



Kevin Kruger
NASPA President's Report
December 2014
NASPA Board of Directors Meeting

The following report provides an overview of the wide range of programs, publications, research reports and activities coordinated by the NASPA staff and volunteers. It has been a very successful fall semester for NASPA. Consider the following as benchmarks for what is shaping up to be fantastic year for NASPA:

- Attendance at regional conferences was very strong with Region I and Region V/VI setting new attendance records for their conferences.
- Program submissions, conference registration and hotel pick-up for the 2015 NASPA Conference in New Orleans are proceeding at a record pace.
- Over 1,700 sites registered for the eight Careers in Student Affairs Month webcasts.
- Since July, the NASPA Website had 1.7 million page views, a 58% increase from the previous year. NASPA Twitter followers topped 19,000.
- NASPA had 46 news mentions since July 1st.

NASPA staff and our volunteers continue to innovate and develop new programs that meet the emerging needs of our members. Some examples include three new NASPA programs, the Violence Prevention Conference (in conjunction with the Alcohol Abuse Prevention and Mental Health Conference), Veterans Symposium, and the New Professional and Mid-Level Professionals Institutes. This year will also feature the "Virtual Ticket," an opportunity for members to purchase virtual access to parts of the NASPA Annual Conference.

NASPA has also been involved with a number of high-profile partnerships with key higher education stakeholders. Each of these has provided an opportunity to communicate the value of student affairs. They are as follows:

- Publication of the Chief Student Affairs Officer: Responsibilities, Opinions, and Professional Pathways a new resource for Vice Presidents and Deans.
- A Strategic Primer on College Student Mental Health, a joint publication from the American Council of Education (ACE), the American Psychological Association (APA) and NASPA
- Responding to Campus Protests: A Practitioner Resource, a joint publication between the Education Law Association and NASPA

- “Student Affairs, Boards, and Rebuilding the Public Trust”, the cover story for *Trusteeship* magazine published by the Association of Governing Boards.
- “Thoughts from Higher Education Leaders: Challenges and Emerging Trends in Online Education”, a joint publication and research project between the University Professional & Continuing Education Association (UPCEA) and Inside Track.
- National study of non-first-time students co-sponsored with ACE, UPCEA, the National Clearinghouse and NASPA focused on the retention rates for non-first-time students.

While only part way through this fiscal year – already it has been an extraordinary year. As always, I am so thankful for the leadership provided by Amy Shopkorn, vice president for operations and Stephanie Gordon, vice president for professional development – and their respective staff for the hard work and professionalism that contributes to all of these successes. The expertise of the staff allows me to represent both NASPA and student affair in a wide range of settings that include major funders, the White House, and other higher education association meetings. In total, I have delivered 46 speeches and presentations this year – very little of this would be possible without such a talented staff.

I would also like to acknowledge the leadership and counsel provided by Pat Whitely. I have learned a lot from watching her leadership approach to the Board Chair position and have benefited greatly from her advice and guidance.

Finally, as you read of NASPA’s accomplishments in this report, it is important to recognize that our successes are a function of a wonderful partnership between the NASPA staff and the thousands of volunteers who donate their time and expertise to NASPA. For some it is serving as a program reviewer, for others, it is as faculty on one of our programs and for others it is serving on an advisory board or planning committee. I am thankful to all of those who make NASPA their professional home.

NASPA Mission

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

Leadership

Conference Planning Committee

2015 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 Richard Walker’s continued leadership, the organization and planning of the conference is right in line with previous years.
- In October 2014, the Conference Leadership Committee met in Washington, DC to review all the submitted programs and make final decisions on program selections. 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 assisted with the selection of SA Speaks sessions.

A faculty committee representative coordinated the Scholarly Paper selections. At the time of this report, they were still being reviewed and final decisions have not been made.

2016 NASPA Annual Conference

- Under the direction of Frank Lamas, Board Chair-Elect and Frank Ross, 2016 Conference Chair, the Conference Leadership Committee for the 2016 NASPA Annual Conference has been selected.
- The committee will have its first planning meeting, November 20-21, 2014 in Indianapolis, IN.

The Placement Exchange Committee

The Placement Exchange

- The 2015 TPE Planning Committee met July 27-29, 2014 in New Orleans, LA. The committee is chaired by Cecelia Suarez, Teaching Associate, University of Illinois at Urbana-Champaign.

Graduate Associate Program (GAP)

- The Graduate Associate Program was developed to engage graduate students pursuing a career in student affairs through opportunities for networking, leadership, and professional development.
- For the 2014-2015 GAP class, there were 88 applications from 71 institutions, down from 109 applications from 79 institutions in the 2013-2014 applicant pool.
- 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.
 - Write a blog post for the NASPA GAP blog.
 - Hosting a NASPA webinar showing on campus.

Awards

Annual Awards

- Mid-Level Student Affairs Professional Award received 10 nominations.
- The President's Award received 7 nominations.
- George D. Kuh Award for Outstanding Contribution to Literature and/or Research received 2 nominations.
- Outstanding Contribution to Higher Education Award received 4 nominations.
- Robert H. Shaffer Award for Academic Excellence as a Graduate Faculty Member received 6 nominations.
- Fred Turner Award for Outstanding Service to NASPA received 7 nominations.
- Scott Goodnight Award for Outstanding Performance as a Dean received 7 nominations.

Excellence Awards

- The 2014-2015 Excellence Awards process has been extended to December 12. To date, we have received 68 submissions with a deadline of December 12, 2014. A full report of the awards will be available in the March 2015 Board Report.

Elections

- The following NASPA Regions will hold elections in January 2014: Region I, III, IV-West, and VI.
- The following NASPA Knowledge Communities will hold elections in January 2015: Administrators in Graduate and Professional Student Services; Adult Learners and Students with Children; Alcohol and Other Drug; Fraternity and Sorority; Gay, Lesbian, Bisexual, and Transgender; International Education; Latino/a; New Professionals and Graduate Students; Socioeconomic and Class Issues in Higher Education; Student Leadership Programs; Sustainability; Veterans; and Wellness and Health Promotion

NUFP (NASPA Undergraduate Fellows Program)

Program Numbers:

- There are a total of 355 Fellows for the 2014-2015 academic year, with an additional 143 applicants pending, compared to 340 Fellows and 105 applicants pending for the 2013-2014 year.

NUFP Dugy Leadership Institute:

- NASPA Members have the opportunity to apply for the Dugy Leadership Institute faculty to be held at Stony Brook University. Information has been posted through Volunteer Central with a December 15, 2104 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.
- A baseline survey was sent to NASPA volunteers around their volunteer experience, with a response rate of 33%. Please see the Volunteer Coordinator report for more information.

Community Colleges Division Advisory Board

- The 2014-2015 Community College Division Board structure changed to increase the board's responsiveness to the needs of community colleges.
- The new board structure consists of the following:
 - Director- Dr. Paulette Dalpes, City University of New York
 - Past Director – Dr. Kate Mueller, Orange Coast Community College
 - Emeritus – Dr. Maggie de la Teja, Tarrant County College District
 - SSAO Representatives
 - Dr. Karl Brooks, Joliet Community College
 - Dr. Quincy Martin III, Triton College
 - Dr. Arnel Cosey, Delgado Community College
 - Mid-Level Representative – Dr. Edward Martinez, Suffolk County Community College

- Entry-Level Representative – Position Vacant
- Graduate Student Representative - Catherine Prieto Olivarez, University of North Texas
- Region Representatives
 - Region I: Dr. Kristina Testa-Buzzee, Norwalk Community College
 - Region II: Brian Mitra, CUNY Kingsborough Community College
 - Region III: Dr. Kimberly Lowry, Eastfield College - Dallas County Community College District
 - Region IV East: Dr. Ashley Knight, Harper College
 - Region IV West: Carla M. Stein, Front Range Community College - Boulder
 - Region V: Dr. Nancy A. Singer, Salt Lake Community College
 - Region VI: Cathy Wehrman, Kapiolani Community College
 - Faculty in Residence: Dr. Dawn K. Lewis, Prince George’s Community College
- On October 2-3, 2014, the CC Advisory Board met at the City University of New York (CUNY) offices. The meeting provided an opportunity for board members of the Community Colleges Division to join with NASPA leadership to discuss strategies to advance NASPA as the leading voice for Community Colleges Student Affairs professionals and to infuse the community college perspective into all NASPA programs, publications, workshops, conferences, and regional programs.

Enough is Enough Advisory Board (EiE)

- The Enough is Enough advisory board announced consolidation 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, Jen Day Shaw - Chair of the Campus Safety Knowledge Community, Bill Haggard - Co-Chair Elect of the Campus Safety Knowledge Community, and Doug Searcy - Co-Chair Elect of the Campus Safety Knowledge Community collaborated to develop an announcement and timeline for the consolidation.
- Enough is Enough has a representative for the NASPA Excellence Award evaluation process for the Violence Education and Prevention, Crisis Management, Campus Security, and related areas.
- 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.

International Advisory Board

- Dr. Brett Perozzi, Weber State University, serves as the Chair of the International Advisory Board.
- The NASPA Global Summit was held in Rome, Italy in October. Perozzi, Kruger, Ayiku, and Gordon collaborated on the content for the 2nd Global Summit on Student Affairs & Services. *More information in Professional Development.*

Partnerships & Collaborations

NASPA is a member of several collaborative programs and partnerships that continue to produce quality products, discounts, and develop resources for NASPA Members. In addition, it is important for NASPA

to be at the table in these discussions to represent the student affairs perspective in new and continuing initiatives.

