



**Peggy Burke**  
**Region IV-East Director**  
**Report for the 2013 Winter Board of Directors Meeting**  
**November 15, 2013**

## NASPA Board Action Items

None at this time

## NASPA Mission

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

## Leadership

### Regional Advisory Board

#### 1. Business of the Region

The Executive Committee of the Regional Board held monthly conference calls to discuss regional goals, strategies and activities to support the members of our region. Our 4 regional goals continue to guide our work:

- Goal 1 Improve the quality of communication with members to keep them supported, informed and engaged with the NASPA community and its resources.
- Goal 2 Sponsor quality, on-going professional development opportunities to members to enhance their skills, knowledge and abilities as student affairs leaders.
- Goal 3 Increase the involvement of members at the regional level to ensure the growth of NASPA's vitality, value and excellence.
- Goal 4 Strengthen the internal operations of the NASPA IV-East Regional Board in order to meet the long-term, strategic goals of our region.

As a result, Region IV-East reports on the following regional business:

- NASPA IV-East held a highly successful regional conference in Skokie, Illinois on November 3<sup>rd</sup>-5<sup>th</sup> under the invaluable leadership of Joianne Smith (Oakton Community College) and John Lehman (Michigan Technological University) and their amazing conference committee.
- Membership Report – the region currently has 2,115 members.
- Abi Kennedy, a doctoral student from Bowling Green State University (BGSU) has been added to the Executive Committee as our graduate student representative. She is charged with developing increased opportunities for the region's graduate students to be involved with NASPA. She will also work with our region's participants in the Graduate Associate Program.

- IV-East is pleased to name Keith O’Neil (University of Illinois Chicago) and Katie Kramer (Dominican University) as our representatives for the NASPA Gives campaign. Keith and Katie reviewed the program at both the board meeting on Nov. 2<sup>nd</sup> and the business meeting on Nov. 4<sup>th</sup>. Members are interested in the program and want more information about the benefits of giving to NASPA.
- Charles Hope-Holmes from Kent State University has joined Chris Lewis as the Co-Chair of Knowledge Communities.
- The 2014 Region IV-East Conference will be held in Columbus, Ohio. Kimberlie Goldsberry of Ohio Wesleyan University and Lance Kennedy-Phillips of the Ohio State University will be the co-chairs. They have started to assemble their conference committee.
- The IV-East Board enthusiastically approved the 2016 regional conference be a joint conference with Region IV-West. Jim Hoppe of Macalester College has graciously agreed to serve as the region’s co-chair of the conference. He will start to work with his counterpart in IV-West to determine the conference site; St. Louis, MO is the leading candidate.
- Past Regional Director, Renee Romano, is heading up the process for the 2015-17 IV-East Regional Director election. She and the election committee have collected nominations and will send the names of two candidates to the National Board for approval at the December Board Meeting. IV-East elections will take place in January, 2014.
- Maggie Ballisteri-Clarke, SSAO at Edgewood College in Wisconsin and former Small Colleges and Universities Division Director, has been named a NASPA Pillar of the Profession.
- Currently reviewing how best to involve the “Enough is Enough” campaign at the regional board level.

## 2. Treasurer’s Report

At the start of the fiscal year our regional board budget was comprised of (not including final payments from the national conference):

Estimated Carry Over from 2012-13	\$66,500.01
NASPA Funds from 2013-14 membership	\$20,721
Total Income	\$87,221.01
Preliminary numbers from the conference indicate:	
Income	\$118,505
Expenses	\$92,000
Net Income	\$26,505

We are still working on the final numbers from the Regional Conference and will have the final budget numbers in January. We had some discussion at the Board meeting about ways to use our additional funds. Suggestions were to pay a year’s membership to NASPA for SALT participants, put aside funds for emergencies (e.g., regional conference not making budget), use funds for advisory board roles, and/or defray costs for undergraduates to attend NASPA conferences.

