

NASPA Supporting, Expanding, and Recruiting Volunteer Excellence (SERVE) Academy

Summary of Initiative

SERVE is a year and a half long program for mid-to-senior level professionals who want to gain knowledge about, and strategies for, enhancing their NASPA leadership and volunteer experiences and fully experiencing their professional association. For the duration of the program, the selected participants, representing the diversity of the NASPA membership, will gain additional knowledge and skills centered on executive development, mentorship, association management, and volunteer service. Their experience will also include a semi-structured mentoring relationship with a past NASPA leader. Potential topics for the SERVE include:

- Association Governance and Non-profit Management
- Association Finance, Strategic Partnerships, and Fundraising
- Member Services, Member Engagement, and Component Relations
- Professional Competencies, Content Development, and Online Learning
- Research and Policy Initiatives and Activities
- A leadership assessment (e.g., DiSC/Emotional Intelligence/Leading from self, others)
- Leading with and for your peers

The cohort who completes the NASPA Volunteer Leadership Academy will be able to:

- Gain deeper knowledge of association management and NASPA's role in higher education
- Expand network of colleagues to collaborate with in leadership and association experience
- Explore ways to be involved more deeply in NASPA as a member
- Define leadership for self and how to lead a set of peers
- Identify individual plans for future volunteer leadership goals

Background and Justification

NASPA, as the largest generalist student affairs association, has specific challenges and assumptions related to its leadership pathway. Serving a wide-range of diverse professionals with a complex volunteer structure, long-standing volunteers, let alone those new to the organization, are not always aware of all the intricacies with regards to NASPA's programming. And despite the myriad of ways to get involved, some members assume you have to know someone already in the "in-crowd" to volunteer and that NASPA only caters to those in senior-level professional roles and from dominant demographic identities.

Therefore, to support the 2015-18 NASPA Strategic Plan, NASPA has created the NASPA Supporting, Expanding, and Recruiting Volunteer Excellence Academy, otherwise known as NASPA SERVE Academy, to support Goals/Objectives 1.1, 1.3, 1.4, 4.4, and 5.5. SERVE identifies current NASPA Leaders who are looking to take the next step volunteer-wise within the organization. Targeting mid-to-senior level

professionals, selected individuals would interact with NASPA staff, broaden their network of professionals, receive mentoring from seasoned past NASPA leaders, as well as learn about association management, NASPA, and pathways to advanced leadership roles within the organization. Although selected participants of this accelerated leadership program will mostly focus on advancement within the association, they will also benefit professionally through service to the field, increased networking opportunities, and knowledge of all of NASPA's programs and initiatives.

Expectations and Commitments of Program Participants

There are a number of expectations for program participants during the duration of SERVE and following the conclusion of the formal program. These expectations include, but are not limited to:

- Active participation in all program activities, including on-site meetings and cohort phone/video conferences
- Development and execution of a cohort project/initiative in support of one of NASPA'S strategic priorities
- Presentation at a NASPA regional or content-specific conference about SERVE and/or an orientation to NASPA volunteer involvement
- Continued involvement in NASPA following the conclusion of the formal program

Benefits of Participation

Being selected to participate in this Academy has many inherent benefits. Some of the more tangible benefits are listed below:

- In-Person Orientation and Overview at the NASPA Office in Washington, DC in October 2016, with all expenses covered
- Group Mentoring and Project Planning in July 2017 with all expenses covered
- Conference fee waived to attend a NASPA educational experience to be determined with consultation with the coordinators of the program
- Mentorship with a past NASPA Board of Director Member
- Individual opportunities to network with key professionals in the field
- Recognition in the field as a member of this select group

Ideal Applicant Profile

This is a program for mid-to-senior level professionals, including VPSAs, who have some NASPA leadership experience on the regional, national, international, and /or divisional level and want to deepen their knowledge of NASPA governance and opportunities for volunteer service within the association.

Ideal applicants will have the following traits and characteristics:

- Employment in student affairs and/or higher education for a minimum of 10 years.
- Volunteer service that has had a significant impact on NASPA or other professional associations.
- Involvement for a minimum of three years in at least one or more branches (e.g., Regions, Knowledge Communities, Divisions and Groups, Faculty, etc.) of the association
- Expressed interest in expanding one's leadership and service within NASPA
- Dedication and passion to student affairs, higher education, and/or association management as a career

Membership in NASPA is a requirement for selection, with preference given to individuals who have been a NASPA member for at least four years. NASPA does not discriminate on the basis of race, color, national, origin, religion, sex, age, gender identity, gender expression, affectional or sexual orientation, or disability and welcomes applicants from all individuals that meet the application requirements.

Timeline

- August 1, 2016 – Application deadline
- Mid-September 2016 – Decisions made and Academy participants notified
- October 2016 – Orientation/Immersion at the NASPA HQ in Washington, DC
- November 2016-June 2017– Online Conference Call Engagement
- March 2017 – NASPA Annual Conference-Cohort meeting at NASPA
- June 2017-March 2018 – Mentor Meetings
- July 2017 – Group Mentoring and Project Planning
- March 2018 – NASPA Annual Conference-Project Presented at conference

Application Process

All applications will be completed and submitted online at:

http://apps.naspa.org/cfp/evt_frm_user.cfm?event_id=446

Application deadline is August 1, 2016 with only complete applications being processed for review.

Selected applicants will be notified by mid-September.

Applications materials include:

- Demographic Profile
- Applicants Essay Questions
- Approval form from supervisor
- A list of up to five leaders whom can comment on the volunteer experience of the applicant. At least half of the references must be from NASPA Volunteer activities. *Note that NASPA may contact other individuals not on the list.
- Abbreviated Resume/C.V., highlighting service to the profession

Application Questions (Each essay should be no more than 500 words)

- What are your aspirations for volunteer involvement with NASPA, and how do you see this program helping you to achieve those goals?
- Throughout your involvement with NASPA, how have you seen the organization evolve? What do you see as the continuation of that evolution for NASPA as an association?
- Where do you see NASPA's place in the future of student affairs and higher education? What do you see as the most critical focus areas as we move into NASPA's next 100 years?
- Describe a situation, event or activity that demonstrates your ability to be a change agent or innovator, or where you have pushed the boundaries of an organization. Please be specific in your response.
- What is your leadership philosophy and how have you exemplified these qualities in your work, community, etc.?