Higher Education Mental Health Alliance (HEMHA)

NASPA continues to partner with seven other associations focused on the mental health of college and university students. The partners choose a project on which to work together to produce a product that will assist practitioners in their work on campus. In November 2014, HEMHA published the *Postvention: A Guide for Response to Suicide on Campus*. http://hemha.org/postvention_guide.pdf We will continue to provide this and other resources to NASPA members through this partnership.

Council for the Advancement of Standards in Higher Education (CAS)

NASPA participates in the development and maintenance of the CAS Standards for Higher Education. This year, NASPA is on the committee to update the Service Learning Standards and is working with Dr. Laura Sponsler as a content expert in updating these to coordinate with the Civic Learning and Democratic Engagement content that connects to Service Learning outcomes.

Coalition to Prevent ADHD Medication Misuse (CPAMM)

NASPA is a partner in CPAMM and is coordinating focus groups at 9 participating institutions to determine evidence-based strategies to prevent the abuse, misuse, and diversion of ADHD medication. The goal of the coalition is to create programming based on the evidence found in our research project and implement these new initiatives with BACCHUS peer educators around the country.

Coalition of Higher Education Associations for Substance Abuse Prevention (CoHEASAP)

NASPA continues to partner and coordinate CoHEASAP. This coalition will assist in planning the National Alcohol Abuse Awareness Week and is working to update their strategic plan.

Just In Case App

NASPA has a partnership with eReadia, a mobile app development company that provides a customized suicide prevention app for campuses across the country. This partnership allows NASPA member institutions to receive the app at a discount. To date, there are more than 25 institutions who use the Just In Case app. For more information, please contact [Stephanie Gordon](#) in the NASPA office.

NASPA Staff, Interns and Federal Work Study

- NASPA is pleased to have 10 undergraduate student interns including both undergraduate and graduate interns.

BACCHUS Initiatives

- 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 met in Alexandria, Virginia, July 11-13, 2014 to plan for the 2014 – 2015 Academic year. These volunteers will meet again during the 2014 BACCHUS Initiatives of NASPA General Assembly in Orlando, Florida, November 13 – 15.

James E. Scott Academy Advisory Board

- The Academy Board is comprised of 20 chief student affairs officers from a variety of institutional types and all of NASPA’s regions. The Board is led by Board Chair Todd Olson, Georgetown University.
- 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. The focus of the Board’s discussions during this year has been (1) the constellation of issues connected with Title IX and sexual assault and (2) the careers enterprise on college campuses.
- In October 2014, the Academy sponsored one of its signature initiatives, the NASPA Institute for New Chief Student Affairs Officers. Institute faculty led by the institute director and Academy Board member Tom Shandley of Davidson College continue to innovate for this important program. Forty-nine new CSAOs participated.
- The faculty for the 2015 Institute for New CSAOs have been selected. Joan Kindle (Eastern Iowa Community Colleges) will serve as the Institute’s director; faculty will include Mamta Accapadi (Rollins College), Shannon Ellis (University of Nevada, Reno), and Ajay Nair (Emory University).
- During the 2015 NASPA Annual Conference, the Academy will sponsor several initiatives and events for CSAO conference attendees including the traditional CSAO reception, a follow-up session for recent attendees of the Institute for New CSAOs, and a full-day pre-conference CSAO Institute.

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 and will be succeeded by Zauyah Waite, Chatham University.
- The *2014 NASPA Small Colleges and Universities Institute* was held at Daemen College in Amherst, New York from June 21-24, 2014. Forty-nine senior student affairs officers attended the Institute.
- The Division established a Public Policy Liaison position for its leadership team. Debbie Heida (Berry College) serves in this role.

NASPA AVP Initiatives

- Since November 2012, Amy Hecht, The College of New Jersey, has served as the inaugural chair of the AVP Steering Committee. Cynthia Hernandez, Texas A & M University, will serve in this role from March 2015 to March 2017.

- 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 serve on the faculty for the 2015 Institute.
- The Steering Committee will launch on November 13 a new initiative: *AVP Reads*. This online common reading group will be facilitated initially by Darrell Ray, Louisiana State University, and Melynda Huskey, Washington State University.

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.
- Ross and Stascavage have established a KC Publication Committee to oversee the development of the annual KC online publication. Ellen Meents-DeCaigny, DePaul University, serves as the Committee’s inaugural chair, and work on the publication to be released in conjunction with the 2015 NASPA Annual Conference is underway.
- NASPA’s 28 KCs were very involved with the program selection process for the 2015 NASPA Annual Conference. All but one KC will sponsor three sessions, the maximum permitted. Many KCs have coordinated accepted pre-conference workshops.
- In 2015, 13 KCs will elect new Chairs or Co-chairs to serve three-year terms (2015-2016 as Chair-elect/Co-chair-elect; 2016-2018 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 early-January to early-February 2015 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 2014
Administrators in Graduate and Professional Student Services	137	276	372	215	144	96	247	1,487	1,517
Adult Learners and Students with Children	38	79	84	65	53	33	71	423	410
African American	100	236	326	212	88	51	157	1,170	1,166
Alcohol and Other Drug	145	250	281	198	139	67	139	1,219	1,210
Asian Pacific Islanders	63	109	87	100	44	66	219	688	696
Assessment, Evaluation, and Research	179	386	570	346	191	180	270	2,122	2,099
Campus Safety	110	182	262	178	108	63	103	1,006	980
Disability	98	131	166	94	80	71	94	734	818
Fraternity and Sorority	112	217	478	224	150	45	135	1,361	1,404

Gay, Lesbian, Bisexual, and Transgender	221	334	371	275	156	119	236	1,712	1,760
Indigenous Peoples	37	65	61	55	58	58	76	410	423
International Education	126	228	276	170	102	87	192	1,181	1,203
Latino/a	98	157	178	120	86	61	216	916	924
Men and Masculinities	143	183	286	225	108	67	143	1,155	1,185
MultiRacial	89	143	169	106	66	67	140	780	804
New Professionals and Graduate Students	286	420	699	396	246	147	393	2,587	2,701
Parent and Family Relations	105	180	263	150	123	60	120	1,001	1,036
Socioeconomic and Class Issues in Higher Education	65	120	149	96	42	31	105	608	247
Spirituality and Religion in Higher Education	104	187	308	162	101	74	164	1,100	1,120
Student Affairs Fundraising and External Relations	49	142	177	104	76	36	98	682	876
Student-Athlete	32	64	117	78	49	18	55	413	379
Student Affairs Partnering with Academic Affairs	307	571	795	548	303	200	413	3,137	3,164
Student Leadership Programs	401	635	974	532	332	232	498	3,604	3,721
Sustainability	62	82	142	85	53	36	87	547	560
Technology	100	178	222	138	107	67	134	946	951
Veterans	55	102	112	60	46	39	64	478	414
Wellness and Health Promotion	139	223	280	187	104	85	176	1,194	1,010
Women in Student Affairs	307	535	730	485	263	197	452	2,969	2,992

NASPA Foundation Awards

Jim Rhatigan Conference Fellowship

- Four \$500 conference scholarships for young professionals to attend the NASPA Annual Conference are available.
- Online applications will open January 7, 2015 and the selected individuals would be known as Rhatigan Fellows.

Pillars of the Profession – Class of 2015

- The Pillar of the Profession program continues to be an important recognition and fundraising initiative for the NASPA foundation. This year, 12 Pillars were selected for the 2015 class:

Pillar Name	Institution	Board Liaisons
Kevin Bailey	University of West Florida	Zdziarski, Cherrey
Rosie Bingham	University of Memphis	Henley
Kari Ellingson	University Utah	Hubler – Scherrens, Snyder
Anna Gonzalez	Lewis and Clark	White
Ellen Heffernan	Spelman and Johnson	Tullos, Keefe
Brent Paterson	Illinois State University	Zdziarski, Carpenter
Enrique Ramos	Estudiantiles Tecnológico de Monterrey	Ardaiole
Richard Rossi	Creighton University	Reesor
Vernon Wall	Leadershape	Rue, Simmons
Laura Wankel	Northeastern University	Kuk, Crimmin
Jeanine Ward-Roof	Ferris State University	Zdziarski, Hubler – Scherrens
Melissa Vito	University of Arizona	Blake

- The fundraising minimum is \$2500 for each Pillar and Board liaisons work with other volunteers to meet or exceed this goal.
- NASPA staff manages recording the donations, sharing the results with the Pillars and addressing concerns.

John L. Blackburn Distinguished Pillar

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

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

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

NASPA Lead Initiative

The Third 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. In August of 2014, the initiative grew to 93 institutions and continues to use a cohort-based model to

facilitate peer-to-peer sharing, networking, and communication around this critical topic for student affairs and higher education.

- Ten institutions are serving as Lead Consulting Institutions. These institutions provide leadership for the Lead cohorts and also act as an advisory board for NASPA. LCIs lead monthly cohort calls typically focused on topics of interest for Lead institutions. Representatives of the LCI institutions include:
 - Andrew Wiemer, Director of the William R. Butler Center for Volunteer Service and Leadership Development, University of Miami
 - Christopher Jensen, Director, Civic Engagement & Leadership, Towson University
 - Jennifer Johnson Kebea, Interim Director Lindy Center for Civic Engagement, Drexel University
 - Joseph J. Cicala, Vice President for University Life and Dean of Students, Alvernia University
 - Justin Koppleman and Chris Hutchison, Assistant Director and Director of Student Engagement, Chapman University
 - Laura Wilmarth Tyna, Director of Leadership, Service and Engagement, Elmhurst College
 - Lorrie Brown, Associate Director, Center for Service and Learning, IUPUI
 - Katherine Nordyke, MLS, Director, Citizenship and Service-Learning, Missouri State University
 - Micki Meyer, Lord Family Assistant Vice President for Student Affairs - Community, Rollins College
 - Marianne Magjuka, Director of Campus Life, Wake Forest University
- Lead is beginning informal video conference calls outside of cohorts to create networking and brainstorming opportunities. The first in early December, focusing on living learning communities fostering civic engagement, was convened by Chris Jensen of Towson University and Patrick O'Brien of Frostburg State University.