## **Member Engagement**

### 1. Membership Services Coordinator

- a. Drafted goals in fall 2013 for the membership area that encompass the Region IV-E goals that were drafted in summer 2013 at the summer Executive Board meeting. IV-East Goal 1: Improve the quality of communication with members to keep them supported, informed and engaged with the NASPA community and its resources.
  1. Since we have about 1/3 of new NASPA members attending the fall Regional conference I would like to have "New NASPA members feel welcomed during the conference and free to ask any questions about NASPA of the IV-E Board members."
    - Accomplished with a welcome session for new NASPA at the regional conference
    - Regional Board members wearing "Ask me questions about NASPA IV-E" buttons during the regional conference
    - Continue the practice of new NASPA members receiving a welcome from each state coordinator when they join the organization.
  2. Increase recruitment of graduate students and faculty members
    - Direct mailing to faculty at regional institutions about NASPA and the benefits of joining the organization
    - Working with the Faculty Fellows Coordinator and Graduate Student on the Board to market the Research grant to both graduate students and faculty members within the region
    - Letter by Peggy to institutions in the region to consider joining or continuing their organizational membership with NASPA
  3. A smooth transition to the new NASPA website and membership database portal. Keeping everyone on the board informed of the membership database location and passwords to access information
- b. Had Buttons that say "As Me About NASPA IV-E" for the regional conference so all board members could wear them to look more welcoming to new participants to the region.
- c. Had a meeting of the State Coordinators at the Regional Conference that resulted in a list of things the group would like to see happen in the future to help meet the membership goals in the region.
  - Gather best practices from the other state coordinators in the other regions so that it could be shared
  - Have each State Coordinator call and ACPA State Coordinator and try to pair with them about getting join messages out to student affairs professionals in their state.
  - Get a list of the professionals from their state who attended the regional conference so they could send them personal e-mail messages about getting involved in their state.
  - Each State Coordinator is to think up how they could design smaller tasks for other professionals to complete who want to volunteer and get more involved in the region.
  - It was suggested that in future the State Coordinators have tables alongside the KC's Coordinators so that new professionals can meet them at the same time.

## 2. Community College Division

- a. Emailed the 36 community college members attending the Regional Conference to invite them to the Community College Reception in the Regional Director's Suite on November 4.

Shared the importance of participation in NASPA and that at this conference, community college professionals are involved as:

- one of the conference co-chairs
- one of the conference committee members
- members of sub-committees
- educational session presenters (ten individuals)
- one of the judges in the case study competition for graduate students
- volunteers

Facilitated a discussion with the eleven reception attendees including the history of community colleges in NASPA, our region's participation in the new NASPA website and how to provide stories and information for the site, plans for the national conference and the Community College Division Institute on Sunday, and the potential of a community college advisory for the region.

- b. Recruited a regional member, Dr. Amy Diaz of Rock Valley Community College, to participate in the CCD Communication Ad-Hoc Committee and to represent the region on the new NASPA website.

### 3. Small College and Universities Division

- a. Advisory Board for Region IV-E continues to take shape. After the IV-E conference, four states now have state representatives for the SCU division. Their role is to promote events, conferences, webinars, communicate with student affairs graduate preparatory programs, and recruit members into NASPA
- b. Small college SSAOs that are concentrated in a specific region continue to meet and network on a regular basis including: West Suburban Chicago, Central Iowa, and the Twin Cities area in Minnesota
- c. Six small colleges in Region IV-E are participating in the NASPA LEAD initiative for Democratic and Civic Engagement.
- d. Six members of the Region IV-E Advisory Board are from small colleges.
- e. Two members of the Region IV-E Conference Staff are from small colleges.

### 4. Knowledge Communities

- a. The Student Leadership Program KC is piloting a SLP KC mentor program at Region IV-East Conference
- b. A number of knowledge communities are planning to host dinner groups at the Regional Conference.
- c. A number of knowledge communities have been working on developing leadership teams, reaching out to regional membership to engage members of their KC in different ways.
- d. The Student Affairs Fundraising and External Relations KC developed a Facebook page to engage and connect professionals in the region/beyond to fundraising activities/events. As a result, we now have 80 plus professionals who are members of our Facebook page and are participating in the conversations through this social media outlet. As we continue to build our KC brand, we will explore other social media communications to take advantage of, i.e., Twitter, LinkedIn, etc.

- e. Some of the KC's have been assessing their members to gain more perspective regarding the wants and needs of members in their KC.

