The past five months have been a period of almost unprecedented success for NASPA. Clearly, the outward signs and benchmarks have been quite impressive. The NASPA staff, Board members and countless volunteers continue to make NASPA one of the premier associations in higher education. It will be evident in reading this Board report, that by virtually any measure, NASPA continues to thrive and excel as a professional association. As NASPA Board members, you should feel very proud of what we have accomplished.

I would like to highlight several key areas where we have put additional emphasis these past five months that are critical to our future success:

1. **Improvement of the Customer-Facing Components**
   The redesign and overhaul of the NASPA website was the first step in the development of a fresh look at the way in which NASPA connects to both its internal audience (members) and its external audience (non-members, prospective members) and the general public (foundations, higher education leaders, media). The new website will launch in early September and will feature a much more intuitive process by which members can quickly get to the information they need and external constituencies can
be directed to pages that address their reasons for the website visit; join, register for an event, explore public content etc. The website process has involved key association leaders in the conceptual framework and has been a labor of love for the NASPA staff. In particular Amy Shopkorn has done an outstanding job in leading the website conversion.

2. **Customer Service**

The NASPA staff has also put in significant time in conducting thorough job and process analysis related to the many ways in which members, Board members, regional volunteers and knowledge communities interact with NASPA. As a result of this analysis, we are implementing a wide range of new procedures to improve member and leader experiences with the NASPA office. We have also re-aligned job descriptions to provide a stronger customer-service experience. One of the challenges we uncovered was the impact of our growing size and the requisite customer-service demands that have come with a larger organization. For example, there have been two full-time membership staff at NASPA since 2003. Since then, NASPA has grown from 7,800 members to 12,300 members with no increase in staffing. During the same ten-year period, NASPA educational programs have increased from two-three per year to ten-fifteen per year. NASPA Annual Conference attendance has increased from 3,200 to 5,400 during that same ten years. Finally, regional conferences and professional experiences have increased significantly as well.

To address this, we have both re-aligned existing positions and have added additional staff in the membership, registration and regional support area of the office. I believe this will result in a vastly improved customer service experience and an appropriate reduction in the stress-level of the NASPA staff.

3. **Significant Progress in the Research and Policy Institute**

These past five months have been very formative for the emerging role the NASPA RPI will play for the association and the student affairs profession. The publication of briefs on the Affordable Care Act and on improving the success of men of color on campus were important first steps in providing new resources to NASPA members. These issue briefs will be supplemented by a set of new briefs entitled “Legal Links” published through the RPI in partnership with the Educational Law Association. The first of these will focus on legal and policy issues related to sexual assault on campus.

As significant, has been the role the RPI and Brian Sponsler have played in expanding NASPA’s public policy profile both with NASPA members and in the higher education community. There is no better example of this than NASPA’s invitation to participate in
the White House initiative to address the mental health issues of college students. NASPA has established itself as the expert on a wide range of issues that affect college student success.

4. Educational Programs Excellence
   As you will see in the ensuing report, NASPA’s educational programs are of the highest quality and are well received by the student affairs community. The 2013 Annual Conference was one of our largest conferences, and perhaps the best in terms of content, speakers and overall experience. Virtually all of NASPA’s other educational programs have been at near record attendance and reflect our ability to continue to identify current, emerging and compelling content themes in the profession.

   Three examples illustrate this point. First, would be the record attendance we have experienced at the NASPA Student Affairs Fundraising and External Relations Conference with a 33% increase in attendance. Second is the NASPA Certificate in Law and Policy which had to double in size from one week to two to accommodate the increased demand. Third, the success of the first Civic Learning and Democratic Engagement Conference is an example of the development of a new educational program that responds to an emerging professional interest. The entire team of staff and volunteers who plan, lead and execute all of these programs make all of this possible. In particular, Stephanie Gordon continues to provide outstanding leadership in leading all of NASPA’s educational programs.

5. Get the Right People on the Bus
   NASPA is very fortunate to have an outstanding staff. During this past year, we have made several key appointments to add considerable talent to an already talented NASPA staff. I feel very blessed to have so many amazing and creative and hard working colleagues. I feel we are poised to accomplish even more given the human capital we have on staff.

