*

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

### 27<sup>th</sup> NASPA Richard F. Stevens Institute

*July 17 – 21, 2013 ♦ Laguna Cliffs Marriott Resort & Spa, Dana Point, California*

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

### 2013 Student Affairs Fundraising Conference

*July 21-23, 2013 ♦ Louisiana State University, Baton Rouge, LA*

- Annual program sponsored in conjunction with the Student Affairs Fundraising and External Relations Knowledge Community.
- Sara Hartley, Chair of the Student Affairs Fundraising and External Relations KC, chaired this year's conference. Jamie Segar, Director of Development, Office of the Vice Chancellor, LSU Student Life & Enrollment, served as our host at LSU.
- Dr. Ajay Nair, Senior Vice President and Dean of Campus Life, Emory University in Atlanta, Georgia, served as the feature speaker for this conference.
- There were 80 participants in 2013. There were 62 participants in 2012.
- Planning for the 2014 conference is underway.

### 2013 Institute for New CSAOs

*October 6 – 9, 2013 ♦ Capital Hilton, Washington, D.C.*

- This signature NASPA program is sponsored by the James E. Scott Academy.

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

#### NASPA Student Affairs Law & Policy Conference

*October 20 – 22, 2013 ♦ Hotel Viking, Newport, Rhode Island*

- This was the first time this event has been held in October; previously this event was held in December.
- There were 121 people registered for the event. There was one pre-conference: Higher Education Law 101 which had 21 participants registered.
- Association for Student Conduct Administration, (ASCA) is a contributing sponsor to this event. The National Association of College and University Attorneys (NACUA) was also a sponsor for this event. This partnership directly relates to the NASPA Strategic Plan, Goal Four, Objective 4.2, to increase collaboration and partnerships with higher education and other organizations.
- Louis Soares, Vice President for Research, Policy, and Strategy, American Council of Education was the opening keynote speaker and Kenneth Elmore, Dean of Students, Boston University was the closing speaker.
- Presenters for the NASPA Student Affairs Law & Policy Conference included:
  - Heath Boice Pardee, Interim Vice President for Student Affairs, Rochester Institute of Technology
  - Bobby Colón, General Counsel, Rochester Institute of Technology
  - Josh Dermott, Assistant Director of Legal Resources – Information at the National Association of College and University Attorneys (NACUA)
  - Kenneth Elmore, Dean of Students, Boston University
  - Lisa Erwin, Vice Chancellor for Student Life, University of Minnesota - Duluth
  - John Graff, Attorney, Hirsch Roberts Weinstein LLP
  - Leslie Gomez, Partner, Pepper Hamilton LLP
  - Paul Lannon, Partner, Holland and Knight, LLP
  - Beverly Ledbetter, Vice President and General Counsel, Brown University
  - William McCants, Senior Attorney, U.S. Department of Education Office of Civil Rights
  - Olabiia "Bisi" Ladeji Okubadejo, Attorney, Ballard Spahr, LLP
  - Edward Smith, Senior Policy Analyst, NASPA
  - Gina Maisto Smith, Partner, Pepper Hamilton LLP
  - Louis Soares, Vice President for Research, Policy, and Strategy, American Council of Education
  - Brian Sponsler, Vice President for Research and Policy, NASPA
  - Jeffery C. Sun, Assistant Professor of Educational Leadership & Affiliate Professor of Law, University of North Dakota

### 2013 NASPA Multicultural Institute

*December 5 – 7, 2013 ◊ JW Marriott Resort and Spa, Las Vegas, NV*

- Biennial event co-sponsored with the National Coalition Building Institute (NCBI) and the Social Justice Training Institute (SJTI)
- Co-sponsored with the Knowledge Communities:
  - Crasha Perkins, African American Knowledge Community
  - Laura Cummings, Disability Knowledge Community
  - Chris Mosier, Gay, Lesbian, Bisexual, and Transgender Issues Knowledge Community
  - Jacinda, Felix Haro, Latino/a Knowledge Community
  - Aaron Voyles, Men and Masculinities Knowledge Community
  - Daviree Velazquez, Women in Student Affairs Knowledge Community
  - Jerry Basford, Spirituality and Religion in Higher Education Knowledge Community
  - Queena Hoang, Asian Pacific Islander Knowledge Community
  - Freda Gipp, Indigenous Peoples Knowledge Community
- Marielena Hincapie, Executive Director of the National Immigration Law Center, Dr. Gwendolyn Dungy, Executive Director Emeritus – NASPA, Thomas, Carroll, Student, - Northwestern University and Lee Mun Wah, Diversity Trainer, will serve as featured speakers.
- Call for Programs: 119 programs submitted, 46 programs accepted.
- Registration: 326 currently registered; 278 total registrants in 2011.