Lead Institutions Blog

- The Lead blog continues to feature 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. Examples of blog posts include
 - Features of campus work, such as [Weber State's assessment of civic learning outcomes](#).
 - Highlights of internal or external reports, such as a [new monograph on Civic Learning and Engagement from Bringing Theory to Practice](#).
 - Opportunities for Lead institutions, such as a discount for the [National Assessment of Service and Community Engagement](#)
- 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. Each Lead Institution is scheduled to post once throughout the year.

TurboVote

- In March, NASPA and AASCU partnered with TurboVote to encourage voter engagement on campus. In September, NASPA and AASCU filled the 100 grant spots available for TurboVote made possible with funding from the Rita Allen Foundation.

- NASPA has featured best practices from Lead schools for using TurboVote both in a Fall 2014 Leadership Exchange article, “Get Out the Vote on Campus,” and on the Lead blog:
 - <https://www.naspa.org/rpi/posts/campus-features-best-practices-using-turbovote>
 - <https://www.naspa.org/rpi/posts/campus-features-best-practices-using-turbovote-part-ii>
- NASPA will help recognize TurboVote leaders at the CLDE conference in 2015.

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.

General Operations

Office Construction

NASPA completed a major construction project in the D.C. office this fall. Construction included creating six additional offices and flexible eight work spaces to accommodate interns and graduate assistants.

Technology and Communications

Internal Network

In partnership with OSiBeyond, we completed the migration of our internal network “to the cloud” in July. This enables more seamless remote access of NASPA’s email and electronic files, a platform for better online meetings and video conferencing between all configurations of staff, and high-capacity network file storage redundancy.

NASPA Website

Since February 17, 2014 the following blog posts were posted to the NASPA website:

- Knowledge Communities – 710 blog posts
- Regions – 351 blog posts
- Divisions & Groups – 106 blog posts
- NASPA – 115 blog posts

Additionally a new set of journal-related blogs was launched this fall. Analytics will be included in the next report.

Current Web Analytics

- NASPA (Since July 1, 2014)
 - 1,704,130 page views vs. 1,081,857 same period last year, up 58%
 - 390,809 total sessions vs. 297,242 same period last year, up 31%
 - 190,000 users vs. 156,000 same period last year, up 21%
 - 4.4 average pages viewed per session vs. 3.6 same period last year, up 20%
 - Non-U.S. visits:
 - Great Britain: up 53% same period last year
 - Italy: up 291% same period last year
 - Brazil: up 151% same period last year
- The Placement Exchange (Since July 1, 2014)
 - 220,000 page views vs. 186,000 same period last year, up 18%
 - 45,000 total sessions vs. 39,000 same period last year, up 15%
 - 23,000 users vs. 19,000 same period last year, up 20%
 - 3:17 minute average session vs. 2:50 minutes same period last year, up 12%

Twitter

- Since July 1, 2014, our Twitter account gained 1,585 new followers through October 27, 2014. Our account has grown to 19,036 followers.
- We continue to see that original, non-advertising Tweets remain the most engaged with content.
- Our current demographics:
 - 57% Female, 43% Male
 - 25-34 year olds = 46%
 - 35-44 year olds = 22%
 - 21-24 year olds = 17%

Facebook

- Since July 1, 2014 our Facebook account has gained 1,684 new likes through October 24, 2014. Our Facebook account has a total of 15,330 fans as of October 24, 2014.
- Between July 1, 2014 and October 24, 2014, our Facebook page was viewed 1.1 million times.
 - Of these views, 667,300 were organic meaning they appeared in users' feeds without the help of a friend taking an action on the post itself.
- Our current demographics:
 - 70% Female, 30% 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 as the most active city

Public Relations

- News Mentions
 - Since July 1, 2014 NASPA has received 46 news mentions, including interviews by Kevin Kruger with [NPR](#), the [Washington Post](#), and [Inside Higher Ed](#).
 - The bulk of our media hits came from a variety of news releases we put out on the Mental Health Primer and non-first-time student retention. We also had six local news mentions following the Lead Initiative naming new institutions and seven mentions from the CPAMM announcement.

- Press Releases
 - Since July 1, 2014 NASPA has sent out 14 press releases.
 - We announced partnerships with TurboVote, Routledge, Campus Pride, CPAMM, and LeaderShape.
 - We also announced news about the Pillars of the Profession, SApledge, Nancy Cantalupo joining NASPA, the Mental Health primer, and the release of the adult learner book.
- Media Requests
 - In this same time period, NASPA received 20 media requests from news outlets.
 - Requests included PBS NewsHour, CNN, Huffington Post, NY Times, and the Boston Globe, among others.
 - Topics included mental health, sexual assault, student retention, fraternities, and tobacco bans.
 - We declined two requests that came from student newspapers. We declined one request from Inside Higher Ed on sex week.

Membership

Statistics

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

Initiatives

- The department continues to refine all membership processes, implementing new data fields/structures, and ensuring that all data is accurate and up-to-date.
- We are still in the process of putting out an RFP for our new membership database. In working with Ellipsis Partners, we have created a detailed set of requirements, including a refinement of our business practices, which will be sent to potential database vendors in December. This will be an ongoing process with selection made by March and the new database implemented prior to October 1, 2015.

Finance

Statistics

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

Initiatives

- We have completed the revision of NASPA's budget template to enable staff to play a greater role in budget planning and ongoing management. This revision includes real-time online access.
- We also have provided the same real-time access to the Regions.
- We are continuing to explore options for more electronic processes and storage of all accounting documentation.

Research and Policy Institute

Research and Policy Institute Projects

- The RPI conducted 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:
 - Addendum to the first “Legal Links - Understanding Campus Obligations for Student-to-Student Sexual Harassment: Guidance for Student Affairs Professionals.” Published in August 2014.
 - “Survey of NASPA and UPCEA Institutional Members Supports for Online Students” – Research project undertaken in partnership with InsideTrack and UPCEA on campus-based student supports and data collection procedures pertaining to online learners. Released in October 2014. The next data release is scheduled for UPCEA and ACE’s Summit for Online Leadership Strategy (SOLS) in January 2015.
 - “Legal Links – Supporting & Responding to Student Protest” – Volume 1, Issue 2, Co-authored in partnership with Education Law Association experts Jeffrey C. Sun, University of Louisville; Neal H. Hutchens, Pennsylvania State University; and Brian Sponsler, NASPA. Released in 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. Released in November 2014.
 - “Clery Act Reporting Utility Study” - RPI and Steven Janosik (Virginia Tech). The RPI has lent support to Dr. Steven Janosik, Virginia Tech, and his current research efforts assessing the use of Clery Act reporting information by students. Secondly, his research captures current general campus safety efforts by institutions. Anticipated release is in late Spring/Summer of 2015.
 - Coalition to Prevention ADHD Medication Misuse (CPAMM) Research Project – the RPI is coordinating an evidence-based, research project with the University of Washington to combat the misuse of ADHD medication on college campuses. At present, RPI is soliciting campuses to participate and will conduct focus groups and project analysis in Spring 2015.
 - 5 Things – ADA Compliance and Disability Support Issues – Edited brief authored by Dr. Paul Grossman and Ed Smith. Scheduled for release in late Winter 2014.
 - 5 Things – Gender-based Violence – Edited brief authored by Nancy Cantalupo, NASPA. Scheduled for release in January 2015.
 - 5 Things – Supporting Underrepresented Students in STEM Fields – Edited brief by Lorelle Espinosa, American Council on Education. Scheduled for release in January 2015.

NUFP (NASPA Undergraduate Fellows Program)

NUFP Notes:

- With the success of NUFP Notes over the past few years, we have fully integrated communication with NUFP Fellows to the NASPA website. Taking more of a conversational approach with updates, this monthly newsletter covers specific things for NUFP Fellows. The following are the NUFP notes for the 2014 year thus far:

- <http://www.naspa.org/constituent-groups/posts/1415SeptNote>
- <http://www.naspa.org/constituent-groups/posts/nufp-celebrating-25-years-and-other-updates-from-the-board>
- <http://www.naspa.org/constituent-groups/posts/1415OctNote>

Community Colleges Division (CCD)

Community Colleges Division Annual Conference Program Proposals

- The Community Colleges Division organized program proposals for the 2015 NASPA Annual Conference
 - 20 program proposals were designed and submitted by the Community Colleges Division Board

Continuing Education

National Board for Certified Counselors (NBCC)

- In September of 2014, NASPA renewed its 5 year contract with the National Board for Certified Counselors (NBCC) proving continuing education credit to certified counselors at all NASPA conferences and workshops.

National Association of Social Workers (NASW)

- In August of 2014, NASPA successfully applied through the National Association of Social Workers (NASW) to be a continuing education provider for the 2015 NASPA Violence Prevention, Alcohol and Other Drug Abuse Prevention, and Mental Health Conferences. The activity is pending approval from NASW and is expected to be finalized by early December.

