



**Timothy A. Alvarez, Ph.D.**  
**Regional Director, IV-W**

**Report for the 2013 Winter Board of Directors Meeting**  
**November 18, 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**

### **Professional Standards Chair**

1. Communication with Professional Standards team via emails.
2. Communication with Conference Chairs & Program Selection team regarding submitted programs and their competencies.

### **Membership Coordinator**

1. Continued to work on engaging members through state initiatives.
2. Create a tribal college liaison.
3. Research HBCU involvement.
4. Increase community college involvement.
5. Research on how our members pay for membership (institution vs. self)
6. Create a new member welcome gift (i.e. luggage tag or lapel pin)

### **Communications Coordinator**

1. IT Coordinator assisted in the transition to the new website, primarily on the regional level.
2. Newsletter Editor developed and sent out newsletter for conference promotion.
3. IT Coordinator worked with regional conference committee on promoting and sharing information about the conference.
4. Historian worked with orientation committee to provide new board member orientation at summer board meeting and at fall conference.
5. Secretary continued to work to provide meeting minutes to the region.

### **Member-at-Large**

1. Award recognition for the regional conference is being finalized.
2. The Volunteer Coordinator is working on a "volunteer incentive program."
3. The community college division chair is engaged with the national leadership.
4. The Member-at-Large division has been having monthly conference calls as a way to assist each other and stay connected.
5. The Member at Large is continuing work with the Historian to develop a New Advisory Board Member Orientation which is systemic and sustainable.

### **Knowledge Community Coordinator**

1. All knowledge communities have committed to bring more awareness to our groups at the Regional Conference through a comprehensive branding effort.
2. KC Coordinators are utilizing technology to increase communication through tools such as shared drive and files, and virtual conference calls with reps.
3. Branding - Increase the visibility of KCs and help membership clearly understand goals, hot topics and ways to interact with the KCs.
4. Communication - Improve the passing of information along to successors, sharing information among KC reps, and collaboration with a large group of individuals.
5. Engagement - The KC reps and coordinators will put on an event to raise awareness of KCs and positively interact with membership. The KC Trivia Night social event was held at the 4W regional conference.

### **Scholarship**

1. Work with the research chair to accomplish the following:
  - a. Develop a list of research projects and find folks to conduct said research through our grant funds (NPI, MLI, NASPA/ACPA Top 10 Research Agenda items).
  - b. Research Paper sessions at the regional Conference
  - c. Continue research publishing support for NASPA IV-West Members (Announce in newsletter and at regional conference.)
  - d. Research/ publishing support in newsletter
  - e. Research/publishing presentation at regional conference
2. The Public Policy Chair will provide an update at the upcoming regional conference through a "ted talk" type event.
3. Knowledge Community representatives have created one-page "Hot Topic" sheets for sharing current knowledge in each KC area.

### **Professional Development**

#### **Reflections of Leadership, Hot Springs, AR, November 5 - November 7, 2013**

- Number of attendees, approximately 375
- Speakers:
  - Dr. Glendell Jones, Jr., Opening Luncheon Welcome
  - Carlotta Walls LaNier, Opening Luncheon Keynote
  - Laura Wankel, Banquet Keynote
  - Bunky Echo-Hawk, Luncheon Keynote
  - Vernon Wall, Closing Brunch Keynote
  - Kristen Abell, Mid-Conference Social Media Strategy Workshop
- 50 Learning Sessions
- One conference session on professional competencies presented by Shana Meyer
- NUFP Reception in the RD suite
- The Community College roundtable
- Small College roundtable
- Graduate student roundtable
- SA Talks (Ted Talk-like) - sessions
- Silent Auction raised over \$1K to be donated to the foundation

**New Professionals Institute, November 3 - 5, 2013, Melissa Hoffman and Myron Pope, Coordinators**

- 35 participants
- 4 faculty members
  - Calvin Philips
  - Samantha Moreno
  - Jan Austin
  - Brett Campbell

**SSAO Preconference Institute, November 4, 2013, Matt Brown, Coordinator**

- 11 Participants
- Roundtable Topics & 2 keynote speakers.
  - Shana Meyer served as institute facilitator
- Dr. Rick Stripling presented on Financial Leadership in Student Affairs
- Dr. Brian Sponsler presented on Facilitating Success: Student Affairs professionals & the Student Success Agenda.

**NUFP Preconference Institute, November 4, 2013, Andrew Gonzalez, Coordinator**

- 11 Participants
- Presenters
  - Alexander Gonzalez
  - Celestina Torrez
  - Chris Flores
  - Brittany Nefci

## 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.*

### Goal 1

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

*Objectives*

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

- Provide information on each of the core competencies through program icons. All of the competencies will be presented on, at a minimum of five times, with assessment built into the conference evaluation.
  - Advising and Helping–14
  - Assessment, Evaluation and Research–8
  - Equity, Diversity and Inclusion–12
  - Ethical Professional Practice–5
  - History, Philosophy and Values–5
  - Human and Organizational Resources–6
  - Law, Policy, and Governance–5
  - Leadership–19
  - Personal Foundations–10
  - Student Learning and Development--15

## Goal 2

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

### *Objectives*

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

- Our Knowledge Community Representatives created one-page “Hot Topic” sheets identifying issues in their areas. This information was shared in person at the Regional Conference and will be shared throughout the year in virtual communications.

## Goal 4

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

### *Objectives*

- 4.4 Increase opportunities for innovation through technology.

- Helped transition the regional website to the new website format. Currently working with newsletter editor on ways to use the blog to share information with the region.