### Women's Leadership Institute

*December 3 – 6, 2013 ◊ Ritz Carlton, Amelia Island, Florida*

- NASPA is partnering with ACPA, ACRL, ACUHO-I, ACUI, APPA, NACUBO, and NAEP, for the 2013 Women's Leadership Institute. This partnership directly relates to the NASPA Strategic Plan, Goal Four, Objective 4.2, to increase collaboration and partnerships with higher education and other organizations.
- Marisa Rivera will be the keynote speaker.
- There are currently 136, 20 are NASPA members.

## **NUFP (NASPA Undergraduate Fellows Program)**

### NASPA Annual Conference:

- The Undergraduate Student Conference will be hosted by Morgan State University the Saturday and Sunday before the NASPA Annual Conference. All undergraduates, including NUFP fellows, will be invited to register. Dr. Tiffany Davis, Teaching Assistant Professor of Higher Education in the Department of Leadership, Policy and Adult and Higher Education at North Carolina State University, is serving as chair.
- NUFP Fellows and Mentors will have a networking reception Friday evening before the pre-conference hosted by University of Baltimore.
- NUFP will continue having "NUFP Buddies," NUFP alumni who will serve as guides on site at the Annual Conference for NUFP fellows in attendance.
- NUFP will celebrate its 25<sup>th</sup> anniversary starting at the 2014 Annual Conference. The events will occur throughout the year, including at regional conferences. The celebration will culminate at the 2015 NASPA Annual Conference.

### Summer Internship Process:

- Host applications for the 2014 NUFP Summer Internship are due on January 6, 2014.

- The NUFP Board will intentionally reach out to new institutions for the NUFP Internship program, including Community Colleges and International Members.

#### Dungy Leadership Institute

- The 2013 DLI was held at Iowa State University with Tonantzin Oseguera, Dean of Students, California State University, Fullerton, serving as Institute Director. The faculty for the program is available in the 2013 Summer Board Report.
- The 2014 DLI will be held at The University of Utah. Dr. Oseguera will again serve as institute director.
- Applications to serve as faculty for the 2014 DLI are posted on Volunteer Central, with a deadline of December 16, 2013.
- Applications to host the 2015 DLI have a priority deadline of November 26, 2013 and a final deadline of December 19, 2013.

## **Future Conferences, Workshops and Institutes**

#### 2014 Alice Manicur Symposium for Women Aspiring to be CSAOs

*January 12 – 15, 2014 ♦ Sheraton Sand Key Resort, Clearwater Beach, FL*

- The Symposium Director for 2014 is Helen Matusow-Ayres, Vice President for Student Affairs at Pratt Institute.
- A record number of 105 people applied for the Symposium and 89 were invited to attend.
- Faculty selected for the 2014 Aspiring Institute include:
  - Mary Coburn, Vice President for Student Affairs, Florida State University
  - Berenecea Johnson Eanes, Vice President for Student Affairs, Cal State Fullerton
  - Sarah Neill, Dean of Students, Simmons College
  - Ellen Neufeldt, Vice President for Student Engagement and Enrollment Services, Old Dominion University
  - Laura Wankel, Vice President of Student Affairs, Northeastern University
  - Julie Wong, Regional Associate Vice Chancellor, University of South Florida, St. Petersburg

#### 2014 Mental Health Conference & 2014 NASPA Alcohol, Other Drug Abuse, and Violence Prevention Conference

*January 16 – 18, 2014 ♦ Loews Coronado Bay Hotel, San Diego, CA*

- The Mental Health and Alcohol & Other Drug Abuse and Violence Prevention Conferences will be held simultaneously this year in San Diego, California.
- 536 people are registered to attend the Mental Health & AODV Conferences.
- Speakers include:
  - Opening Panel
    - Javaune Adams-Gaston, The Ohio State University
    - Rich Lucey, SAMHSA
    - Jason Kilmer, University of Washington
    - Kevin Kruger, NASPA President
  - Pamela Hyde, Administrator for the Substance Abuse and Mental Health Services Association
  - Doris Fuller, Executive Director, The Treatment Advocacy Center
  - Susan Tapert, University of California, San Diego

- Mental Health Panel – White House Initiative on Mental Health Report
- Melissa Lewis, University of Washington
- AUCCCD, BACCHUS, the Suicide Prevention Center, and SAMHSA are cooperating sponsors for this event.
- 105 programs submitted to the event with 85 programs accepted.

