



NASPA[®]

Professional
Standards Division

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Director of the Professional Standards Division

Report for the March 2016 Board of Directors Meeting

February 12, 2016

NASPA Board Action Items

None at this time

Leadership & Member Engagement

Professional Standards Division—

- Divisional phone call to discuss member feedback on Indianapolis conference controversy, April 2015.
- Presentation to the Missouri Council on Student Affairs, updating Senior Student Affairs officers on potential competency changes, June 2015.
- Divisional phone call to discuss goals for the year, May 2015. The Professional Standards Division Directors will:
 1. Market the PS Division by...
 - a. Putting out a call for blog posts regarding use of the Core Competencies for SA Professionals. (Nationally / Regional) (in progress / ongoing)
 - i. Focus on regions & other constituencies (ie, what do the competencies “look like” for a new professional? For a professional at a small college? Etc.) (National / Regional)
 - b. Recruiting regional submissions for the Core Competencies best practices webpage. (Regional) (in progress / ongoing)
 - i. Continue to develop webpage (how to catalogue best practices?)
 - ii. Discuss how the Division can be more present (ie, regional conferences, drive-in conferences, national conference, certificate programs, etc)
 2. Educate constituents on the Division / Competencies by...
 - a. Presenting a session on the PS Division / Core Competencies at the national conference. (National) (in progress / complete)
 - b. Presenting a session on the PS Division / Core Competencies at regional conferences. (Regional) (complete / in progress)

- c. Ensuring that Core Competencies are used to categorize sessions at national & regional conferences. (National / Regional) (complete)
- 3. Partner with constituents to ensure Professional Standards & the Core Competencies are being threaded through NASPA opportunities. (National) (ongoing)
 - a. Regional conferences / practices / activities
 - b. Knowledge Communities (particularly through the KC Think Tank) (complete)
 - c. Council for the Advancement of Standards in Higher Education
 - d. TPE
 - e. NUFP
 - f. Awards
- 4. Create standardized learning outcomes for national programs like the Mid-level Professionals Institute and the New Professionals Institute. (National / Regional) (ongoing)
 - a. Collect information from these standardized outcomes for assessment and trends, utilizing data to influence needed changes.
- 5. Submit reports on time 3 times a year to ensure all regions are equally represented in National Board reports. (Regional / National) (ongoing)
- 6. Create a task force to review the possibility of “standardizations” across NASPA national procedures, processes, and regions for baseline continuity. (National / Regional) (ongoing)
- 7. Review and update the Professional Standards of Practice; review the Division name of “Professional Standards.” (National)

NASPA and ACPA have formed a joint Rubric Task Force of 10 members (5 ACPA and 5 NASPA). The overarching goal of the Task Force is to produce an updated draft of rubrics to accompany the 2015 revised professional competencies and design the document so that it is useful for professional staff members at the individual, divisional and various organizational levels. In addition to Shana Meyer, Ellen Meents-Decaigny (DePaul University) is representing the Professional Standards Division on the joint committee; Jonathan O’Brien (Cal State Long Beach) from Region VI is also on the committee representing ACPA. Rough drafts of the rubrics are scheduled to be presented to the ACPA and NASPA boards and membership at the March 2016 annual conferences. (January 2016)

Two committee conference calls have taken place to discuss the project and review the process to be used in developing the rubric document. Members have received their assignments and the proposed timeline for the project is as follows:

February 19: Deadline to complete First Competency/Why, Who, When and How Feedback

March 4: Complete Second Competency and Post to Google Drive

March 6-16: National Conference Meetings**

****ACPA:** General Presentation, March 8, 2:00 pm-3:00 pm
Professional Preparation Directorate, Westin, March 6, time TBA;
Task Force meeting time, if needed, Monday, March 7, 8:30 am-9:30 am
Conference attendees: Martha Glass; Jonathan O'Brien

****NASPA:** General Presentation, March 15, 10:00-10:50 am
Professional Standards Division, Convention Center, Room 127
Task Force meeting time, if needed, Monday, March 14, 9:30-10:30 am
(tentative)
Conference attendees: Jerrid Freeman; Dustin Grabsch; Jodi Koslow Martin;
Ellen Meents-Decaigny; Jonathan O'Brien; Jason Pina

May 1: Deadline for soliciting feedback and third-level reviews

June 1: Draft for ACPA and NASPA Board Meetings

Region 1, 4E:

Nothing to report.