   Let me conclude by saying that I have been fairly busy representing NASPA these past five months. Below is a brief summary of my activities on behalf of NASPA. Two truths come from my travels; a) higher education and student affairs are facing significant challenges that will shape our work for the next decade or longer and b) NASPA’s reputation and credibility have never been stronger. We have much work to do.
Attended ACE Annual Conference in Washington, DC
Coordinated meeting with AACRAO, NASFAA, NACAC policy and program staff
Skype Presentation to University at Albany Student Affairs Staff
Attended AAC&U “Making Quality Our Priority” Forum in Washington, DC
Attended NCAA and NASPA Collaborative in Indianapolis
Keynote Speaker for the National Inter-fraternity Conference in St Louis
Participated in NASPA Certification Think Tank Meeting in Washington, DC
Attended SAHEC Meeting in Bloomington, IN
Major Speaker for Princeton University Staff Development
Attended meeting with University of South Carolina staff and NASPA RPI staff in Columbia, SC
Keynote speaker for the NCAS western regional in Las Vegas
Keynote speaker for the Region III Conference in Austin, TX
Attended the Region II Conference in New York City
Attended the 2014 Conference Planning Committee in Baltimore, MD
Featured Speaker for the 2013 CACUSS Meeting in Montreal
Keynote Speaker for the Mexican Summer Student Affairs Symposium in Monterrey, MX
Attended the Civic Learning and Democratic Engagement Conference in Philadelphia
Attended and presented during the APLU Council on Student Affairs meeting in Lake Geneva, WI
Attended the Assessment and Persistence Conference in Denver, CO
**NASPA Mission**

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

**Leadership**

**Conference Planning Committee**

2014 NASPA Annual Conference

- As was noted in the March 2013 report, Lamas continues to lead a revised NASPA Annual Conference Leadership Committee. The NASPA volunteer leaders and the NASPA staff are working together to develop a new process and organization for the planning of our most important event of the year. The 2014 Conference Leadership Committee includes:
  - Frank Lamas, 2014 NASPA Annual Conference Leadership Committee Chair, University of Texas - Arlington
  - Laura Wankel, NASPA Board Chair-Elect, Northeastern University
  - Teri Hall, Towson University
  - Joy Hoffman, Whittier College
  - Tisa Mason, Fort Hays State University
  - Lisa Nagy, University of Texas – Arlington
  - Will Simpkins, CUNY – John Jay College

- The new 2014 NASPA Annual Conference website went live on June 19, 2013. The Call for Programs and an early registration opportunity were also live. 140 participants registered for the conference and 16 programs have already been submitted.

- Additional Program Committee Members have been identified including the following members:
  - Eric Grospitch, University of Missouri, Kansas City
  - Jennifer Day Shaw, University of Florida
  - Two additional members will be selected through Volunteer Central including a Faculty Member and a new professional.

- The committee had their second meeting, June 14-16, 2013 in Baltimore, MD. The agenda focused on new program types, major speakers, space, and marketing Baltimore as the host city.

**The Placement Exchange Committee**

The Placement Exchange 2014

- The Planning Committee chair is Sheila Higgs Burkhalter, associate vice president for student affairs at the University of Baltimore. A very diverse planning committee has been assembled representing both NASPA and ACUHO-I.

- The committee will have its first face-to-face meeting in Baltimore, MD July 29-31, 2013. During this meeting, they will have an opportunity to view the meeting space to become better acquainted with the layout of the facility. In addition to touring the space, timelines, budget, educational content, and candidate and employer services will be outlined during this time.

**James E. Scott Academy Advisory Board**

- Patrick Day, University of Massachusetts Boston, has served as the chair of the James E. Scott Academy Board since March, 2012.
Since March, 2013, the Academy Board determined that it will focus its attention during the coming months primarily on the following facet of its strategic plan:

Goal 3. Contribute to professional practice and expand the body of knowledge around leadership in student affairs and higher education in general.

Objective 1. Conduct Academy-themed professional development experiences, via Advisory Board members, in conjunction with local, regional, national and international Student Affairs professional development meetings.
Objective 2. Expand the readership of the Leadership Exchange.
Objective 3. Conduct on-line professional development experiences linked to topics discussed in the Leadership Exchange.
Objective 4. Create a program of “requested scholarship” from Student Affairs/Higher Education scholars/practitioners based on Academy-themed areas.
Objective 5. Create leadership development programming targeted to non-student affairs administrators who have professional responsibility for Student Affairs and co-curricular learning on their respective campuses.

During the 2013 NASPA Annual Conference in Orlando, the Academy Board partnered with SJG-The Spelman and Johnson Group to implement Redefining Student Affairs: A Fundamental Difference as a pre-conference offering for CSAOs. The symposium facilitated a discussion among chief student affairs professionals regarding how to enhance the relevance of student affairs to the higher education enterprise.

The Academy Board sponsored the 2013 Interfraternal Summit coordinated by the Fraternity and Sorority Knowledge Community during the 2013 NASPA Annual Conference in Orlando.

The Academy will sponsor in July, 2013 one of its signature programs, the 27th NASPA Richard F. Stevens Institute. Please see the Professional Development section for details.