#### 2014 NASPA AVP Institute - Excellence in the “Number Two” Role

*January 19 – 21, 2014 ◊ Hyatt French Quarter, New Orleans, Louisiana*

- 34 participants are currently registered for this event.
- This Institute is a new NASPA initiative for both new and seasoned AVPs or “number twos.”
- Institute faculty include Penny Rue, Wake Forest University; Lori White, Southern Methodist University; Jason Pina, Bridgewater State University; Amy Hecht, Auburn University; Ashanti Hands, San Diego Mesa College; and Greg Naylor, The University of the Arts.
- Institute topics will include:
  - Thinking and acting strategically
  - Team dynamics
  - Organizational change
  - Resource management
  - Professional and personal planning
  - Campus politics
- A pre-institute session for new AVPs will be offered.

#### The Placement Exchange

*March 12-16, 2014 ◊ Baltimore Convention Center, Baltimore, MD*

- The TPE Committee met in Baltimore, MD, in July to discuss plans and map out the space.
- At the time of this report, there were 116 Candidates; 28 Positions; 82 Tables (69 Standard and 13 Premium) registered for Baltimore.

#### 2014 NASPA Annual Conference

*March 15-19, 2014 ◊ Baltimore, MD*

- As of this report, current number of registrants is 1,016, as compared to last year at this time with 1,253 registrants.
- Hotel rooms are picking up steadily with 727 rooms reserved on peak-nights out of a total of 2,001 rooms. Last year, at this time, there were 740 rooms reserved.
- After a successful transition to a new registration and check-in process, we continue to use Event XL. The system is owned and operated by Experient, Inc., with whom we already have a relationship for sourcing, housing, and annual conference logistics. This integration allows conference registrants to register and reserve hotel rooms in one seamless process.
- In addition the CSAO Lounge, we will once again host a Faculty Lounge. The lounge will be available on Monday and Tuesday.
- An array of featured speakers has been identified for the conference, Wes Moore, Writer, “*The Other Wes Moore*,” will be the opening speaker. Closing the conference will be Jon Lovett, former speech writer for President Obama. The remaining speakers for Monday and Tuesday will be Freeman Hrabowski, President, University of Maryland-Baltimore County; George Siemens, Founding Member and President, Society for Learning Analytics Research; a Panel on the Future of Student Affairs Graduate Preparation Programs moderated by Larry Roper, Vice Provost for Student Affairs at Oregon State University and Pat Whitely, Vice President for

Student Affairs at University of Miami; Louis Soares, Vice President for Policy, Research, and Strategy at the American Council on Education (ACE); Debra Humphreys, Vice President for Policy and Engagement, AAC&U; and Elisabeth Mason, CEO and Founder, Single Stop USA.

- A new call for programs tool was created for the 2014 NASPA Annual Conference. With the addition of the new NASPA website, the call for programs tool allowed program presenters to submit their programs under their NASPA member profile. With this addition, presenters were able to see all of their program submissions under the “Member Engagement” section of the new NASPA website, which allowed for easier access to their submissions. With the new call for programs tool being linked to our membership database, members are able to update their contact information in their member profile, and any updates will automatically be changed in the call for programs tool.
- New innovative programming has been incorporated into the Annual Conference. Traditional 60 minute sessions have been scaled down to 50 minute sessions and the following program types have been added to the schedule:
  - Member Choice Sessions – The hottest topics and interests decided by members. NASPA Members will vote on suggested sessions and the winning ideas will be moderated by top leaders in those topic areas.
  - SA Speaks – These are “Ted Talk” type sessions, on hot topics in Higher Education. They are short 10-15 minute sessions.
  - Innovation Labs – Attendees will have the opportunity to see different innovative ways to serve students. This 2-hour time block will take a more interactive, hands-on approach with innovative technology and formats; Individuals will walk away with practical ideas for future success.
- Pre-conference workshops were posted and available for registration October 1, 2013:
  - Full-day Pre-conference Submissions - 17
  - Accepted - 14
  - Half-day Pre-conference Submissions - 41
  - Accepted - 16
- The Program Committee met in October to review and select the educational programs:
  - Program Reviewers - 1,095
  - General Interest Program Submissions - 906
  - Accepted 269
  - KCs General Program Submissions 299
  - KCs Sponsored - 72
  - General Interest Accepted - 126
  - Poster Session Submissions - 52
  - Accepted - 30
  - SA Speaks Submissions - 18
  - Accepted - 4
  - Scholarly Paper Submissions - 39
  - Accepted – At the time of this report, these are still under review.

#### Campus Tours

*March 15, 2014 ♦ Baltimore, MD*

- Priscilla Mint of Harford Community College and Scheherazade Forman of Prince George’s Community College, both of the local arrangements committee, are chairing campus tours.



- Morgan State University, Johns Hopkins University, Loyola University, and MICA will host campus tours.