#### 5. Faculty Council Representative

- As a faculty council representative, some of the highlights from this past year include: offering peer-reviewed research paper submissions, continuing to offer a research/assessment grant for the region, offering a faculty dinner option at the regional conference, and working to develop a "social" yet engaging environment for faculty in our region. The advent of the Faculty Council on the national level is a strong step in the right direction to align faculty in NASPA. There is great potential in NASPA for faculty and I feel the best way is through strategic faculty programming.

### **Community Involvement**

#### Knowledge Communities

- A few of the knowledge communities' regional representatives represented our region on a few National KC Think Tanks that were developed to strategize a new plan for the knowledge communities for the future.

### **Award Recognition**

#### NASPA IV-East Awards:

- a. Awards nominations were due September 15 and awards were distributed on November 4 during the annual awards luncheon at the regional conference.
- b. Of the 13 awards available in the region, we received 28 nominations for nine award categories. Nominations were received from 6 of 7 states and from small, medium and large institutions. The six- person Awards Committee represented 3 states in the region.
- c. To improve the selection process this year the committee utilized an online nominations review process that allowed for each nomination to be reviewed by a minimum of 3 committee members.
- d. The region honored nine award recipients for 2013:
  - Outstanding Performance as Senior Student Affairs Officer  
Mr. W. Houston Dougharty (Grinnell College)
  - Innovative Program Award  
Miller Business Honors Program (Ball State University)
  - Outstanding Contribution to Student Affairs through Teaching  
Dr. Sarah Marshall (Central Michigan University)
  - The President's Award  
Dr. Sharon K. Hahs, (Northeastern Illinois University)
  - Community College Professional Award  
Dr. Ashley Knight (William Rainey Harper College)
  - Mid-Level Student Affairs Professional Award  
Ms. Jasmine P. Clay (University of Wisconsin-Madison)

- Outstanding New Professional  
Mr. Wilson Okello (Miami University)
- Graduate Student Rising Star Award  
Mr. Jon Reusch (Central Michigan University)
- Undergraduate Student Rising Star Award  
Mr. Trevor Cook (Miami University)

The region also forwarded the names of several award recipients to be considered for national recognition.

## Scholarship

### **Creation of Knowledge**

#### 1. Knowledge Communities

- Jermaine Williams, AER KC Representative is planning to co-publish an article in an upcoming AER National KC newsletter
- Ana Rossetti, AGAPSS KC Representative co-wrote an article for the KC publication with fellow AGAPSS Regional Representative Dr. Valerie Shepard entitled “Supporting Career Services to Foster Graduate and Professional Student Success”.
- Ana Rossetti, AGAPSS KC Representative participated in knowledge sharing as part of the National AGAPSS KC Wednesday Wine and Cheese series. Specifically, sharing practices during the October presentation on “Rethinking Graduate and Professional Student Orientation”.
- A number of the Region IV-E KC Representatives Collaborated with other Region IV-East KC Representatives to present a roundtable discussion on Intersectionality of identities at the NASPA Region IV-East conference.
  - Discussed identity conflicts, challenges with collaboration and the impact it has on our work with students.
  - Brainstormed ways to embrace our identities while exploring new ways to meet the needs of students
  - Encouraged participants to get involved in the knowledge communities and to collaborate across knowledge communities.

### **Faculty/Research/Scholarship Involvement**

- The IV-E NPGS KC is excited about the two new opportunities for the members to feature their scholarship via blogging. The regional KC groups, as well as the national NPGS KC are willing to feature our membership month their respective blogs. We will advertise this through social media.
- In addition, the IV-E NPGS KC also put out a call for the membership to write an article on behalf of the NPGS KC for the Spring KC Publication.

## Grants/Research

- NASPA Region IV-E (2014) Research Grant Awarded to: University: Loyola University Chicago Title: "Midwestern Collegiate Constructions of Race: Asian American Student-Initiated Conferences and Racial Identity." Team: Oi Yan Poon, Ph.D., Sara Furr, Corinne Kodama, & Lester Manzano
- National SAPAA (Student Affairs Partnering with Academic Affairs) Research Grant was awarded to Dr. Eric Buschlen (Region IV-E) in March 2013 at the National NASPA Conference in Orlando as one of 22 entries.