Small Colleges and Universities Division

- Hampton Hopkins, Carolinas College of Health Sciences, assumed the position of Director of the Small Colleges and Universities Division in March, 2013. He will serve a two-year term.
- The Division’s Advisory Board has established the following goals for the 2013-2014 year:
  Goal 1: Expand professional development, visibility and communication supporting excellence in practice at small colleges and universities.
  Goal 2: Provide strong advocacy for small colleges and universities in NASPA.
  Goal 3: Strengthen partnerships, outreach and collaboration among small colleges and universities.
- The 2014 Small Colleges and Universities Institute planning team has begun its work. The Institute will be hosted by Daemen College in Amherst, New York and will occur June 21-24, 2014.
- The Division’s social media strategy continues to develop. A blog has been established and @NASPAscu now has 139 followers.

Community College Division Advisory Board

- Kathryn Mueller, Al Rowdah Academy - Institute of Applied Technology, in Abu Dhabi, continues to serve as the Director of the Community Colleges Division.
• Paulette Dalpes has been approved to serve as the Director of the Community College Division starting in March 2014.
• Please see Community Colleges Division Report for additional information.

Faculty Council and Faculty Assembly

• Dr. Anna Ortiz, California State University – Long Beach, serves as the Chair of the Faculty Council. She began her leadership of the new division in March 2013. For the last three months, Ortiz and Ayiku have been working to complete the Faculty Council.
• Membership of the Faculty Council
  o Region 1 Representative: Ann Marie Vaccaro, University of Rhode Island
  o Region 2 Representative: Joseph Marchetti, Richard Stockton College
  o Region 3 Representative: Pam Havice, Clemson University
  o Region 4E Representative: Eric Buschlin, Central Michigan University
  o Region 4W Representative: Matthew Birnbaum, University of Northern Colorado
  o Region 5 Representative: Mary Skorheim, University of Utah
  o Region 6 Representative: Frank Harris, San Diego State University
  o Faculty Fellow Representatives: Susan Longerbeam, Larry Roper and Past Chair, Faculty Fellows: Tim Ecklund
  o Member at Large: Christine Bakkum
  o The graduate student representative will be appointed through an open selection process this fall.
• The inaugural meeting of the Assembly was held Monday, March 18, 2013 at 8:30 a.m. in Orlando, Florida immediately following the NASPA President’s Breakfast for the Faculty. There were 51 attendees for the inaugural meeting.
• Please see Faculty Council report for additional information.

Faculty Fellows

• John Lowery, Indiana University of Pennsylvania, serves as the Chair of the Faculty Fellows. As the Faculty Council and Assembly continue to evolve, the Faculty Fellows are working toward a number of initiatives to provide leadership to the faculty discussions in the association.
• Please see Faculty Fellows Report for additional information.

Melvene D. Hardee Dissertation-of-the-Year Committee

• Applications are currently open for the 2014 award.
• Annmarie Vaccaro is the 2013-2014 chair for the Dissertation of the Year Award committee. The review committee is composed of the following:
  o Tony Cawthon, Clemson University
  o Diane Waryas, Touro University Nevada
  o Susan Marine, Merrimack College
  o Tamara Bertrand Jones, Florida State University
  o Marilee Bresciani, San Diego State University
  o Lisa Bardill Moscaritolo, Pace University
  o Phyllis McCluskey-Titus, Illinois State University
Professional Standards Division

- Joseph Cicala, Alvernia University, began his role as Professional Standards Division Director in March 2013. Professional Standards Division goals will be created in Summer 2013.
- Please see Professional Standards Division Report for additional information.

NASPA AVP Initiatives

- Since November, 2012, Amy Hecht, Auburn University, has served as the inaugural chair of the AVP Steering Committee.
- During the 2013 NASPA Annual Conference, a highly successful AVP-oriented pre-conference workshop, AVP Development: Understanding and Navigating the Unique Role, was held as was an AVP-focused roundtable session.

Knowledge Communities (KCs)

- In March, 2013, Frank Ross, Northeastern Illinois University, assumed the position of National Director of Knowledge Communities. He will serve a two-year term.
- In March, 2013, the Student-Athlete Knowledge Community, the newest of NASPA’s 27 KCs, conducted its first business meeting during the NASPA Annual Conference in Orlando.
- Ross and Stascavage have established three KC “think tanks” comprised of eight KC leaders each. These groups will explore and make recommendations regarding KC leader trainings, approaches to creating and sharing knowledge, and KC-related public policy efforts.
- During June, July, and August, Ross and Stascavage will conduct six hour-long training webinars on a variety of topics for new and continuing KC leaders including Chairs/Co-chairs, Chairs- and Co-Chairs-Elect, Regional Coordinators and Representatives, and others. The trainings will provide an overview of the KC program, instruction regarding KC finances, guidance regarding creating and sharing knowledge, and strategies for leveraging technology to communicate with KC members to advance priorities and build community.
- Current KC membership numbers follow:

<table>
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<tr>
<th>Knowledge Community</th>
<th>Region I</th>
<th>Region II</th>
<th>Region III</th>
<th>Region IV-E</th>
<th>Region IV-W</th>
<th>Region V</th>
<th>Region VI</th>
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<td>306</td>
<td>411</td>
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<td>80</td>
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<td>113</td>
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<td>Health in Higher Education</td>
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<td>Student Affairs Partnering with Academic Affairs</td>
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<td>Women in Student Affairs</td>
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**Graduate Associate Program (GAP)**