### International Symposium

*March 15 – 16, 2014 ♦ Baltimore, MD*

- The International Symposium was created 19 years ago to facilitate the advancement of a global discussion and worldwide understanding of student affairs as a field, and, in many countries, a profession. The Symposium is a dynamic program featuring prominent speakers, panels of distinguished professionals from around the world, and interactive, engaging roundtable discussions.
- David Adams, Pittsburg State University, and Jacqueline Beaulieu, University of British Columbia, have been chosen as the 2014 and 2015 Symposium Directors.

### Doctoral Seminar

*March 16, 2014 ♦ Baltimore, Maryland*

- The Doctoral Seminar was created to give graduate students, who are either pursuing or thinking of pursuing a doctorate degree in higher education, support and information to help them through the process. A panel of faculty and doctoral students will discuss their experiences and the activities/strategies that will assist participants in meeting their doctoral student goals. The seminar will include small group time to network with faculty and doctoral student peers.
- 2014 Doctoral Seminar chairs are Tony Cawthon, Clemson University and Phyllis McCluskey-Titus, Illinois State University.
- The application process is currently in process.

### Faculty Fellows

The Faculty Fellows are in the planning process for the following programs that will take place at the NASPA Annual Conference:

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

### Faculty Council and Assembly

The Faculty Council and Assembly are in the planning process for the following programs that will take place at the NASPA Annual Conference:

- Student Affairs Preparation Programs & NASPA/ACPA Professional Competencies: Context and Strategies for Implementation
- Pathways to the Professorship: From Administrator to Faculty
- Leading the Future: Developing International Study Opportunities for SAA Programs

### National Conference for College Women Student Leaders (NCCWSL)

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

- NASPA and AAUW partner to host the National Conference for College Women Student Leaders. 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.

- 2014 NCCWSL chair-elect is Becky Kenemuth, Associate Director for Undergraduate Advising and Academic Support, University of Maryland, College Park and the chair-elect is Tiffany Sanchez, Associate Dean of Campus Programming, John Hopkins University
- The NCCWSL Committee is currently contacting potential Women of Distinction and keynote speakers.
- The Call for Programs submissions and Call for Reviewers will open December 6, 2013.

#### NASPA Civic Learning and Democratic Engagement (CLDE) Conference

*June 12-14, 2014 ♦ Miami, FL*

- NASPA will host the 2<sup>nd</sup> CLDE Conference this summer, June 12-14, 2014 in Miami, FL at the Hilton Miami. This professional development opportunity is designed to educate participants about CLDE, the role of student affairs in this work, as well as enhance the work of participants in assessment, community partnerships, and how to engage diverse students.
- The deadline for the Call for Programs is January 24, 2014 and the conference will include approximately 40 one-hour educational sessions, five roundtable discussions, six mini-institutes, and one panel discussion including local community partners.
- Prospective featured presenters and speakers may include:
  - Bob Reason, Associate Professor of Student Affairs and Higher Education, Iowa State University
  - Pat Whitely, Vice President of Student Affairs, Miami University
  - Kevin Kruger, President, NASPA
  - Community Partnerships Panel (gathered from local Miami institutions)

#### NASPA Assessment & Persistence Conference

*June 19-21, 2014 ♦ San Antonio, TX*

- Planning is underway for the 2014 event in San Antonio.
- This professional development opportunity is designed for seasoned practitioners, as well as for those new to the assessment and persistence fields. Topics include basics of assessment, integrated data for decision making, persistence of special student populations, and integrated assessment and persistence efforts.
- Partnering KCs include the Student Affairs Partnering with Academic Affairs KC and the Assessment, Evaluation and Research KC. For the persistence conference, many KCs have been recruited for the committee including: African American, Asian Pacific Islanders, Indigenous Peoples, Latino/a, Men and Masculinities, and MultiRacial.
- The Call for Programs is due January 24, 2014 and the program will include approximately four pre-conference workshops, 40 concurrent sessions, eight mini-institutes, six roundtable sessions, and poster sessions.
- Alexander Astin, Allan M. Carteris Professor Emeritus, UCLA will be the opening keynote speaker for this event.
- Additional prospective featured speakers may include:
  - Anthony Lising Antonio, Associate Professor, Stanford University.
  - Luis Ponjuan, Associate Professor, Texas A&M University, Research and Policy Institute Board Member, NASPA.
  - Belle Wheelan, President, Southern Association of Colleges and Schools Commission on Colleges.

### 2014 NASPA Small Colleges and Universities Institute (SCUI)

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

- This biennial program is sponsored by the Small Colleges and Universities Division.
- Barbara Avery (Occidental College) and Jim Hoppe (Macalester College) serve as institute planning team co-chairs.
- The institute will focus on four content areas:
  - Shifts in higher education and their impacts on student affairs,
  - Civic learning and democratic engagement,
  - Changing student demographics, and
  - Managing critical incidents on campus.