Region 2:

Participation in Professional Standards Division meetings and activities during the NASPA Annual Conference in New Orleans, LA.

- Participation in Region II Advisory Board (as the Professional Standards rep) meetings and conference activities during NASPA Conference in New Orleans, LA.
- Participation in Professional Standards Division phone conference meetings in March, April, and May.
- Participation in Region II Advisory Board (as the Professional Standards rep) phone conference meetings in March, April, May; leading up to the Region II Conference.
- Represented NASPA Region II (exhibitor) at the 2015 Pennsylvania State System of Higher Education (PASSHE) Student Affairs Conference at Millersville University, Lancaster, PA – May 19-22, 2015.
- Participation in Region II Advisory Board (as the Professional Standards rep) meeting immediately prior to the start of the Region II Conference – June 6 & 7, 2015 in Washington, DC.
- Participated in Region II (as the Professional Standards rep) Conference – June 7-9, 2015 in Washington, DC.
- Goals:
 - Continue to represent the NASPA Professional Standards Division in Region II

- Continue to promote the Professional Competencies throughout Region II

Region 3: Participated in monthly division calls and/or listened to recordings of calls.

- In the past two year, standards have been revised in collaboration with ACPA.
- Currently have a task force working on updating the rubrics with opportunity for feedback and national conferences.
- Looking for NASPA region III members to write in the monthly blog regarding use and implementation of the standards.
- Also opportunities for members to submit best practices for publication on the division website.
- Attended NASPA Region III Board meeting at SACSA annual conference (October 31, 2015).
- Becky Spurlock shared update that revisions to the Professional Competency Areas document had been ratified by NASPA in August 2015.

Region 4W: Made transition from Shana Meyer to Vince Loffredo during Annual Conference in New Orleans.

- Attended Regional Meetings in New Orleans (spring) and Beaver Creek (summer).
- Promoted NASPA Call for Resources for Professional Competency Areas Program.
- Faculty Liaison and SSAO joint breakfast regional meeting at National Meeting.
- Distributed new Organizational chart for Region IV West. Areas reporting to the Professional Standards Chair include: Faculty Liaison, Research Coordinator, Public Policy, Small College division, Community College Division, SSAO Liaison, NUFPP coordinator.
- Summer Meeting each area gave updates and reports.

Region 5: I will be meeting with the NASPA Region V Board June 19-21, and will develop an action plan with the group's input.

Region 6: A central goal of the division is to increase dissemination of our work. Three areas of emphasis for this are (a) presentations at regional and national conferences, (b) written pieces for blogs and newsletters, and (c) submission of best practices using the competencies to the division for review and publication on our website. John Hoffman will write one of the blog posts this spring and is recruiting other individuals from the region to contribute as blog writers.

KC Liaison: The primary tasks I have achieved between March and July were 1) to help facilitate orientation for the new KC leaders during the National Conference, with my role being to educate the leaders about the competencies and talk about ways the KCs can apply the competencies to their work, and 2) to provide monthly updates to the KCs regarding the division and, in particular, the Professional Competencies Task Force.

The primary tasks I have achieved between December and February include the following:

1. During the December KC Leadership call Dustin Grabsch and Ellen Meents-DeCaigny, Co-Chairs of the Professional Competencies Think Tank, presented the recommendations provided in the Think Tank executive summary. A copy of the executive summary was provided with the agenda for the December KC Leadership call.
2. Provided monthly updates to the KCs regarding the division and, in particular, the Professional Competencies Task Force.
3. Developed and recorded an online learning module regarding the Professional Competencies for the KCs which KC leaders will be asked to view prior to KC Leadership Orientation in March.

Future Projects that have not yet been achieved include:

1. KC Leader Orientation: Currently working with Pauline and Brent Marsh to develop KC Leader Orientation content related to the Professional Competencies and how KCs can use the Professional Competencies to create and share knowledge. The training will take place during the annual conference.

Professional Development & Events

The deadline for the most recent call for best practice resources is February 1, 2016. The call for submissions is ongoing, so submissions will be collected after February 1 for review in the summer.