## Professional Development

### 1. Conference, educational program reporting

#### A. NASPA IV-East Regional Conference

##### **Courageous Voices: Take a Stand. Make a Choice**

*November 3-5: Skokie, Illinois*

- 455 Total Registrants
- 13 Graduate & New Professionals Institute (NPI) participants
- 39 Student Affairs Leaders of Tomorrow (SALT) participants
- We had 69 educational sessions (there were 110 –programs submitted for review). These sessions included 3 programs that were part of the CSAO track.
- We included an event at the Holocaust Museum that included self-guided tours and a dessert reception. We also included a courageous voices display at the museum which provided an opportunity for institutions to showcase examples of courageous voices on their own campuses. 175 conference attendees went to the museum.
- We had 3 fabulous keynote speakers:

##### Ronnie Sanlo Ed.D.

- Dr. Ronni Sanlo is a Director Emeritus of the UCLA Lesbian Gay Bisexual Transgender Center (LGBT) Center and a frequent speaker and consultant on LGBT issues in Higher Education. Dr. Sanlo was also the Senior Associate Dean of Students and professor/director of the UCLA Masters of Education in Student Affairs. Ronni served as the director of the UCLA LGBT Center, the director of the University of Michigan LGBT Center, and as an HIV epidemiologist in Florida. She earned her bachelor's degree at the University of Florida, and a masters and doctorate in education from the University of North Florida in Jacksonville.

##### Jeff Selingo

- Jeffrey Selingo, an author, reporter, columnist, and leading authority on higher education, has spent his journalism career covering colleges and universities worldwide.
- His new book, [\*College \(Un\)Bound: The Future of Higher Education and What It Means for Students\*](#), explores the college of future – how families will pay, what campuses will look like, and how students will learn and prove their value in the job market.
- Selingo is editor at large of The Chronicle of Higher Education and a senior fellow at Education Sector, an independent education think tank in Washington, DC.

### Jackie Joyner-Kersey

- As one of the most decorated female athletes of all-time, Jackie dominated the track and field circuit for 13 years and won three gold, one silver and two bronze medals spanning four Olympic Games during her illustrious career. At the 1984 Olympics in Los Angeles, she won the silver medal in the heptathlon. Four years later, at the 1988 Games in Seoul, Korea, Jackie struck gold in both her signature events - the heptathlon (world record) and long jump. She followed that up at the 1992 Games in Barcelona, Spain by winning gold in the heptathlon and bronze in the long jump. In her final Olympic appearance at the 1996 Atlanta Games, she won the bronze medal in the long jump. In addition, she won a total of four gold medals (two in the heptathlon and two in the long jump) at three different World Championships and finished first in the long jump at the 1987 Pan American Games.
- Sports Illustrated for Women magazine named Jackie the Greatest Female Athlete of the 20th Century. On three different occasions (1994, 1987 and 1986), she was honored by Track & Field News as the World Athlete of the Year. She also was named as the top American Athlete five times (1994, 1992, 1991, 1987 and 1986).
- The inaugural recipient of the Humanitarian Athlete of the Year, Joyner-Kersey is known worldwide for her interest in aiding others. She has helped to build the Jackie Joyner-Kersey Youth Center Foundation in her hometown of East St. Louis, Ill., that has raised more than \$12 million.
- We are currently finalizing the budget for the conference, but as of 11/13/13; the revenue for the conference totaled \$118,505 and the expenses totaled approximately \$92,000, leaving a net income of \$26,505.

### B. Knowledge Communities

- Currently, the Student Affairs Fundraising and External Relations KC is in the process of organizing a national webinar for the SAFER KC. They have identified their presenter and they are working with Sara Hartley, SAFER KC National Chair, behind the scenes in pulling together the webinar in preparation of that day. They have anticipated introducing the webinar to their members during the week of November 18<sup>th</sup>; however, there may be the need to push the date back due to time constraints and other NASPA activities.
- Barnaby Pung, SAPAA Regional Rep was the Featured Presenter at the Trends In Occupational Studies Annual Pre-Conference Workshop Title: *"The Seamless Transition from Community College to the Michigan Labor Market"*
- The IV-E NPGS KC is supporting the committee organizing the Graduate & New Professional Institute held at the NASPA IVE conference this November. It is our hope that we create a stronger relationship for next year's conference so that the KC can be active part of the Institute.
- The AAKC has been working on planning a Webinar with the National AAKC that should occur for February 2014
- Forthcoming MMKC Drive-In Conference
  - October 2014 (specific dates TBD), Location (TBD, but focused on St. Louis, MO)
  - Goal of 100 participants