### 2014 NASPA Institute on the College Presidency

*July 9 – 12, 2014 ♦ Location TBD*

- This is a new initiative of the James E. Scott Academy.
- Brian Haynes, Vice President for Student Affairs, California State University-San Bernardino and Kathleen Hetherington, President, Howard Community College serve as the institute co-directors.
- The institute has four modules:
  - Preparing for the presidency,
  - Securing the presidency,
  - Fundamentals of the presidency, and
  - Success in the presidency.

### Global Summit on Student Affairs and Services

*Tentative dates: September 24-26, 2014 ♦ Rome, Italy*

- NASPA and the International Association of Student Affairs and Services (IASAS) hosted this first-ever gathering of student affairs and services association representatives from around the world in September of 2012.
- ANZSSA (Australia/New Zealand), DSW (Germany), and EucA (Italy) submitted proposals to host the 2014 Global Summit.
- EucA in Italy was selected by the Global Summit Committee and planning is underway.

### Leadership Educators Institute

*December 11– 13, 2014 ♦ Texas Christian University, Fort Worth, Texas*

- Bi-annual program sponsored in conjunction with ACPA and the NCLP (National Clearinghouse on Leadership Programs).
- Dr. Barry Posner, author of *The Leadership Challenge*, has been confirmed as the featured speaker.

## **International Exchange Program**

- Currently have 7 International Exchange Agreements with sister organizations worldwide.
- 2013 Exchanges
  - Outbound Exchanges
    - MEXICO-October 14-18, 2013: A 5-person NASPA delegation visited Mexico from October 14 -18, 2013. The delegates were be hosted by The Institutoe Tecnológico y de Estudios de Monterrey (ITESM) and visited Guadalajara, Leon, Mexico City and Queretaro. A daily blog was submitted by participants of the

exchange: <http://www.naspa.org/constituent-groups/institutions/international-advisory-board>

- NEW ZEALAND-December 2013: A 3-person NASPA delegation will be visiting Wellington, New Zealand, December 2013 (dates to be determined). The delegates will be hosted by the Australia and New Zealand Student Services Association (ANZSSA). The majority of the exchange will take place during ANZSSA's biennial conference.
- February 2014: A 3 to 5 person NASPA Delegation will be traveling to Germany.
- Inbound Exchanges
  - March – 2014 – ANZSSA will send a delegation to visit Regions II and III.
  - April 2014 – CSSI will visit Region I.

## Online Programming

*Web Series: Building an Assessment Culture on your Campus*  
October 24, November 13, December 4, 2013 ♦ Online

- The NASPA Office is partnering with the Assessment, Evaluation and Research KC on this three-part webinars series that will occur. 32 people are registered for all three the webinars.
- *Assessment 101: How do we know we are doing what we say we are doing?*
  - *Presenter: Stacy Ackerlind, Special Assistant to the Vice President and Director of Assessment, University of Utah*
- *Creating and Sustaining a Culture of Assessment in Student Affairs*
  - *Presenter: Brenda Woods, Director of Research and Assessment for Student Affairs, Georgia Tech*
- *Assessment 2.0: Innovative Strategies for Student Affairs Assessment*
  - *Presenter: Michael N. Christakis, Assistant Vice President for Student Success, University of Albany*

*Beyond Binaries: Supporting Bisexual, Pansexual, Fluid, and Queer (BPFQ) Identified Students*  
September 23, 2013 ♦ Online

- This webinar was sponsored by the Gay, Lesbian, Bisexual and Transgender Knowledge Community and was free for NASPA members to attend.
- 477 people registered.

*A Synergistic Approach to Higher Education: Academic and Student Affairs*  
October 29, 2013 ♦ Online

- This webinar was sponsored by the Student Affairs Partnering with Academic Affairs Knowledge Community and was free for NASPA members to attend.
- 305 people registered.

### NASPA Community Colleges Online

- October – Careers in Student Affairs Month (CSAM) – *Working at Community Colleges, and Student Conduct at Community Colleges*. Dr. John Laws, SSAO representative, Ivy Tech Community College, Kristina Testa-Buzzee, Region I representative, Norwalk Community and Wanda Reyes-Dawes, Manchester Community College served as facilitators. 113 participants.
- November – Crowd Sourcing Accessibility and Service Learning – Nancy Singer, Region V Representative, Salt Lake Community College is serving as lead.

- February 2014 – Student Conduct Issues - Carla Stein, Region IV-W representative, Front Orange Community College is serving as lead.
- April 2014 – Student Conduct Issues – Ashley Knight, Region IV-E, Harper College is serving as lead.