The Professional Standards Division will meet at the annual conference in Indianapolis on Monday, March 14 at 7:30 a.m. and present an update on its work in a concurrent session at 10:00 a.m. on Tuesday, March 15 (Convention Center Room 127).

Regions 1, 4E, 5:

Nothing to report.

Region 2:

Pennsylvania State System of Higher Education (PASSHE) Student Affairs Conference:
Navigating Change and Rediscovering Student Affairs
May 19, 2015 – May 22, 2015 Millersville University, Lancaster, PA

- 200 attendees at conference
- Session: The Student Affairs Professional Competencies: Increasing Accountability
 - Description of the current competencies
 - Application and use of the current competencies
 - Discussion of revision of current competencies and what changes are being implemented
 - Discussion of application and use of revised competencies moving forward
- This session had 20 participants, all very interested in information on the utilization of the competencies for purposes of staff training, program/service delivery, and

performance review. Conference planning committee would like to have session included in next (2017) conference.

NASPA Region II Conference: Celebrating the Past, Present, and Future of Student Affairs
June 7, 2015 – June 9, 2015 The George Washington University, Washington, DC

- 335 attendees at conference
- Session: Professional Standards
 - Introduction to and description of role and function of NASPA's Professional Standards Division
 - Description of the current competencies
 - Application and use of the current competencies
 - Discussion of revision of current competencies and what changes are being implemented
 - Discussion of application and use of revised competencies moving forward
- This session had 11 participants, all very interested in information on the utilization of the competencies for purposes of staff training, program/service delivery, and performance review. There was a session on the Professional Competencies that was specific to graduate programs and students. I am considering suggesting a Professional Competencies Track for the 2016 NASPA Region II Conference.

Region 3: SACSA (with NASPA Region III and SCCPA) Annual Conference, *October 31 to November 2, 2015 ♦ Hyatt Regency, Greenville, SC*

- 600 attendees
- Session was a NAPSAs Region III program highlight at SACSA
- Making Professional Standards Matter (title of presentation)
 - Overview of the History of the Professional Competency Document
 - Overview of 2014-15 revision process
 - Discussion of changes/updates
 - Opportunity for discussion about use/barrier to use of the competency areas
 - Discussion of opportunities to interact with Professional Standards Division (blog, best practices)
- Approx. 81, plus symposiums for AVPs, VPSAs, undergrads, and faculty
- Alicia Caudill, EVP for Student Affairs, College of Charleston
- Approximately 20 attendees, good feedback and engagement. Would add opportunities to make session more interactive – case studies, etc. to show how to incorporate the competencies more specifically. Would create a short document that gives 3-4 highlights of places to start if you are not using the competencies. General feedback was the people like the competencies, but struggled with ways to incorporate them to current work. Participants also suggested that we tie incorporation of the competency areas to some awards in the profession to show their importance, beyond connecting them to presentations and conferences.

- Will share this information on next Division conference call, as well.
- Also identified a region member using the standards who is interested in writing for the Division blog (Lindsey Gilmore from Bellarmine)

Region 4W: Summer Conference: RIV West Cabinet/Board Regional Meeting, *May 19, 2015 – May 21, 2015* ♦ *Beaver Creek, CO*

- Workgroups in professional standards division presented reports.
- Used the book “Last Lecture” By Randy Pausch to describe how the professional competencies related to many of his higher education experiences and how we could incorporate them in our daily work experiences.
- Discussion on the review of the fall conference presentations and how we would identify the professional competencies in each of the elected presentations.
- Much was discussed on meaningful communications and making them sustainable throughout the year.
- Spent time going over new org chart and board reports.
- Professional Standards report covered the update to the Professional Competency areas Revision Task force.
- Asked Region IV West to be leaders in NASPA for submitting “Calls for Resources for Professional Competency Areas for Student Affairs Practitioners.” Reminded board of the June 22 deadline and encouraged each board member to develop such a resource.
- Each Session in the fall will have a professional Competency attached to it with standardized learning outcomes.

Region 6: Dr. Hoffman, Region VI’s representative for the Professional Standards Division, is working with the Western Regional Conference Planning Committee (Regions V & VI) (a) to ensure that the professional competencies are included as a part of the selection and evaluation of conference sessions, (b) to provide an update session addressing revisions to the competencies, and (c) to embed modules into pre-conference institutes addressing the competencies.