- Applications for the 2013-2014 class are now online and active, with a priority deadline of August 9, 2013 and a final deadline of September 13, 2013.
- For the 2012-2013 GAP class, there were 153 applications from 114 institutions, up from 125 applicants from 89 universities in the 2011-2012 applicant pool.
- 94 masters-level associates were selected for the 2012-2013 academic year.
- Associates’ duties include:
  - Serve as a primary contact for students seeking info on how to get involved with NASPA.
  - Provide NASPA with feedback on programs/services students need from NASPA
  - Actively outreach to students/professionals who are not currently members
  - Six programs, including the four following:
    - Careers in Student Affairs Month (CSAM) programming
    - Hosting a Student Affairs Social (#SASocial) in February
    - Membership Drive on campus
    - Hosting a NASPA webinar showing on campus.

**NUFP (NASPA Undergraduate Fellows Program)**

**Program Numbers:**

- There are a total of 486 Fellows for the 2012-2013 academic year, compared to 427 for the 2011-2013 academic year.
- Spring Applicants for the 2013-2014 class were due May 2, 2013 and 154 applications were received.
• As of the Board report deadline, new NUFP Fellows were still confirming their acceptance and returning NUFP Fellow applications were not due. A full numbers report will be available in the Summer NUFP Board Chair Report.
• There are two fall deadlines. The Fall applicant deadline is September 26, 2013, with the Final CSAM applicant deadline of October 31, 2013.

Volunteer Activities
• The National Volunteer Coordinator, Judy Albin, Penn State, will hold her position for one more year.
• Jennifer DeBurro, Director of Residential Education and Housing at the University of New England, will take over the role as National Volunteer Coordinator in 2014.
• The NASPA office, in conjunction with the volunteers, is revamping Volunteer Central. This new site will hopefully launch with the new website.

Civic Learning and Democratic Engagement

Lead Initiative: Year 2
• NASPA continues to support the Lead Initiative, which recognizes a network of 50 postsecondary institutions for their commitment to civic learning and democratic engagement and has begun to solicit new institutional partners for the 2013-2014 cohort.
• In a new concept model, new cohort models have been created to facilitate more robust peer-to-peer sharing, networking, and communication around this critical topic for student affairs and higher education.
• The following diagram models our plan for organizing the Lead Initiative as we move into our second year. “Lead Consulting Institutions” reflect selected Lead institutions to be first-among peers in shaping the direction of the initiative. “Lead 2” reflects second year Lead Institutions committed to continued development of CLDE work in their student affairs divisions and across their campuses; and “Lead 1” reflects new institutional members welcomed to the Lead Initiative.
• 9 institutions have signed up to be Lead Consulting Institutions and 30 institutions will continue as Lead 2 institutions. New Lead 1 institutions will be recruited throughout the end of July 2013.

NASPA’s Lead Initiative on Civic Learning and Democratic Engagement: A Concept Model
Technology

New NASPA Website
- Initial wireframes and designs created for review and evaluation.
- All Regions, KC’s and some Divisions/Groups were invited to participate in planning/feedback sessions.
  - Core group from Tech KC have been invited to give feedback on a regular basis
- Email communications are being re-designed to match the new site, including a mobile-responsive design.
- A comprehensive style guide is being created to add structure and brand standards to all web content.

Current Web Analytics
- **NASPA (Since March 1, 2013):**
  - 847,600 page views vs. 704,703 same period last year, up 20.2%
  - 256,817 total visits vs. 202,552 same period last year, up 27%
  - 139,543 unique visitors vs. 111,247 same period last year, up 25.4%
  - 45.5% new visits vs. 45.3% same period last year, up .4%
  - International visits:
    - Great Britain: Up 20% same period last year
    - Spain: Up 40% same period last year
    - Japan: Up 334% same period last year
- **The Placement Exchange (Since March 1, 2013):**
  - 784,790 page views vs. 580,441 same period last year, up 35.2%
  - 115,114 total visits vs. 89,699 same period last year, up 28%
  - 29,323 unique visitors vs. 26,812 same period last year, up 9.4%
  - 5:21 average visit duration vs. 4:47 same period last year, up 12%

Twitter
- Since March 2013, NASPA’s Twitter account has grown from 10,741 followers to 12,637 followers, a net gain of 1,896 followers.
• During the 2013 NASPA Annual Conference, #NASPA13 was trending at the same time as March Madness.
• NASPA continues to focus on creating a Twitter “voice” that is not just focused on advertising but providing valuable information to the student affairs profession.
• Our current demographics:
  o 58% Female, 42% Male.
  o 25-34 year olds = 46%
  o 35-44 year olds = 23%
  o 21-24 year olds = 16%
• The Vine video sharing service is now available on all mobile platforms and will be used more within NASPA moving forward.