Books

New Releases (2014)

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

Marguerite McGann Culp and Gwendolyn Jordan Dungy, Editors

- Released in August 2014
- 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

Forthcoming Titles (2014–15)

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

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

- January 2015 release date
- Pre-publication promotions at 2014 NASPA Annual Conference including 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 winter 2015 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 Bentrin, Gavin Henning, and Kimberly Yousey-Elsener, Editors

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

Journals

- NASPA has contracted with Routledge, a division of Taylor and Francis, to publish our three scholarly journals—*Journal of Student Affairs Research and Practice*, *Journal of College and Character*, and *NASPA Journal About Women in Higher Education*—beginning January 1, 2015. The journals will transition from De Gruyter to Routledge in the last quarter of 2014.
- Blogging features were added to each journal’s portion of the NASPA website. The blogs allow members to stay connected with the journals in between issues.
- *Please see attached reports from journal editors.*

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 Winter 2015 issue was a special issue on Technology.
- The following chart summarizes feature articles published in Volume 12 (2014):

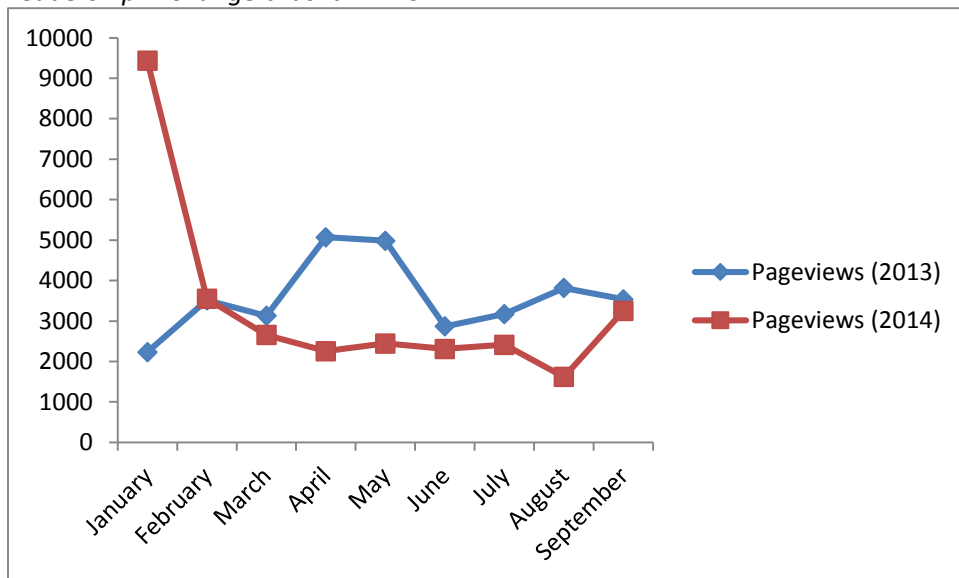
Spring 2014 (Issue 1)
Educationomics and the New Marketplace for Higher Education <i>Jon McGee</i>
Managing Up: Building Board Support for Student Affairs <i>Susan Whealler Johnston</i>
The Next Generation: A Roundtable Discussion on Student Affairs Graduate Preparation Programs <i>Nancy Grund</i>
Fulfilling 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>
Fall 2014 (Issue 3)
The Many Faces of Adult Learners: Why They Matter and What They Need <i>Marguerite McGann Culp</i>
Veterans on Campus <i>Jan Arminio, Tomoko Grabosky, David T. Vacchi, Dennis Wiese, Alison Jenner, David DiRamio, and Josh Gianitsis</i>
The Path to the Presidency <i>Kate Hetherington and Dean Bresciani</i>
Student Affairs and Foreign Policy: The Far-reaching Impact of International Student Success <i>Lindsay Mathers Addington and Jarred A. Butto</i>
Winter 2015 (Issue 4)
Engaging Students Through New and Changing Media <i>Rey Junco</i>
Challenges and Trends in Supporting Online Students <i>Dave Jarratt</i>
Traditional Student Affairs Services Go Digital <i>Joe Sabado</i>
The Role of Technology in Student Affairs Assessment <i>D'Arcy J. Oaks and Lance Kennedy Smith</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%
Summer 2014 (Issue 2)	6/26/2014	37.18%
Fall 2014 (Issue 3)	10/9/2014	23.17%

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



Corporate and Foundation Relations

Leadership Exchange Advertising

Summer and Fall 2014 Issues – 5 new advertisers

Web Site and E-Newsletter Advertising

Implemented “sponsored blog post” option on the new NASPA website – 3 new advertisers

Foundation Research Grants

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

Title	Author
Developing Digital Student Leaders: A mixed methods study of student leadership, identity and decision making on social media	Josie Alquist
Foreign-Born Black Collegians Learning Race in a U.S. Context	Chrystal George Mwangi
Institutionalizing Support for Undocumented Students in American Higher Education: Through a Racist Nativist Framework	Darsella Vigil
Undergraduate international students’ perspectives on student engagement	Anne McDaniel
I (Too) Am: A phenomenological exploration of microaggressions in higher education	Nina Daoud
What Does Direct Evidence Via Card Swipe Tell Us About Student Engagement and Retention?: A Study of the Engagement Research Index Project	Ah Ra Cho
Exploring the Academic and Social Experiences of Homeless College Students	Quint Geis
Theory to Practice in Student Affairs: A Photo-Elicitation Study	Chris Linder
Exploring student-parent communication patterns during college: Considerations of race, class, and gender	Dayna Weintraub
The Experiences of High-Achieving First-Generation College Males from Rural Maine	Daniel Tillapaugh
How a Jesuit University Addresses LGBT Issues: A Case Study	Bryce Hughes
Understanding the Expectations and Transitions of For-Profit Transfer Students to the Four-Year Institution	Molly McClelland

NASPA Annual Conference

2015 NASPA Annual Conference

March 21-25, 2015 ♦ New Orleans, LA

- As of this report, current number of registrants is 2,329. This time last year we had 1,016 registrants. We are tracking well ahead of any previous NASPA conference.
- Hotel rooms are picking up faster than usual as well. We have currently sold 60% of our block. Whereas last year at this time we had sold approximately 36%. We have already begun the process of researching additional hotels with availability to add to our block, as all of our current hotels have maximized the inventory that they have given us.
- In addition to the chief student affairs officers (CSAO) Lounge, we will once again create a lounge for faculty and an engagement area for our First-Time Attendees. The lounges/engagement areas serve as a place for networking, relaxing, and sharing of information.
- An array of featured speakers have been identified for the conference, Dr. Jennifer Arnold, Attending Neonatologist at Baylor College of Medicine & Medical Director of the Simulation Center at Texas Children's Hospital will be our Opening speaker. Closing the conference will be Renu Khator, Chancellor of the University of Houston System & President of the University of Houston. Monday's speaker will be Melissa Harris-Perry, Television Host & Professor of Politics and International Affairs at Wake Forest University. On Tuesday, Tim Sanders, CEO of Net Minds, Founder of Deeper Media Incorporated & Former Chief Solutions Officer at Yahoo will offer some encouraging words.
- Some enhancements were made to the review process that allowed for more strategic questions and a ranking system which is much more specific to each question. This better informs the conference leadership committee when making final decisions during the selection process.
- We have changed the name of our Innovation Labs to a more inclusive name and location. This year, we will call them Innovation Cafés that will take place in unique seating/formats in a more open area that encompasses all things that are creative and/or innovative. In addition to the session cafés, this area will have a tech bar where individuals can get up to date information on how to use new technologies. NASPA "quick bite" sessions where anything NASPA will be discussed in a 15-20 minute session time block, i.e., knowledge communities, how to get involved, etc. "What's Appening" will be part of this space, allowing attendees to get up to date information about new and upcoming apps that might be useful for them when they return back to campus. Outside of formal sessions mentioned, this area will have the Aids Quilt display, the Clothesline Project, the ADA Anniversary display, the Foundation Silent Auction, and charging stations.
- New and creative this year will be the addition of Food Trucks as lunch options on both Monday and Tuesday of the conference.
- For the Opening reception, we have moved the time back to our traditional time that immediately follows the opening session, 7:00-9:00 PM. The opening reception will be held at Generations Hall, located in the Warehouse district and just a short walk from the convention center.
- Pre-conference workshops were posted and available for registration October 1, 2014:
Full-day Pre-conference Submissions 49

Accepted 24

Half-day Pre-conference Submissions 27

Accepted 20

- The Program Committee met in October to review and select the educational programs:
Program Reviewers 1,370

Total number of program submissions - 1801

General Interest Program Submissions Accepted - 523

KC General Program Sponsored Accepted - 77

Poster Session Submissions Accepted - 31

SA Speaks Submissions are still being decided.

Scholarly Paper Submissions Accepted - 33

Rejected Programs – 1,039

- Virtual Ticket – This is a virtual conference that will provide more sessions and live-streaming portions of the conference. Available packages for the Virtual Ticket are outlined below.
 - NASPA Live – Complimentary to all NASPA members. This package gives registrants access to hear all the featured speakers and SA Speaks sessions. In addition, there will be several 10-minute talks on hot topics within student affairs.
 - On Demand – Gives registrants access to over 50 educational sessions from the 2015 Conference that they will have access to for 12 months following the conference. This is also available as an add-on for anyone planning to attend the face-to-face meeting.
 - Professional Development – allows for opportunities for individuals who cannot attend the face-to-face to purchase the package, both live and on-demand as a combo package.
 - At the time of this report, we have 25 people who have taken advantage of the Virtual Ticket. However, educational sessions selected to be part of the Virtual Ticket will be announced shortly, so we anticipate many more registrants.

CSAO Initiatives at NASPA Annual Conference

During the 2015 NASPA Annual Conference, NASPA will present a robust lineup of CSAO-exclusive offerings including:

- the traditional Monday afternoon CSAO reception;
- a full-day, pre-conference CSAO Institute;
- concurrent CSAO roundtables organized by institutional type (i.e., large, mid-size, small, community college, and minority serving institutions);
- follow-up session for recent attendees of the Institute for New CSAOs
- half-day session for CSAOs interested (or possibly interested) in pursuing a college presidency;
- full-day, two-part session on Title IX and sexual violence on campus; and
- Annual Conference “first-timer” session for CSAOs.