## **Investing in Our Future Webinar Series**

- In effort to increase programming for undergraduate and graduate members of NASPA, this webinar series, created to address the basic-level competencies of the Professional Competencies for Student Affairs Practitioners, will be continued for a third year.
- A Call for Programs was sent to all membership and garnered 15 program proposals.
- Webinars will begin in the month of November and go until May 2014.

## **Technology**

### New Web Platforms

- To coincide with the launch of the new naspa.org, NASPA IT rebuilt all existing website platforms, including the Call for Programs and the Meeting Request Tool.

## **Corporate and Foundation Relations**

### NASPA Annual Conference Exhibits

- 87 exhibitors representing 99 booths (\$173,080), as of November 1

### NASPA Annual Conference Sponsorships

- 24 sponsors (\$123,750 in combined cash and cash-in-kind value), as of November 1
  - Opening Keynote Speaker: Chartwells (\$20,000)
  - Conference Stipends: Golden Key (\$11,250)
  - Community Service Project: Golden Key (\$10,000)
  - Leadership Dinner: Aramark Higher Education (\$10,000)
  - NUFP Program: Sodexo Education (\$10,000)
  - CSAO Reception: EdR (\$10,000)
  - CSAO Reception: EBI Map-Works (\$10,000)
  - Exhibit Hall Gift Card Raffle: 3<sup>rd</sup> Millennium Classrooms, Aetna Student Health, BLU SKY, Student Health 101, Give Gab, Drexel University Online (\$14,000)
  - CSAO Lounge: NPC/NIC (\$7,500)
  - CSAO Lounge: On Campus Marketing (\$5,000)
  - Conference Mobile App: Everfi (\$5,000)
  - Ice Cream Break: NCAA (\$5,000)
  - Fraternity and Sorority KC Reception: NPC/NIC (\$2,500)
  - Outstanding New Professional Award: Spelman & Johnson (\$2,500)
  - Community College Institute: USA Today (\$1,000)
  - CSAO Lounge Furniture: Adden Furniture (in-kind)
  - 2013 CSAO Gift: Eco Promotional Products (in-kind)
  - 2013 Polo Shirts: Halo Branded Solutions (in-kind)
  - Conference Lanyards: publicidentity: (in-kind)

### NASPA Annual Conference Program Book Advertising

- 9 advertisers (\$8,900), as of November 1

#### Other Exhibits and Sponsorships, as of November 1

- *2013 Multicultural Institute*: 1 sponsor, total revenue \$2,500
- *2014 Institute for the College Presidency*: 2 sponsors, total revenue \$5,500
- *2014 Assessment & Persistence Conference*: 1 sponsor, total revenue \$2,500
- *2014 Mental Health and Alcohol, Other Drug and Violence Prevention Conference*: 6 exhibitors and 2 sponsors, total revenue \$15,400
- *2014 AVP Institute*: 2 sponsors, total revenue \$5,000
- *2014 Institute for New CSAOs*: 2 sponsors, total revenue \$4,500
- *2014 Manicur Symposium*: 1 sponsor, total revenue \$2,500

### **Regions**

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

#### 2013 Region IV-East Conference, November 3-5, 2013

- The 2013 Region IV-East Conference took place on November 3-5 at the DoubleTree by Hilton Hotel Chicago, in Skokie, Illinois.
- The conference theme was “Courageous Voices: Take a Stand. Make a Choice.”
- There were 495 attendees for this event.

#### 2013 Region IV-West Conference, November 5-7, 2013

- The 2013 Region IV-West Conference took place on November 5-7 at the Embassy Suites and Convention Center in Hot Springs, Arkansas.
- The conference theme was “Reflections on Leadership.”
- There were 385 attendees for this event.

#### 2013 Western Regional Conference, November 6-9, 2013

- The 2013 Western Regional Conference took place on November 6-9 at the Little America Hotel in Salt Lake City, Utah.
- The conference theme was “Landscapes: Purpose. Perspectives. Possibilities.”
- There were 572 attendees for this event.

#### 2013 Region I Conference, November 17-20, 2013

- The 2013 Region I Conference took place on November 17-20 at The Samoset Resort in Rockport, Maine.
- The conference theme was “Be Inspired.”
- There were 450 attendees for this event.

#### 2014 Region III Alabama State Drive In Conference, January 24, 2014

- The 2014 Region III Alabama Drive IN will take place on January 24 at Birmingham-Southern College in Birmingham, Alabama.
- The conference theme is “Thriving in a Changing Landscape.”
- Online registration is currently being created. There are currently no registrants.

#### 2014 Region III Kentucky State Drive In Conference, January 27, 2014

- The 2014 Kentucky State Drive In Conference will take place on January 27, 2014 at Bellarmine University in Louisville, Kentucky.
- The conference theme is “Compliance in Student Affairs.”
- Online registration is currently being created. There are currently no registrants.