Dr. Hoffman’s work with the Professional Standards Division includes ongoing recruitment and peer-review of best practices for implementing the competencies in educational practice, and effort that yields a set of best practices published to the Professional Standards Division of the NASPA website. The division is also looking at additional means of disseminating and promoting the professional competencies as well as a potential review of the NASPA professional standards document.

Dr. Hoffman is also a member of the Professional Competencies Task Force, which will present its final recommendations for approval to the ACPA and NASPA boards this summer.

John Hoffman is collaborating with Josie Ahlquist, Paul Eaton, Kathy Guthrie, Lisa Endersby, and John Lowery in a NASPA sponsored review of #NASPA15 twitter activity. The research team will present an executive summary of their work to the NASPA board this spring. Recommendations include stepping up the timeline to establish common competency area twitter hashtags and providing online direction and support to help conference session presenters make greater use of the competencies and competency hashtags in their presentations.

Optional Other Reports - Advocacy & Scholarship *(not required)*

Pauline Dobrowski and Shana Meyer reviewed the Think Tank outcomes provided by the KC Liaison and have acted on many of the suggestions and others are in progress. The following are recommendations that impact the Professional Standards Division.

Knowledge Community National Director

Short-Term Recommendations

In tandem with the Professional Standards Division:

- Provide each KC a link to the revised professional competencies, along with a standard description, and ask each KC to incorporate the information into a specific page on their website.
- Develop and distribute professional competency tags to be used in KC social media (twitter, blogs, etc.).
- Distribute the professional competency icons to all KCs (or add to the leadership portal) for use on the website and in other publications or communications (newsletters, award descriptions, etc.).

In tandem with the Professional Standards Division:

- Expand the current role of the KC liaisons, the pilot program where NASPA Staff are assigned to particular group of KCs, to include some responsibility for educating and encouraging KCs to utilize the Professional Competencies.
- Host a KC session or space during the 2016 annual conference for KCs to discuss the revised competencies, share ideas and develop strategies for incorporating the competencies into their work.
- Develop an online learning module(s) designed to educate KCs about the Professional Competencies and ask KCs to embed the link on their website.

In addition to the recommendations provided to the KC National Director, the following are a few specific recommendations for the Professional Standards Division.

Short-Term Recommendations

- Ensure that the 2015 edition of the professional competencies is clearly visible on the NASPA website and appears first on a NASPA web search.
- Add the date to the cover of the revised Professional Competencies so members know which document they are referencing.

- Consider the addition of blog threads by competency (Law, Policy, and Governance; Values, Philosophy, and History; and Personal and Ethical Foundations, etc.) that pull posts related to that tag on the Professional Standards webpage. This would allow members to scroll through posts that relate to their competency of interest.
- Develop working definitions for terms included in the Professional Competencies. There was some expressed need for working definitions especially y that of social justice.

Regions 1,2,3,4E,5,6:

Nothing to report.

Region 4W:

The Professional Standards Group for the region is comprised of: **Group Members:** Jody Donovan (Faculty Liaison), Kimberly Grieve (Public Policy Rep), Carrie Petr (Small Colleges and Universities), Traci Sheehan (Grad Student Rep), Vince Loffredo (Professional Standards), Cheo Torres (SSAO Liaison), Celestina Torres (NUFP Division rep), Keith Howard (Community College Rep), Benjamin Jensen (NUFP Student Rep), Vitaliano Figueroa (Research Division Rep). The group met on June 2, 2015 at the summer board meeting with the following goals in mind: Building the Foundation - Introduction of People and Positions; Discussion on Broad Goals/Responsibilities of Professional Standards Group; Determine How to Best Communicate.

KC Liaison:

Future Projects that have not yet been achieved include:

1. Out of the orientation session came the idea to develop a Professional Competencies Think Tank to focus on the question, "How can the KCs intentionally incorporate the professional competencies into their work of creating and sharing knowledge?" Applications for the Think Tank are being accepted thru July 1 and then members will be selected. The Think Tank will be a 2-3 month commitment involving several conference calls and a few projects. The purpose would be to collect and discuss data in order to address the question. (Complete)
2. Encouraging KCs to utilize and contribute to the Professional Standards Resource page.