

## News Release

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*Contact:* Kristal Griffith

*Email:* [kgriffith@naspa.org](mailto:kgriffith@naspa.org)

*Phone:* (202) 265-7500 ext. 1177



## Associate/Assistant vice presidents play critical role on college campuses

*NASPA's new book explores the person in the "number two" role*

WASHINGTON, D.C. — In today's higher education environment, vice presidents for student affairs are increasingly relying on their associate/assistant vice presidents (AVPs) for crucial leadership within the student affairs division and across the institution. NASPA-Student Affairs Administrators in Higher Education releases a new book titled "AVP: Leading from the Unique Role of Associate/Assistant Vice President for Student Affairs" edited by Amy Hecht and Jason Pina. The book explores how AVPs can be optimally effective in the role and includes strategies for vice presidents to support the sustained success of their "Number Two" colleagues.

Recognizing that AVP responsibilities can vary widely based on institution type, the book begins with a set of core competencies relevant across all types of AVP roles and structures. The authors present an integrative picture of several fundamental proficiencies that are critical to an AVP's success in the first year and beyond, including:

- Preparing for and negotiating during the interview process
- Navigating the first 90 days
- Managing up, down, and across the organization
- Balancing responsibilities with strategic objectives
- Redefining professional development
- Building relationships and navigating politics
- Managing human and fiscal resources
- Developing work–life integration

The AVP position is one of the most significant and challenging roles in student affairs. To be optimally effective, AVPs must understand the nuances of the job and commit to the pursuit of excellence within the role. AVP is an essential resource that provides senior-level student affairs leaders with a strong foundation of strategies and information to build on for sustained success.

"This compendium is jam-packed with critically important and practical advice and real-life narratives that demystify what it takes to succeed and thrive in the AVP role," says Karen Warren Coleman, vice president for campus life and student services at The University of Chicago.

The book is available for purchase on the [NASPA website](#) or by calling (202) 265-7500 and retails for \$39.95.

*NASPA is the leading association for the advancement, health, and sustainability of the student affairs profession. Our work provides high-quality professional development, advocacy, and research for 15,000 members in all 50 states, 25 countries, and 8 U.S. territories.*