NUFP at the NASPA Annual Conference:

- The Undergraduate Student Conference will be hosted by University of New Orleans the Saturday and Sunday before the Annual Conference. All undergraduates, including NUFP fellows, will be invited to register. Dr. Jennifer Miller, Director of Student Affairs Assessment, Research, and Staff Development at California State University-Channel Islands is serving as chair.
- NUFP will continue having “NUFP Buddies,” NUFP alumni who will serve as guides on-site at the Annual Conference for NUFP fellows in attendance.

The Placement Exchange

March 18-22, 2015 ◊ New Orleans, LA

- A brand new website was constructed for TPE. The site offers a much more robust content that allows for blogging, ecommerce, and sharing of information in a much more streamlined process.
- At the time of this report, there were 116 Candidates; 28 Positions; 82 Tables (69 Standard and 13 Premium) registered for New Orleans.

Workshops, Conferences, & Institutes

2014 NASPA Student Affairs Fundraising and External Relations Conference

July 20 – 22, 2014 ◊ Omni Houston Hotel ◊ Houston, TX

- There were 81 participants for the conference.
- Two pre-conference workshops were offered for the first time this year.
 - New to Student Affairs Fundraising had 28 participants.
 - Seasoned Student Affairs Fundraising Officers had 6 participants.
- Dr. Dean Bresciani, President - North Dakota State University served 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) provided a keynote session and workshop on the second day of the conference.
- It has been decided that this conference will move to a biennial schedule instead of an annual one and is schedule to take place in 2016.

NASPA Community Colleges Division Summit

October 2 – 3, 2014 ◊ CUNY Central Office of Student Affairs, New York, NY

- Paulette Dalpes, CCD Board Director, assumed hosting responsibilities at the City University of New York's Central Office of Student Affairs.
- Quincy Martin and Brian Mitra collaborated with Paulette to develop the agenda.
- In attendance were 14 of the 16 board members, Kevin Kruger, Pat Whitely, Stephanie Gordon, Tiki Ayiku, and Lindsey Hammond.
- The Community Colleges Division Summit sought to achieve the following goals:
 - Explore new ways in which community colleges can be promoted and foster meaningful inclusion through NASPA;
 - Identify critical issues facing community college student affairs professionals and develop strategies for NASPA to address these issues in a meaningful and substantial manner;
 - Develop initiatives to advance the professional development of community college student affairs professionals;
 - Identify protocol and practices for greater regional participation; and
 - Support decision-making and planning based on data and research.
- The Community Colleges Division organized into five committees to maximize their effectiveness with board members participating in at least two committees. The committees generated a set of 1 and 5-year goals at the Community College Summit. See the Community Colleges Division Constituent Group Report for details.
 - Subcommittees:

- Professional Development Committee - Chaired by Dr. Quincy Martin III
- Communication and Marketing Committee - Chaired by Dr. Nancy Singer
- Graduate Students and New Professionals Committee - Co-Chaired by Dr. Kristina Testa-Buzzee and Catherine Prieto Olivarez
- Membership Committee - Co-Chaired by Dr. Kim Lowry and Dr. Karl Brooks
- Research and Publication - Co-Chaired by Dr. Dawn Lewis and Dr. Ashley Knight

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.
- Forty-nine CSAOs attended the program and 100% of program evaluation respondents indicated that they would recommend the program to another colleague.
- This year’s theme was “Leadership and Management Effectiveness for the New Chief 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, Eastern Iowa Community Colleges.
- Much of the 2014 Institute’s content was grounded in one of NASPA’s newest books, *Executive Transitions in Student Affairs: A Guide to Getting Started as the Vice President*.
- Institute faculty offered a two-hour, pre-Institute session for new CSAOs who are also relatively new to the field of student affairs (e.g., former faculty and academic administrators)

NASPA – IASAS Global Summit on Student Affairs and Services

October 22 – 24, 2014 ♦ RUI College – Rome, Italy

NASPA and the International Association of Student Affairs and Services (IASAS) convened the second gathering of student affairs and services association representatives from around the world. This Global Summit allowed participants to share ideas regarding student affairs and issues related to “soft-skill” development and employability.

EucA – The European university college Association hosted the 2014 host for the Global Summit.

- Global Summit Planning Committee was 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
 - Maria Cinque, Fondazione RUI
- There were 79 participants registered for the Global Summit, representing 25 countries, including: Austria, Azerbaijan, Bahrain, Belgium, Canada, China, Finland, France, Germany, Hong Kong, Ireland, Italy, Jamaica, Lebanon, Mexico, Netherlands, Poland, Qatar, South Africa, Turkey, Uganda, United Kingdom, United States, Wales, and Zimbabwe.
- Current plans include the continuation of discussion and a written document that will be created by the Global Summit Participants.

Student Affairs Law and Policy Conference

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

- There were 135 people registered for the event. There was one pre-conference: Title IX/Clery/VAWA: The Ever-Evolving Framework for Campus which had 32 participants registered. The Association for Student Conduct Administration (ASCA) was a contributing sponsor.
- Nancy Chi Cantalupo, Associate Vice President for Equity, Inclusion and Violence Prevention, NASAP was the opening keynote speaker, Scott Jaschik, Editor, Inside Higher Ed, Loretta Martinez, General Counsel and Secretary to the Board of Trustees, Metropolitan State University of Denver, also served as featured speakers.
- 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
 - Lindy Aldrich, Deputy Director, Victim Rights Law Center
 - Laura Bennett, President-Elect, Association for Student Conduct Administration
 - Lisa Erwin, Vice Chancellor for Student Life, University of Minnesota - Duluth
 - Jessica Boynton, Director of Student Conduct, Colorado State University - Pueblo
 - Alison Griffin, Vice President, Policy Research, USA Funds
 - Oren Griffin, Associate Dean for Academic Affairs and Associate Professor of Law, Mercer University School of Law
 - John Lowery, Department Chairperson and Graduate Coordinator, Indiana University of Pennsylvania
 - Brian Prescott, Director of Policy Research, Western Interstate Commission for Higher Education
 - Edward Smith, Doctoral Student, University of Pennsylvania
 - Gina Maisto Smith, Partner, Pepper Hamilton LLP
 - Jeffrey Stanley, Principal, HCM Strategists
 - Brian Sponsler, Director for the Postsecondary and Workforce Development Institute, Education Commission of the States
 - Rhonda Vickers Beassie, Assistant General Counsel, Texas State University System
 - Amanda Walsh, Staff Attorney, Victim Rights Law Center
 - Tamara White, Dean of Students, Community College of Aurora
 - Katie Zaback, Senior Policy Analyst, State Higher Education Executive Officers Association

2014 BACCHUS Initiatives of NASPA General Assembly

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

- 584 participants are registered.
- This year's General Assembly theme is Picture Yourself #inspired, #empowered, #engaged: Peer Education Unfiltered.
- Over 80 breakout sessions, three keynote speakers, and six featured speakers constituted the educational program.
- Featured speakers included Jason Kilmer, University of Washington; David Coleman; Andrea Mosby; Ross Szabo; Shaun Spirling; Matt Glowacki, Kelly Addington & Becca Tieder; Gabe Wright; and Dorian Solot & Marshall Miller. These speakers focused on many topics including

sexual assault prevention, health and wellness, marijuana abuse prevention, and mental health concerns.

- A NUFP Student Affairs track consisting of 9 sessions focused on leadership was added this year.

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.
- As of the date of this report, there are 20 NASPA members participating in this year's event.
- NASPA will send an Educator-in-Residence, Sue Borrego, Chancellor, University of Michigan – Flint.

2014 Leadership Educators Institute (LEI)

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

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

- 349 participants registered for the event.
- There are two pre-institute workshops being offered:
 - LEI 101 currently has 27 participants
 - Creating a Learning-Centered environment currently has 22 participants
- Dr. Barry Posner, Co-Author of *The Leadership Challenge* and Juana Bordas, President of Mestiza Leadership International, will serve as featured speakers.
- There were 132 program proposals submitted of which 56 were accepted.

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:

- August 1 & 2 – CPE Training at the University of Missouri, St. Louis, 26 participants.
- August 9 & 10 – CPE Training at St. Louis University, 14 participants.
- August 15 & 16 – CPE Training at Southeastern Missouri University, 30 participants.
- August 28 & 29 – CPE Training at Southeastern Louisiana University, 46 participants.
- September 6 & 7 – CPE Training at Catholic University of America, 11 participants.
- September 13 & 14 – CPE Training at Washington University in St. Louis, 35 participants.
- September 19 & 20 – CPE Training at the University of Central Missouri, 49 participants.
- September 26 & 27 – CPE Training at the Claremont University Consortium, 28 participants.
- October 3 & 4 – CPE Training at Xavier University, 12 participants.
- October 9 & 10 – CPE Training at Orange Coast College, 60 participants.
- October 24 & 25 – CPE Training at San Diego City College, 44 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.

- We have a subcontract to provide technical assistance to Eagle County, Colorado as they assist five Colorado Mountain College campuses with reducing tobacco use and secondhand smoke exposure.
- BACCHUS staff conducted the following tobacco trainings:
 - August 7 & 8 – Tobacco Policy & Promoting Cessation Training - Lincoln Memorial University (Tennessee), 40 participants
 - September 19 – Tobacco Policy - Georgia colleges and universities, 75 participants
 - November 7 – Tobacco Policy - Rhode Island colleges and universities, 40 participants (*anticipated*)
- We have also booked training on tobacco policy with Weld County, Colorado for January 29, 2015.

BACCHUS Initiative Grants

Colorado Department of Public Health and Environment

The purpose of the Colorado Department of Public Health and Environment (CDPHE) grant is to build, launch and promote a text-messaging based cessation tool to help young adults in Colorado quit smoking. The current grant runs through June 2015.