Facebook
• Since February 5, 2013 NASPA’s Facebook account has gained over 956 new likes for a total of 10,154 fans.
  o Our largest growth period was again during the 2013 Annual Conference.
• Between February 5 and June 14, NASPA’s Facebook page was viewed 328,000 times.
  o Of these views, 267,000 were from content that went viral.
• Our current demographics:
  o 63% Female, 37% Male.
  o 25-34 year olds most active group, followed by 18-24 year olds
  o United States-based English speakers is the most predominant audience, with Chicago being the most active city.

Corporate and Foundation Relations

Strategic Partners
• 10 total Partners for 2014:
  o USA Today
  o Campus Labs
  o Sodexo Education
  o Chartwells
  o Aramark Higher Education
  o Golden Key
  o EBI- Map Works, LLC
  o The Spelman & Johnson Group
  o Life Advantages
  o E-Checkuptogo Programs

General Advertising
• 2013 Web site and e-newsletter advertising continues to bring in new additional revenue to advertising programs. New advertisers over the last few months: Give Gab and Drexel Online: resulting in over $14,000.

Membership
The Membership Committee meeting was held in June 2013. A July 2013 Membership statistics report during the meeting.
Initiatives

- NASPA Connections launched at the 2013 NASPA Annual Conference
- Created new Institutional Membership renewal process.
- Paper membership applications and event registrations are in the process of being eliminated entirely as NASPA works to go paperless.
- Under a new Membership Director, the department is refining all membership processes, implementing new data fields/structures, and ensuring that all data is accurate and up-to-date.

Finance

Financial Reports
The Finance & Operations Committee Meeting was held in June 2013. All materials were distributed at that time to the committee of the whole.

Initiatives

- Completed revision of NASPA financial account structure, including the Regions
- Created new bank accounts in line with audit recommendation for Regional accounting

Regional Leadership Volunteer Training & Support

Trainings & Regional Leadership Support

- Conference calls and trainings have been held with all Regional membership coordinators, treasurers, and other regional volunteer leadership.
- Professional Development staff continue to work with regional conference committees and workshop directors to provide support and training on conference planning and implementation.
- Operations staff have involved regional leadership in the implementation process for the new website development and impending launch and the revision of the regional accounts and finance departments.
- NASPA Executive Team members have worked to secure facilitation and planning for the Regional Director Retreat in July 2013.

The NASPA Foundation

New Member Orientation

- The Foundation Board hosted the first New Board Member Orientation prior to the Foundation March Board meeting.
- The Foundation Board accepted the resignation of Pat Whitely, due to her new position as Chair-Elect for NASPA. Greg Boardman will fulfill the remainder of her term.
- Penny Rue, Eliseo “Cheo” Torres, Lori Reesor and Larry Roper began their terms as new Foundation Board members.
- The Board has also developed an orientation and resource guide for new Board members. This is available on the Foundation Portal site.

40th Anniversary

- The Foundation celebrated their 40th anniversary at the NASPA Annual Conference in Orlando this year.
• Kathleen Cramer prepared a history of the Foundation to educate the membership of its origin and purpose as well as highlight the legacy established by John Blackburn.
• “Ask Me” buttons were ordered for the Foundation to raise awareness and NASPA facilitated in preparing historical documents for the NASPA Annual Conference with the support of Ann Bowers.
• A small campaign was held prior to the NASPA Annual Conference to solicit donations in increments of $40.

Development Director
• Amy Sajko was hired and started January 22 by working remotely in Prescott, AZ.
• Sajko has worked closely with DonorPerfect, the Foundation donor database to complete a full analysis of all of the Foundation donor records and analyze how to best use the software to process payments.
• To increase support of the Foundation (and therefore, NASPA), Sajko developed a strategy and presented to Cherry Callahan and Kevin Kruger.
• An internal review of Foundation policies and procedures was conducted and presented to the Foundation Board.
• To keep the Foundation and NASPA Executive committee aware of new donors, Sajko implemented a monthly gift report.
• With the support of the Foundation Board, Sajko has begun to outline a potential ‘ambassador’ group, which will help promote the Foundation to young and mid-career professionals.

Foundation Awards

Jim Rhatigan Conference Fellowship
• Four young professionals were awarded $250 each to attend the NASPA Annual Conference – Laura Maki, Ijeoma Nwaogu, Mandi Schweitzer, and Denise Simpson. Each was awarded a check by James Rhatigan at the NASPA Foundation Awards Ceremony.
• This award is endowed by Jim Rhatigan. NASPA facilitated the advertising, submission and review process for this award.