#### 2014 Region I Multi-KC Drive In, January 31, 2014

- The 2014 Region I Multi-KC Drive In is being hosted by the Asian Pacific Islander KC, African American KC, and Latino/a KC at the College of the Holy Cross, Hogan Campus Center in Worcester, Massachusetts.
- The conference theme is “Leveraging Your Racial/Ethnic Identity For Career Advancement.”
- Online registration is currently being created. There are currently no registrants.

#### 2014 Region V Power of One Conference, April 3, 2014

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

## **Past Regional Events**

#### 2013 Region III and SACSA New Professional’s Institute, June 17-21, 2013

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

#### 2013 Region V SSAO Retreat, June 19-21, 2013

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

#### 2013 Region III and SACSA Mid-Managers Institute, June 22-27, 2013

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

#### 2013 Region VI Southern California Drive-In Conference, July 18, 2013

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

#### 2013 Region V Utah Conference, October 4, 2013

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

#### 2013 Region II Careers in Student Affairs Conference, October 4, 2013

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

#### 2013 Region I MMKC Drive In, October 4, 2013

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

#### 2013 Region VI IEKC Drive In, October 11, 2013

- The 2014 Region VI International Education Knowledge Community Drive In took place on October 11, 2013 at the University of Southern California in Los Angeles, California.
- The conference theme was “Improving Services for International Students (ISIS).”
- There were 76 attendees.

#### 2013 Region I APIKC Drive In, October 11, 2013

- The 2013 Region I Asian Pacific Islander Knowledge Community Drive In took place on October 11, 2013 at Northeastern University in Boston, Massachusetts.
- The conference theme was “Visibility, Vision, and Voice.”
- There were 12 attendees registered through NASPA, other attendees registered through the campus sponsor.

#### 2013 Region III Florida Drive-In Conference, Anti-Hazing Summit and Undergraduate Symposium, October 17-19, 2013

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

#### Cancelled Events

#### 2013 Region III North Carolina Drive In, October 4, 2013

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



## **NUFP (NASPA Undergraduate Fellows Program)**

### Sodexo/NUFP Partnership:

- Sodexo, Inc. has renewed its commitment of \$10,000 to NUFP for the 2013-2014 year. This money will be used in the following ways:
  - Annual Conference Attendance Stipends: \$6,000 (8 students at \$750/each)
  - Graduate School Scholarships: \$4,000 (2 at \$2,000/each)

### Capstone On-Campus Management/NUFP Partnership:

- Capstone has renewed its commitment of \$5,000 to NUFP and the Undergraduate Pre-Conference for the 2013-2014 year. This money will be used in the following ways:
  - Undergraduate Pre-Conference Attendance Stipends: \$5,000 (20 students at \$250/each). These scholarships are available for both NUFP Fellows and NASPA Undergraduate Members.

## **Careers in Student Affairs Month (CSAM)**

In celebration of Careers in Student Affairs Month, NASPA hosted seven free webinars for the profession. These were open for both members and non-members. NASPA staff is currently working on an outreach plan to convert non-member CSAM registrants programs to NASPA Members.

### Programs included:

- Student Affairs: Gladiators in Polos
  - 353 sites registered; 101
  - Panelists included:
    - Sue Borrego, Vice President for Enrollment Management & Student Affairs, California State University-Dominguez Hills
    - Tiffany J. Davis, Teaching Assistant Professor, North Carolina State University
    - Jim Hoppe, Dean of Students, Macalester College
    - C.J. Mathis, Academic Counselor TRiO Student Support Services, Austin Peay State University
    - Viraj Patel, Community Director, *Georgetown University*
- Confessions, Tips, and Hard-Earned Lessons of a New Professional
  - 516 sites registered; 75 viewed recording.
  - Panelists included:
    - Lauren Hatfield, Doctoral Student, Virginia Tech
    - Maureen Grewe, Coordinator of Student Conduct and Behavioral Intervention, University of South Carolina
    - Lucy Fort, Assistant Director of Educational Programs and NASPA Foundation, NASPA
    - Mindy Rouillard, Community Director, North Carolina Central University
    - Natalie Cruz, Coordinator for International Student Life, Emory University
- Student Affairs Job vs. Career: The Choice to Work Full-Time or Attend Graduate School
  - 255 sites registered; 24 viewed recording.
  - Panelists included:
    - Phyllis McCluskey-Titus, Associate Professor, Illinois State University
    - Frank Cuevas, Executive Director of University Housing, University of Tennessee-Knoxville