- Starting in 2012, 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. 565 people have signed up, and almost half are in the target 18-24 year-old demographic.
- Early evaluation of the program’s effectiveness shows a 35% abstinence rate at 12-week follow-up—a higher than average quit rate for similar programs.
- This year we are continuing to promote CO Quit Mobile. New Spanish and smokeless (chew) tobacco versions of the system are now live. 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.

- Laurie Jevons was hired in October as the Grants Project Coordinator and will coordinate the grant project in Montana.
- The Spring 2014 Tobacco Use and Attitude Survey (TUAS) data has been analyzed. Findings include
 - Smoking prevalence among females declined sharply from 16.0 percent in 2011 and 15.3 percent in 2013, to 9.9 percent in 2014.
 - The prevalence of smokeless tobacco use has declined slightly among both males and females, but is still substantially higher among males than females.
 - 81% of students on tobacco-free Montana campuses expressed support for the policy

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.

- Monthly notification updates and resource libraries to campus contacts, currently serving 141 professionals.
- The fifth year outcome for the CADE project is to document a 5% decrease in alcohol-related incidents on Colorado campuses through judicial reports from baseline data collected in 2010-2011. Current collected baseline data from 2010-2011 indicate an average of 152 alcohol violations annually. Data collected from 2012-2013 participants indicates a 3.95% reduction in alcohol violations (average of 146 annually).

NUFP (NASPA Undergraduate Fellows Program)

25th Anniversary Celebrations

- The NUFP 25th anniversary celebration will continue until the NASPA Annual Conference in New Orleans. Currently, there are three main components to the celebration, which include a campus celebration toolkit, programming occurring at the regional level, and programming at the NASPA Annual Conference.
- The Campus Celebration Toolkit is an opportunity for campuses to celebrate NUFP. The toolkit includes a timeline of the program, testimonial posters for NUFP fellows, as well as a copy of the resolution passed in March 2014. You can access the toolkit here:
<http://www.naspa.org/careers/undergraduate/nufp-25th-anniversary-celebration-toolkit>
- The Regional Conferences were invited to highlight NUFP at their conferences however they see fit. Celebrations include videos, as well as advertisements in the region's program books.
- The Annual Conference will have a reception on Friday evening before the annual conference, allowing individuals in town early or in attendance for The Placement Exchange to celebrate. There also will be three featured sessions highlighting NUFP, including a presentation on the book *Where I Am From*, a panel of past leaders of NUFP, as well as a roundtable discussion on the future of the program.

Summer Internship Process

- Host applications for the 2015 NUFP Summer Internship are due on January 5, 2015.
- The NUFP board is being more intentional to outreach to new institutions, including Community Colleges and International Members.

Dungy Leadership Institute

- The 2014 DLI was held at the University of Utah with Tonantzin Oseguera, Dean of Students, California State University, Fullerton, serving as Institute Director.
- The 2015 DLI will be held at Stony Brook University. Dr. Tiffany J. Davis, North Carolina State University, will start her term as institute director.
- Applications to serve as faculty for the 2015 DLI are posted on Volunteer Central, with a deadline of December 15, 2014.
- Applications to host the 2015 DLI have a priority deadline of November 25, 2014 and a final deadline of December 18, 2014.

#SAPaths: Student Affairs Career Pathways Podcasts

- In October 2014, NASPA launched a series of targeted podcasts for graduate students, undergraduate members, and other individuals who are considering a job search highlighting various paths into student affairs.
- Institution types that addressed during the #SAPaths Series were:
 - Community Colleges
 - Small Colleges and Universities
 - Minority Serving Institutions (MSIs)
 - Nonprofit/NGOs
 - International Work
 - Online environments

Regions

The NASPA staff provided logistical and registration support for the following regional conferences and workshops:

2014 Region IV-E Conference, November 2 – 4, 2014

- There are currently 368 registrants.

2014 Region I Fall Multi KC Drive-In, November 7, 2014

- The 2014 Region I Fall Asian Pacific Islander KC, African American KC, and Latino/a KC Drive-In will take place at Bryan University in Smithfield, RI.
- The event reached its capacity of 100 on October 25th, 2014.

2014 Region IV-W Conference, November 9-12, 2014

- There are currently 300 attendees.

2014 Western Regional Conference, November 9-12, 2014

- There are currently 859 registrants.

2014 Region I Conference, November 16-19, 2014

- There are currently 542 registrants.

Past Events

2014 Region III Florida Drive-In, October 2 - 4, 2014

- The 2014 Region III Florida Drive-In took place from October 2 – 4, 2014 at Florida Gulf Coast University in Ft. Meyers, FL
 - The Drive-In also included an Undergraduate Symposium and Anti-Hazing Summit.
- The conference theme was “A Collaborative Compass: Finding Direction through Partnership.”
- There were 245 attendees for the conference, 53 attendees for the Symposium and 56 attendees for the Summit.

2014 Region II Careers in Student Affairs Conference, October 3, 2014

- The 2014 Region II CSAM Conference took place on Friday, October 3, 2014 across three different campuses; Pace University, Rochester Institute of Technology, and Towson University.

- The conference theme was “Take this job and love it!”
- There were 317 attendees across all three locations.

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 took place on Friday, October 10th at St. Louis University in St. Louis, MO.
- There were 43 attendees.

2014 Region V Utah Conference, October 10th, 2014

- The 2014 Region V Utah Conference took place on Friday, October 10th, 2014 at the Utah State University Eccles Conference Center in Logan, UT.
- The conference theme was “Getting students to the finish line.”
- There were 203 attendees.

2014 Region I AGAPSS One-Day Conference, October 17th, 2014

- The 2014 Region I AGAPSS One-Day Conference took place on Friday, October 17th, 2014 at the Harvard Graduate School of Education in Cambridge, MA.
- The conference theme was “Building a comprehensive graduate student life program.”
- There were 57 attendees.

Foundation

NASPA Foundation Ambassadors

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

Newsletters

- Sajko created a monthly Foundation newsletter sent to all NASPA members.

Foundation Board Meeting

September 14-16, 2014 ♦ Charleston, South Carolina

- The Board reviewed the upcoming goals and priorities for the 2014-2015 year.

Future Conferences, Workshops and Institutes

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 2015 NASPA Mental Health, 2015 NASPA Alcohol & Other Drug Abuse Prevention, and 2015 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 Prevention Conference.
- More than 375 people are registered to attend the three conferences.
- Speakers include:
 - Elizabeth A. Armstrong, University of Michigan, Co-author of *Paying for the Party*
 - Opening Panel

- Frances Harding, Director, Center for Substance Abuse Prevention
- David Mineta, Deputy Director of Demand Reduction, Office of National Drug Control Policy
- Ralph Hingson, Director, Division of Epidemiology and Prevention Research, National Institute of Alcohol Abuse and Alcoholism
- Ben Locke, Pennsylvania State University
- Kim Vansell, National Center for Campus Public Safety
- Courtland Lee, University of Malta
- Amelia Arria, University of Maryland
- Collaborating associations and organizations including AUCCCD, ACCA, IACLEA, and SAMHSA.
- 190 programs submitted to the event with 100 programs accepted.
- Registration is open. The early-bird registration deadline was October 31, 2014.

2015 Aspiring Chief Student Affairs Officers Institute

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

- 68 people applied and applications are under faculty review for acceptance.
- 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
 - Tammara Durham, Vice Provost for Student Affairs, University of Kansas
 - Lou Stark, Vice President for Student Affairs, Case Western Reserve University

2015 NASPA AVP Institute - Excellence in the “Number Two” Role

January 22 – 24, 2015 ◊ Hilton Long Beach and Executive Meeting Center, Long Beach, California

- 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. Invited presenters include Pat Whitely, Vice President for Student Affairs, University of Miami and Dan Park, Chief Counsel, University of California, San Diego.

BACCHUS Initiative Area Spring Conferences

February – April 2015

Volunteer Area Consultants are responsible to organize and implement a regional conference focused on collegiate peer education programming and management. Area spring conferences confirmed for spring 2015 to date are

- Area 5, April 9 – 11, Kansas City Marriott, Kansas City, MO
- Area 6, February 27 – 28, Tulane University, New Orleans, LA
- Area 7, April 10 – 11, Saginaw Valley State University, University Center, MI
- Area 8, February 28 - March 1, Rhodes College, Memphis Tennessee
- Area 10, March 29, University of Connecticut, Storrs, CT

International Symposium

March 21 – 22, 2015 ◊ 2015 NASPA Annual Conference, New Orleans, LA In 2015, The NASPA

International Symposium will celebrate its 20th anniversary. The Symposium will continue to be a day and a half pre-conference event that will explore global issues in student affairs and services in higher education. The event format will include keynote presentations, concurrent sessions, interactive discussions and social opportunities. The theme this year will be: *Exploring our Past, Discovering our Future.*

- David Adams, Director of Student Involvement and Leadership at the University of North Dakota and Jacqueline Beaulieu, Doctoral Candidate at the University of Toronto will serve as the International Symposium Co-Directors.
- In September 2014, the logo of the International Symposium was changed (*see below*). The official logo for all future International Symposiums will continue to use this same logo with the omission of the 20th anniversary text.



2015 NASPA
INTERNATIONAL
SYMPOSIUM

- Darla Deadroff, Executive Director of the Association of International Education Administrators, has been invited to be a featured speaker during the symposium.