Pillars of the Profession – Class of 2013
• The Pillar of the Profession program continues to be an important recognition and fundraising initiative for the NASPA foundation. This year, 12 Pillars were selected for the 2013 class.
• The fundraising minimum is $2,500 for each Pillar.
• The NASPA office provided support for advertising the Pillars, maintaining the website, donor support and donations.
• Board liaisons will work with other volunteers to meet or exceed this goal.
  Peg Blake       Edward Hammond       Mary Skorheim
  Joe Buchanan    Shaun Harper         Sharyn Slavin Miller
  Barbara Fienman Robert Kelly        James Studer
  Jill Halvaks    Robert Page         Victor Yanitelli*
• $45,174.64 was raised in conjunction with the 2013 Pillars class, the largest amount in memory

John L. Blackburn Award
• Jim Rhatigan was named the Distinguished Pillar in recognition of his lifelong commitment to the student affairs profession.
• The award was previously known as the Distinguished Pillar Award and was renamed at the March 2013 Board meeting in honor of John L. Blackburn, Founder of the NASPA Foundation.

Melvene D. Hardee Dissertation-of-the-Year
• 43 applications were received for the 2013 Melvene D. Hardee Dissertation-of-the-Year Award compared to 38 applications in 2012.
• Lucy LePeau, Indiana University received the 2013 NASPA Hardee Dissertation-of-the-Year Award. Her dissertation chair was chaired by Dr. Susan R. Komives. Dr. LePeau presented her dissertation, Academic Affairs and Student Affairs Partnerships Promoting Diversity Initiative on Campus: A Grounded Theory at the NASPA 2013 Conference in Orlando.
• Claire Kathleen Robbins, Virginia Tech, was the Runner-up for the 2013 NASPA Hardee Dissertation-of-the-Year Award whose dissertation is titled, Racial Consciousness, Identity, and Dissonance Among White Women in Student Affairs Graduate Programs. Her dissertation was chaired by Dr. Susan R. Jones.
• The NASPA office also facilitates the advertising, support, submission and review process for this award. The Foundation provides funding.

Scholarship

Books

New Releases (2013)

Decisions Matter: Using a Decision-Making Framework with Contemporary Student Affairs Case Studies
Annemarie Vaccaro, Brian McCoy, Delight Champagne, and Michael Siegel, Editors
• Released March 2013, copies mailed to all voting delegates and upgraded members
• Session and book signing were held at the 2013 NASPA Annual Conference
• A book signing will be held at the Region I Conference in November
• Review published in the June 2013 issue of Women in Higher Education

Identity and Leadership: Informing Our Lives, Informing Our Practice
Alicia Fedelina Chávez and Ronni Sanlo, Editors
• Released January 2013, copies mailed to all voting delegates and upgraded members
• Book signing held at the NASPA Annual Conference

Forthcoming Titles

Executive Transitions in Student Affairs: A Guide to Getting Started as the Vice President
Ainsley Carry, Editor
• January 2014 release date

Beyond the Americans with Disabilities Act: Inclusive Policy and Practice for Students with Disabilities in Higher Education
Mary Lee Vance, Kaela Parks, and Neil Lipsitz, Editors
• March 2014 release date

Cool Passion: Challenging Higher Education
Leadership Portfolio for Innovation and Change
Laurence Smith, Shannon Ellis, and Albert Blixt, Editors
March 2014 release date

Increasing Adult Learner Persistence and Completion Rates: A Guide for Student Affairs Leaders and Practitioners
Marguerite McGann Culp and Gwendolyn Jordan Dungy, Editors
August 2014 release date

Alcohol and Other Drug Policies for Colleges and Universities
By William DeJong
2014 release date

Journals
Please see attached reports from journal editors and De Gruyter.

Leadership Exchange

- Leadership Exchange magazine focuses on management and leadership issues for chief student affairs officers. It is now in its eleventh year of publication and continues to be published quarterly. The hardcopy is mailed to voting delegates and subscribers, and the digital edition is sent via e-mail to all NASPA members and subscribers.
- Members of the Leadership Exchange advisory board are: Patrick Day, Danny Pugh, Shannon Ellis, Celestino Limas, John Saddlemire, and Melissa Vito.
- NASPA staff will be conducting a Leadership Exchange readership survey throughout summer 2013. The survey will consist of a brief online questionnaire sent to approximately 350 CSAOs as well as 20-minute personal interviews with a smaller group of CSAOs.
- The following chart summarizes feature articles published in Volume 11 (2013):