- Corey A. King, Associate Vice President & Dean of Students, Florida Atlantic University
- Making the Most of your Career: Navigating your NASPA Membership
  - 289 sites registered, 17 viewed recording.
  - Panelist included:
    - Nathan Victoria, Director of Member Engagement and Student Initiatives, NASPA
- The Future of Student Affairs
  - 655 sites registered; 21 viewed recording.
  - Panelist included:
    - Kevin Kruger, President, NASPA
- The Community College as a Career Choice!
  - 397 sites registered; 32 viewed recording.
- Six Minutes in our Shoes: Finding the Right Job Fit
  - 432 sites registered; 3 viewed recording.
  - Panelists included:
    - Andrew Hibel, Chief Operating Office, HigherEdJobs.com
    - Mike Knox, Assistant Vice President for Student Affairs, University of Texas at Arlington (NODA)
    - Tom Ellett, Senior Associate Vice President for Student Affairs, New York University (ACUHO-I)
    - Sandra Rouse, Director of Education and Research, NACA
    - Chris Loschiavo, Associate Dean of Students and Director of Student Conduct and Conflict Resolution, University of Florida (ASCA)
    - Jeremiah Shinn, Director Student Involvement & Leadership Center, Boise State University (AFA)

## **Research and Policy Institute**

- *Please see discussion of RPI activities and contributions to advocacy listed under the Strategic Planning Goals in the next section.*

Goal 1

1. Build the capacity to create knowledge and use data to provide evidence that will support excellence in practice.

*Objectives*

- 1.1 Be the primary source of data on the experience of college and university students.

Research and Policy Institute

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

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

Research and Policy Institute

- Publishing the “5 Things Issue Brief Series” to link the research, policy, and practitioner spaces to support and demonstrate the alignment of student services with learning goals.
- Leading a national initiative on student affairs contribution to civic learning and democratic engagement (CLDE) efforts. NASPA has continued the LEAD Initiative that comprises of a network of 73 postsecondary institutions working in the CLDE space.

Knowledge Communities

- In October 2013, the KCs released its signature online publication, *Excellence in Practice*, which features articles developed by all 27 Knowledge Communities. Articles are designed to highlight best and evidence-based practices and to connect theory, research, and practice. The publication is available on the main KCs webpage on the NASPA website: <http://www.naspa.org/constituent-groups/kcs>.

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

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

## Goal 2

### 2. Lead advocacy efforts that shape the changing landscape of higher education.

#### *Objectives*

#### 2.1 Assert NASPA's leadership role in critical issues of public policy regarding higher education.

##### Research and Policy Institute

- RPI staff participated in the planning and execution of ASHE public policy pre-conference held mid-November and promoted NASPA as critical voice in policy dialogues at institution, state, and federal levels.
- Supported creating and dissemination of Public Policy Agenda for NASPA. Collaborated with the PPD on these efforts to raise awareness of the agenda among members.
- Nominated Public Policy Division Chair, Dr. Lisa Erwin, to participate in the VAWA Negotiated Rulemaking Panel
- Participated: U.S. Department of Ed Meeting: Fair Elections Legal Network & NASPA
- Invited: U.S. Department of Ed Conference Call with Under Secretary Kanter on Higher Education voter registration provision
- Developed materials for PPD distribution to members (Presentations, Opinion Editorials, Commentary, Fact Sheets)
- Established RPI blog to keep members current on events and critical issues.
- Participated in Higher Education Compliance Alliance: Participated in webinar, partnership and website created to provide higher education community with a centralized repository of information and resources with federal laws and regulations. (Lead by the National Association of College and University Attorneys)

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

#### 2.3 Build capacity among membership in order to effectively influence public policy.

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

##### Research and Policy Institute

- Maintain active communication with Government Relations Consortium to track federal policy and regulatory actions impacting higher education and student affairs. Monitored pending elections' possible impact on policy discussions.

### Goal 3

3. Launch an initiative to collaborate with student affairs worldwide.

#### *Objectives*

- 3.1 Conduct a needs assessment to guide and prioritize NASPA's international efforts.
- 3.2 Clarify NASPA's niche in international student affairs.
- 3.3 Provide context-appropriate professional development activities to improve knowledge and skills of student affairs professionals both domestic and abroad.

#### International Exchange Program

- *Please see Professional Development section of this report for more information.*

### 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).

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

#### Research and Policy Institute

- Partnerships with UPCEA and InsideTrack formed for research project.
- In a formal working partnership with Alison Griffin of MilesAboveStrategies.
- Partnering with APA and ACE on mental health report.
- Working with HCM Strategies on possible ACA guidance presentation.
- Editing and publishing first *Legal Links* brief with Education Law Association.
- Established new policy partnership with NACUBO and NASFAA to collaborate on mutual policy issue areas.

#### Corporate and Foundation Relations

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

- 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.

- Technology
  - Website redesign in progress (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.

- 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.