2015 Community College Institute

March 22, 2015 ◊ 2015 NASPA Annual Conference, New Orleans, LA

- Annual program sponsored and organized by the Community College Division.
- Community College Division Board members Quincy Martin, III, Kristina Testa-Buzzee, and Karl Brooks collaborated with Michael Baston, J.D., Ed.D. – Vice President of Student Affairs and Enrollment Management, LaGuardia Community College to recruit and select speakers.
- The theme for the 2015 CCI is “Journey to the Promised Land: Student Affairs Role in Charting a Course for College Completion.”
- Speakers include Arnel W. Cosey, Ph.D. – Vice Chancellor for Student Affairs, Delgado Community College, Jill M. Little, M.B.A. – Vice President, Student Services, Macomb Community College, Joyce C. Romano, Ph.D. – Vice President for Student Affairs, Valencia College, and John Laws – Vice Chancellor, Ivy Tech Community College.

National Conference for College Women Student Leaders (NCCWSL)

May 28 – 30, 2015 ◊ University of Maryland – College Park, MD

- NASPA and AAUW partner to host the National Conference for College Women Student Leaders.
- 2015 NCCWSL chair-elect is Tiffany Sanchez, Associate Dean of Campus Programming, John Hopkins University and the chair-elect is Beth Steiner, Assistant Director of Student Activities, Towson 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 8, 2014.

2015 International Student Affairs Study Tour

May 31 – June 14, 2015 ♦ England, Ireland, and Scotland

- NASPA, in conjunction with ACUI, and ACUHO-I are partnering on the 2014 International Student Affairs Study Tour.
- The tour will be visiting London, York, and Oxford (England), Edinburgh and Aberdeen (Scotland), and Dublin and Belfast (Ireland).
- Co-sponsorship organizations are ACPA, ASCA, CACUSS, NIRSA, and NODA
- Dr. Judith Rogers, Associate Dean – Miami University – Oxford has been identified as faculty for the study tour.

2015 NASPA New Professional and Mid-Level Administrators Conferences

June, 2015 ♦ Kansas City, MO

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

- Chairs for the New Professionals Conference:
 - Marianne Huger Thomson, Associate Dean of Students, American University
 - Salvador Mena, Associate Vice Chancellor of Student Affairs, Rutgers University
- Chairs for the Mid-Level Administrators Conference:
 - Dr. Ainsley Carry, Vice President for Student Affairs – University of Southern California
 - Dr. Evette Castillo-Clark, Dean of Students – Saint Mary’s College of California

Student Affairs Certificate Program in Law and Policy

June 1 – 5, 2015, ♦ Tampa, Florida

- This certificate program is designed as a 5 day, 23 hour course. Participants complete a written final exam for competition.
- Peter F. Lake, Charles A. Dana Chair and Director, Center for Excellence in Higher Education Law and Policy, Stetson University College of Law will serve as head faculty.
- Applications are open until March 1, 2015.

2015 ADP/TDC/NASPA Civic Learning and Democratic Engagement (CLDE) Meeting

June 4 – 6, 2015 ♦ New Orleans Marriott – New Orleans, Louisiana

- Annual program hosted in 2013 and 2014 by NASPA.
- The 2015 conference will be jointly hosted by NASPA, ADP, and TDC. The American Association of State Colleges and Universities (AASCU) is the American Democracy Project’s (ADP) parent organization and host of The Democracy Commitment’s (TDC) national office.
- We anticipate over 700 participants and encourage participation in institutional teams.
- NASPA, ADP, and TDC believe that this conference will encourage and enhance partnerships between academic and student affairs.
- The closing keynote speaker is Danielle Allen, a political theorist who has published broadly in democratic theory, political sociology, and the history of political thought. Widely known for her work on justice and citizenship in both ancient Athens and modern America, Allen is the author of *The World of Prometheus: the Politics of Punishing in Democratic Athens* (2000), *Talking to*

Strangers: Anxieties of Citizenship since Brown vs. the Board of Education (2004), *Why Plato Wrote* (2010), and *Our Declaration* (2014) and co-editor (with Rob Reich) of *Education, Justice, and Democracy* (2013).

Conference on College Men

June 22 – 24, 2015 ♦ *University of Massachusetts, Amherst - Commonwealth Honors Residential College*

- The Conference on College Men is collaborative event hosted by NASPA and ACPA to explore and examine issues related to men and masculinities in higher education.
- Volunteers from the planning Committee are coordinated by Aaron Voyles, Chair-Elect of the NASPA Men and Masculinities Knowledge Community / Area Manager for Jester Center at the University of Texas at Austin and Vern Klobassa, Chair-Elect of the ACPA Standing Committee for Men and Masculinities / Director of Student Engagement at the University of St. Thomas. Tom Schiff, Director of the Men and Masculinities Center at the University of Massachusetts, Amherst serves as the Onsite Coordinator for the conference.
- In September of 2014, the logo for the Conference on College Men was changed (see below). The official logo for all future conferences will continue to use this same logo.



- The Call for Programs deadline is for January 16, 2015.
- Invited Speakers include:
 - Dr. Michael Kimmel, Distinguished Professor of Sociology and Gender Studies at Stony Brook University
 - Dr. Jackson Katz, An author, educator, and leading anti-sexist male activists widely known for his lectures and “bystander” approach to gender-based violence prevention.
 - Nancy Chi Cantalupo, Associate Vice President for Equity, Inclusion, and Violence Prevention, NASPA

Assessment and Persistence Conference

June 25 – 27, 2015 ♦ *Hyatt Regency Boston* ♦ *Boston, Massachusetts*

- Call for Programs opened on December 14, 2014.
- Committees, featured speakers and pre conference programming is currently being solidified.

2016 NASPA Small Colleges and Universities Institute

June 25 – 28, 2016 ♦ *Location TBD*

- Planning is underway for this signature initiative of the NASPA Small Colleges and Universities Division. The host campus application process has been initiated; a site will be selected in early-2015.
- Trina Dobberstein, Baldwin Wallace University, and Damon Sloan, University of St. Francis, will serve as co-chairs of the institute planning team.

Online Professional Development

Clearing The Haze: Marijuana on Campus

September 29, October 6, October 22, 2014 ◊ *Online*

- NASPA partnered with Caron Treatment Centers and Stetson College of Law to present this three-part online series. 23 people registered for the series
- The series covered various aspects of the impact of legalizing the use or possession of marijuana.
- Presenters included: Tom Hall, Joseph Garbely, and Beth DeRicco of Caron Treatment Centers, Jason Kilmer of The University of Washington, Rusty Fallis from the Attorney General's Office in the State of Washington, Mercy Roberg from Stetson College of Law.

#CSAM14: Community College #SApaths Question Hour

October 22, 2014 ◊ *Online ◊ Podcast & Live Question and Answer Hour*

- The Community College Division participated in Careers in Student Affairs Month by organizing a podcast and live question and answer hour focused on communicating the realities of work as a student affairs professional at a community college.
- Carla Stein, Region IV-W Representative, was instrumental in serving as a liaison between the board and NASPA staff, including Graduate Intern, JM Alatis, to implement the program.
 - 92 registered to attend and 31 viewed the question hour
 - 453 viewed information on the event and 78 visited the page linked to the podcast.

Ebola Campus Preparedness Considerations - A Live Briefing

October 28, 2014 ◊ *Online*

- This live program was presented by NASPA in partnership with the American College Health Association and provided an overview of Ebola campus preparedness issues for senior student affairs and campus health leaders.
- Presenters included Joanne Vogel, Associate Vice President for Student Affairs Dean of Student Life, Southern Methodist University; Sarah Van Orman, ACHA President and Health Service Director at the University of Wisconsin-Madison; and Craig Roberts, Chair, Emerging Public Health Threats and Emergency Response Coalition and also Epidemiologist at the University of Wisconsin-Madison.
- More than 750 people enrolled in the offering through NASPA's new online learning platform, and just over 630 people attended the live event.

Technology

New Web Platforms

- NASPA has implemented a new platform to host online learning experiences including on-demand modules, online short courses, and online certificate programs. The platform is powered by Matrix LMS. The platform soft-launched on October 1st and several events have already been conducted using the platform. In addition, several constituent groups have participated in demonstrations of the platform and are currently developing content for use in the platform.

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

Corporate and Foundation Relations

2015 Annual Conference Advertising, Exhibits & Sponsorships, as of November 1, 2014

- 15 advertisers
- 88 exhibitors, representing 123 booths
- Implemented a new “Platinum Level” of sponsorship for any company contributing over \$20,000 to the NASPA Annual Conference
- 21 sponsors, plus 5 in-kind
 - General: Campus Answers (*new*)
 - Opening Keynote Speaker: Chartwells
 - Exhibit Hall Gift Card Raffle: 3rd Millennium Classrooms, Perkins & Will (*new*), Aetna Student Health, Campus Clarity (*new*), Student Health 101, Forrest T Jones (*new*), Compatibility, 360 Stay Safe (*new*)
 - NUFP Program: Sodexo Education
 - CSAO Reception: EdR
 - CSAO Lounge: NPC/NIC
 - CSAO Lounge: On Campus Marketing
 - Conference Virtual Ticket: Everfi
 - NUFP Pre-Conference Event: Capstone
 - Ice Cream Break: NCAA
 - Fraternity and Sorority KC Reception: NPC/NIC
 - Outstanding New Professional Award: Spelman & Johnson
 - CSAO Lounge Furniture: Adden Furniture (in-kind)
 - CSAO Lounge Furniture & Innovation Café Furniture: Dream Seats (in-kind)
 - 2015 CSAO Gift: Eco Promotional Products (in-kind)
 - 2015 Polo Shirts: Halo Branded Solutions (in-kind)
 - Conference Lanyards: publicidentity: (in-kind)

Other Exhibits and Sponsorships, as of November 1, 2014

- *2015 Mental Health and Alcohol, Other Drug and Violence Prevention Conference*: 14 exhibitors and 1 sponsor

Research and Policy Institute

Joint Gun Statement

On September 8, 2014, NASPA collaborated to announce a joint statement regarding guns on campus. The following organizations participated in the joint statement:

ACPA – College Student Educators International

AFA – Association of Fraternity/Sorority Advisors

ACUHO-I Association of College & University Housing Officers – International

ASCA – Association for Student Conduct Administration

NACE – National Association of Colleges and Employers

NUFP (NASPA Undergraduate Fellows Program)

Sodexo/NUFP Partnership:

- Sodexo, Inc. has renewed its commitment of \$10,000 to NUFP for the 2014-2015 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 2014-2015 year. This money will be used in the following ways:
 - Undergraduate Pre-Conference Attendance Stipends: \$5,000 (12 students at \$250/each). These scholarships are available for both NUFP Fellows and NASPA Undergraduate Members.