<table>
<thead>
<tr>
<th>Spring 2013 (Issue 1)</th>
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<tbody>
<tr>
<td>Reconnecting Higher Education to the World: Student Affairs Must Take Leading Role in Defining a New Model</td>
</tr>
<tr>
<td>Patrick K. Day</td>
</tr>
<tr>
<td>The Perfect Marriage: New Positions Combine Student Affairs and Academic Affairs Expertise</td>
</tr>
<tr>
<td>Tammy M. Gocial, Steve Rook, and Mike Mullen</td>
</tr>
<tr>
<td>Managing in the New Financial Normal: SSAOs Share Tips for Operating Mean and Lean</td>
</tr>
<tr>
<td>Zauyah Waite, Gail DiSabatino, Mary-Beth Cooper, John Laws, and Greg Sawyer</td>
</tr>
<tr>
<td>A Pipeline for Student Affairs Professionals: NASPA Program Provides Hands-on Experience, Broadens Diversity of Profession</td>
</tr>
<tr>
<td>Jacob L. Diaz and Robert D. Kelly</td>
</tr>
</tbody>
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<table>
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<tr>
<th>Summer 2013 (Issue 2)</th>
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</thead>
<tbody>
<tr>
<td>Creating the Civic-minded Campus: NASPA's Lead Initiative Promotes Democratic Engagement</td>
</tr>
<tr>
<td>Laura E. Sponsler</td>
</tr>
</tbody>
</table>
The following chart shows issue e-mail open rates:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Deploy Date</th>
<th>Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2013 (Issue 1)</td>
<td>2/21/2013</td>
<td>29.74%</td>
</tr>
</tbody>
</table>

The following chart shows total page views by month and year for the digital edition of *Leadership Exchange*:

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**Corporate and Foundation Relations**

**Leadership Exchange Advertising**
- Advertising continues to stay steady for the *Leadership Exchange*, total revenue $14,000 (Summer 2013 issue only)
  - 2 new advertisers in this issue.

**Research and Policy Institute**

**Research and Policy Institute Sponsored Scholarship Project**
- The RPI released two policy and scholarly briefs during the covered time period, as well presented at one partner annual conference:
“Supporting Men of Color” – Edited brief authored by Dr. Shaun Harper (University of Pennsylvania) focused on lessons drawn from the research literature on effective student supports for college men of color. Released at the 2013 Annual Conference in Orlando, FL.

“Survey of NASPA Institutional Members Supports for Active Duty Military and Student Veterans” – Research project undertaken in partnership with InsideTrack on campus-based student supports and data collection procedures pertaining to active duty military and student veterans. Released at Annual Conference in March.

RPI staff presented at the UPCEA – Leaders in Professional, Continuing, and Online education conference in Boston, MA on results of the NASPA/InsideTrack active duty and military veterans report.

The Lead Institutions Initiative

Leadership Exchange Article

- The Lead Initiative was covered as part of a featured article in the summer 2013 issue of the Leadership Exchange. The article provided an overview of the initiative, context for NASPA’s work, and examples from three Lead Institutions: Alvernia University, Northeastern Illinois University, and Winthrop University
- The authors were:
  - Laura Sponsler, Ph.D., Fellow for Civic Learning and Democratic Engagement, NASPA
  - Frank E. Ross, Ph.D., Vice President for Student Affairs, Northeastern Illinois University
  - Frank P. Ardaioio, Ed. D., Vice President for Student Life, Winthrop University
  - Joseph J. Cicala, Ph.D., Vice President for University Life and Dean of Students, Alvernia University

Civic Learning and Democratic Engagement

Diversity & Democracy

- In partnership with the American Association of Colleges and Universities (AAC&U), NASPA has co-sponsored the fall issue of Diversity and Democracy and will highlight academic and student affairs collaborations around civic learning and democratic engagement.
- Topics include: institutional change around CLDE, student affairs and academic affairs collaborations, community partnerships, educating diverse students, and using A Crucible Moment.
- Articles are being drafted over the summer months, with final production and publication to take place in the Fall of 2013.

Knowledge Communities (KCs)

- Bold without Boundaries: The Annual Knowledge Conference Publication featuring articles written by representatives from NASPA’s 27 Knowledge Communities was published online in March, 2013 and has been accessed more than 38,000 times since then. The Fall 2013 online KC publication, Excellence in Practice, is under development and is expected to be available for distribution prior to the November regional conferences.
- In May, 2013, the Assessment, Evaluation, and Research Knowledge Community awarded its Research Grant to Phyllis McCluskey-Titus for “Assessing Learning in Student Affairs Graduate Preparation Programs Using ACPA/NASPA Competencies.”
The NASPA Foundation

Research Grants

- Applications for the Channing Briggs Small Grants are being accepted. The Board approved funding for $20,000 to be awarded in increments of $5,000 or less.

Professional Development

NASPA Annual Conference & The Placement Exchange

2013 NASPA Annual Conference
March 16-20, 2013 @ World Center Marriott, Orlando, FL

The 2013 NASPA Annual Conference in Orlando, Florida was a very successful event with over 5,000 participants. The Conference Planning Committee, under the leadership of Brian McCoy, Professor of Psychology at Nichols College, planned an outstanding professional development event. Some data from the conference is as follows:

Registration

- 5122 registrants
  - 3270 Members
  - 572 Non-member
  - 1280 Student Members
- NASPA used a new registration system this year through our partner Experient. This new system allowed for a seamless registration and housing process for the user. This system also allowed for a much more robust check-in process on-site using a “scan and go” system. At no time during the registration and check-in process did individuals experience long lines.