- Goal: To Have 1 Keynote
- Goal: 15 sessions plus luncheon roundtables
- Engaging in conversations with SAFER KC National Chair to discuss the possibility of hosting the 2014 NASPA Student Affairs Fundraising and External Conference at newly establish Kent State University Hotel and Conference Center that opened in June of 2013.
- National “Let’s Talk Spirituality” conference calls (ongoing, fourth Tuesday of every month)
  - National call-in hosted by the Spirituality and Religion KC
  - Informal but facilitated space for KC members across the country to bring up topics of interest around religion and spirituality in higher ed
  - Katie Baxter, our KC representative has been supporting national efforts around these calls
- Eric Green, the Campus Safety KC representative is promoting certification courses offered by U.S Department of Homeland Security FEMA in Incident Command System in Higher Education to regional members of his KC
- Eric Green, the Campus Safety KC representative is assisting in the development of a national pre-conference proposal, and advocating for issues of specific interest to Region 4-E are included.

### **C. Small Colleges and Universities Division**

- Division Rep hosted a roundtable for 20 small college professionals to discuss trends and issues happening on our respective campuses.
- Nine programs at the Region IV-E conference were presented by professionals from small colleges.
- Small colleges are represented on panels and drive-in conferences hosted by Knowledge Communities within Region IV-E.
- The Small Colleges listserv continues to be used on a regular basis, informing small college professionals in order to make decisions at their respective institutions.

## **Advocacy**

### **1. Small Colleges and Universities Division**

- a. Members from the division continue to reach out to student affairs graduate preparatory programs to advocate for the small college perspective in their classes, offering to serve as guest lecturers and guest panelists to show graduate students the possibilities of working at small colleges.
- b. An ongoing project is the “faith-based” project. We are exploring why faith-based institutions are and are not members of NASPA, as it potentially relates to issues of inclusion and acceptance of a more socially conservative viewpoint.

### **2. Public Policy Division**

- a. Encouraging participating in the U.S. Department of Education’s town hall meetings to discuss the Obama Administration’s college ratings system at the University of Northern Iowa on November 15, 2013.
- b. Held a Public Policy Update at the IV-East Regional Conference, Nov. 3 – 5, 2013.

## NASPA Strategic Plan

*If your region, division, or other Board Member Responsibilities have specific responsibilities or activities that pertain to the NASPA Strategic Plan, please include the goal and objective and a bulleted description of the activity since the last Board meeting.*

*You may also reference the NASPA Mission report where the activity is described in detail above in your full Board report.*

*If you have no report for the particular goal and objectives, please delete the goal/objectives and do not submit a report for that goal.*

### 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.
- 1.2 Demonstrate the impact of student affairs on student learning, persistence, and success through scholarship, assessment, evaluation, and research.
- 1.3 Tighten and align the connections among theory, research, and practice.
- 1.4 Enhance skills and provide tools to conduct student affairs program reviews in support of best practice and institutional effectiveness.

### Goal 2

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

#### *Objectives*

- 2.1 Assert NASPA's leadership role in critical issues of public policy regarding higher education.
- 2.2 Define, adopt, and communicate a public stance on critical policy issues in higher education.
- 2.3 Build capacity among membership in order to effectively influence public policy.
- 2.4 Track state and regional issues that might significantly affect students, practitioners, and/or campuses.

### Goal 3

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

#### *Objectives*

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

## 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.
- 4.2 Increase collaboration and partnerships with higher education and other organizations.
- 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.
- 4.5 Strengthen NASPA's contributions to student affairs graduate preparation programs.
- 4.6 Ensure the participation and inclusion of NASPA's members in leadership and governance.
- 4.7 Examine resources and staffing to ensure alignment with strategic planning goals.