Careers in Student Affairs Month (CSAM)

- In celebration of Careers in Student Affairs Month, NASPA hosted eight free webinars for the profession, an Instagram webinar contest, as well as an essay writing contest. All activities were open for both members and non-members. The webinars included:
 - Student Affairs: The Greatest Profession on Earth
Panelists included:
 - Dr. Tiffany J. Davis, Teaching Assistant Professor, North Carolina State University
 - Queena Hoang, Assistant Director of Campus Programs, University of Vermont
 - Dr. Juan Guardia, Assistant Vice President for Student Affairs, Northeastern Illinois University
 - Linda Kasper, Director of Residence Life, University of South Florida,
 - Dr. Kimberly Lowry, Executive Dean of Student and Enrollment Services, Eastfield College
 - 347 sites registered; 84 viewed recording.
 - Why #SAPros Make Great Peer Education Advisors: The BACCHUS Initiatives of NASPA
Panelists included:

- David Arnold, Director of Alcohol Abuse & Prevention Initiatives, NASPA
- Sarah Devitt, Student Advisor Committee Member, Saginaw Valley State University
- Leslie Haxby McNeill, Assistant Director for Student Wellness, Miami University
- Dr. Ann Quinn-Zobeck, Senior Director of BACCHUS Initiatives and Training, NASP
- 105 sites registered; 8 viewed recording.
- The Current State of Student Affairs & Looking toward the Future
Panelists included:
 - Dr. Kevin Kruger, President, NASPA
 - Dr. Pat Whitely, Vice President of Student Affairs, University of Miami
 - 369 sites registered; 70 viewed recording.
- The Intersection of Student Affairs Work and Policy
Panelists included:
 - Dr. Matt Aschenbrener, Assistant Vice Chancellor for Enrollment and Retention, University of Wisconsin-Whitewater
 - Dr. Thomas Grace, Director of Community Standards and Compliance, New York University
 - Dr. Kimberly Grieve, Vice President of Student Services & Dean of Students, University of South Dakota
 - Dr. Amy Johnson, Vice President for Student Life & Dean of Students, Eastern Washington University
 - Dr. Kandy Mink Salas, Adjunct Faculty Member, Azusa Pacific University
 - 223 sites registered, 11 viewed recording.
- Moving into Your Role as a New Professional
Panelists included:
 - Lucy Fort, Assistant Director of Educational Programs & Coordinator for the NASPA Foundation, NASPA
 - Jeremy DiGorio, Assistant Director for Leadership Development, Rollins College
 - Brittany Maffett, Assistant Area Director, University of Miami
 - Kim McAloney, Academic Engagement Cultural Center Coordinator, Oregon State University
 - 282 sites registered; 28 viewed recording.
- Community College #SAPaths Online Podcast & Live Question and Answer Hour
 - The Community College Division participated in Careers in Student Affairs Month by organizing a podcast and live question and answer hour focused on communicating the realities of work as a student affairs professional at a community college. Carla Stein, Region IV-W Representative, was instrumental in serving as a liaison between the board and NASPA staff to implement the program.
 - Dr. Karl Brooks, Dean of Student Success, Joliet Junior College
 - Michael Gutierrez, Executive Vice President of Academic Affairs and Student Success, Eastfield College
 - Dr. Ivan Harrell, Vice President for Student Success, Lone Star College- CyFair
 - Dr. Quincy Martin, Associate Vice Associate Vice President of Student Affairs, Triton College
 - Brian Mitra, Associate Dean of Student Affairs, Kingsborough Community College
 - Dr. Kathryn "Kate" Mueller, Dean of Student Services, Orange Coast College
 - Dr. Scott Peska, Dean for Students, Waubensee Community College

- Carla Stein, Dean of Student Services, Front Range Community College - Boulder County Campus
- 92 registered to attend and 31 viewed the question hour
- 453 viewed information on the event and 78 visited the page linked to the podcast
- Creating and Sustaining Inclusive Campus Communities
 - Panelists included:
 - Javon Brame, Assistant to the Vice President of Student Affairs, Community College of Aurora
 - Marcus Jones, Coordinator for Operations, Mary Lou Fulton Teachers College, Arizona State University
 - Marlene Romero, Graduate Resident Director, University of Denver
 - Trina Tan, Office of Admissions, University of Vermont
 - 289 sites registered; 31 viewed recording.
- Navigating Your NASPA Membership
 - Panelists included:
 - Jennifer DeBurro, Assistant Dean of Students for Residence Life, University of New England
 - Nathan Victoria, Director of Member Engagement and Student Initiatives, NASPA
 - 101 sites registered.
- NASPA staff is currently working on an outreach plan to convert these individuals to members.

NASPA Strategic Plan

Goal 1

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

Objectives

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

Publications

- Published *Increasing Adult Learner Persistence and Completion Rates and Beyond the Americans with Disabilities Act*.
- Several Leadership Exchange articles highlighted the experience of college and university students, including: “Veterans on Campus”; “The Many Faces of Adult Learners”; “Sexual Violence Prevention on Campus”; “Fulfilling the Mission: Campuses Offer Best Practices in Disability Services”
- 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.

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

Publications

- Published *Adult Learner Persistence and Completion Rates, Beyond the Americans with Disabilities Act, and Cool Passion. Beginning Your Journey, and Coordinating Divisional Student Affairs Assessment* are forthcoming.

- Several *Leadership Exchange* articles focused on this objective, including: “The Many Faces of Adult Learners”; “The Role of Technology in Student Affairs Assessment”; “Realizing the Promise of Community Colleges: From Access to Completion”

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.

1.3 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.
- Published *Adult Learner Persistence and Completion Rates. Leading Innovation and Change* and *Beginning Your Journey (4th Ed.)*, and *Coordinating Divisional Student Affairs Assessment* are 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: “Traditional Student Affairs Services Go Digital”; “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”
- Published *Increasing Adult Learner Persistence and Completion Rates; Leading Innovation and Change* is forthcoming.

Goal 2

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

Objectives

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

Publications

- Published *Beyond the Americans with Disabilities Act*.
- *Leadership Exchange* Public Policy columns covered topics such as the accountability movement and education tax benefits. In addition, the Fall 2014 issue recapped NASPA Public Policy Division Director Lisa Erwin’s experience participating in the negotiated rulemaking process for the amendments to the Violence Against Women Act of 2013.
- 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.

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.

Global Summit on Student Affairs and Services

- NASPA and IASAS convened the second Global Summit on Student Affairs and Services, October 22-24, 2014 in Rome Italy. *Please see Professional Development section of this report for more information.*

Publications

- The fall 2014 Leadership Exchange feature article "Student Affairs and Foreign Policy" offered strategies for supporting international students.

International Student Affairs Study Tour

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

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

Goal 4

4. Strengthen NASPA by making it a more responsive, vital and sustainable organization.

Objectives

- 4.1 Diversify and strengthen the sources of NASPA's revenue.

Publications

- Released new books. See "Books" in Scholarship section of Mission Report for more details.
- Maintained multiple channels for publications sales—NASPA website, Amazon, mail, phone, fax.
- Journal publishing is transitioning from De Gruyter to Routledge to expand sales and marketing efforts. *See journals reports for more information.*

Foundation

- The NASPA Foundation hosts an annual campaign in the coming fiscal year.
- Maintaining current donor records and relationships will also help increase the sources of revenue for NASPA due to the drive of the NASPA Foundation.

Operations

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

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

Publications

- Dr. Arthur Chickering held a book signing for *Cool Passion* at CAEL's 40th Anniversary Gala.
- Traded advertising space with the National Association of Colleges and Employers.
- *Increasing Adult Learner Persistence and Completion Rates* was featured on *The Chronicle of Higher Education's* "Selected New Books on Higher Education" list (September 22, 2014).
- 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.).

Conference on College Men

- The Conference on College Men is collaborative event hosted by NASPA and ACPA.

Civic Learning and Democratic Engagement Conference

- The 2015 conference will be jointly hosted by NASPA, ADP, and TDC. The American Association of State Colleges and Universities (AASCU) is the American Democracy Project's (ADP) parent organization and host of The Democracy Commitment's (TDC) national office.

International Student Affairs Study Tour

- NASPA continues to partner with ACUHO-I and ACUI to plan the 2015 Study Tour. ACPA, ASCA, CACUSS, NIRSA, and NODA have elected to become co-sponsors of the 2015 Study 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 2014 conference.

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

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

Foundation

- With the support of NASPA Social Media Coordinator, the Foundation has created a personal hashtag, #NASPAgives to create awareness via Twitter and Facebook.

Operations

- 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.

Foundation

- The creation of the Jim Rhatigan Fellowships allows four graduate students to attend the NASPA Annual Conference and increase knowledge of NASPA and student affairs.

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

Foundation

- With the support of Amy Sajko, the NASPA Foundation Ambassador program was established to increase awareness and partnerships with the Regions

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