Programs, Pre-conference Workshops

- 1344 attendees registered for pre-conference workshops
- 250 TPE Candidates registered for both the conference and The Placement Exchange
  - Pre-conference workshops – 35 (26 Half-day and 9 Full day)
  - 332 General Interest Sessions
  - 65 KC Sponsored Sessions
  - 14 Poster Sessions
  - 24 Roundtables

Featured Speakers
Dustin Lance Black, screen writer, producer, and director; Victor Santiago Pineda, chancellor and post doctoral fellow at University of California-Berkeley; Arthur Levine, president for the Woodrow Wilson Foundation; Diane Dean, associate professor at Illinois State University; Bryan Alexander, senior fellow at the National Institute for Technology in Liberal Education (NITLE); Sekou Andrews, Poetic Voice; panel of speakers “I Have a Dream: A Reflection of the Last 50 Years,” moderated by Thomas Parham, University of California-Irvine. Panelist were Lori Patton Davis, Indiana University-Purdue University
Indianapolis; Patricia Marin, University of California-Santa Barbara; and Kenji Yoshino, New York University, School of Law.

- Approximately 4000 people attended the Opening Session with Dustin Lance Black. Sekou Andrews made a special appearance to help open the conference and give attendees something to think about over the course of the conference.
- Approximately 650 people attended the I have a Dream: A Reflection of the Last 50 Years panel.
- Approximately 300 people attended Victor Santiago Pineda
- Approximately 480 people attended Arthur Levine & Diane Dean
- Approximately 400 people attended Bryan Alexander
- Approximately 1100 people attended the Closing with Sekou Andrews

NASPA Community Fair
- 250 attendees with full participation from NASPA’s 27 Knowledge Communities. The Divisions, NUPF, and GAP also participated.
- A flash mob dance took place during this event this year and was a huge hit with everyone doing the wobble dance.
- Raffle items were donated by MultiRacial KC, GLBT KC, IEKC, API KC in addition to some graduate preparation programs.

Random Spaces of Coolness
- Be Well Radio – a weekly tweet-in radio show hosted by Auburn University. This was located in the exhibit hall and was a huge hit
- NASPA Penny War, Remixed – Regions competed against one another by donating paper money to the container for their region and then drop change in other regions as coins were then subtracted from the total amount of paper money in each. A Total of $603 was raised and then all proceeds were given to the NASPA Foundation.
- Reflections & Shout Out Wall – Created a sticky wall so that people could write shout outs down and then stick the note card to the wall. It was difficult to see any empty space on the wall by the end of the conference.
- Ribbons of Affiliation – People could self-select ribbons that showed their respective region or group they were involved in.
- Swag Swap – Another activity that was in the exhibit hall, individuals turned in some swag from their campus and then was able to pick-up swag that represented another institution.

International Symposium
March 16 – 17, 2013 ◊ Orlando World Center Marriott, Orlando – Florida
- The 18th International Symposium was a success. Dr. Oscar Felix, Executive Director of the Access Center, Colorado State University served as the Symposium Director.
- 128 individuals participated in the 2013 International Symposium. This is an increase of 27 participants from last year.

Historically Black Colleges and Universities Pre-Conference Workshop
March 17, 2013 ◊ Bethune-Cookman University, Tallahassee – Florida
- The HBCU pre-conference workshop was co-sponsored by the NASPA HBCU Council and Bethune-Cookman University.
- 18 participants registered for this inaugural pre-conference workshop.
Community College Institute  
*March 17, 2013 † Orlando World Center Marriott, Orlando – Florida*  
- The 2013 institute was held as a part of the 2013 Annual Conference. The title of the institute was “Expanding Multicultural Competencies”  
  - There were 20 participants for the Institute. Paulette Dalpes, Deputy to the Vice Chancellor for Student Affairs– CUNY -, New York. Served as chair.  
  - Featured Speaker: Dr. Kathy Obear, President, Alliance for Change Consulting  
- The 2014 Community College Institute will be chaired by Dr. Ivan Harrell, Vice President of Student Affairs, Anne Arundel Community College, and Dr. Quincy Martin, Ill, Associate Vice President, Student Affairs, Triton College.

Doctoral Seminar  
*March 17, 2013 † Orlando World Center Marriott, Orlando – Florida*  
- 2013 Doctoral Seminar chairs were Dr. Anna Ortiz, California State University – Long Beach and Dr. Fernando Padró, University of Queensland – Toowoomba Campus.  
- 36 participants registered for the pre-conference event.

Faculty Fellows  
- The Faculty Fellows sponsored and co-sponsored a number of programs at the NASPA Annual Conference in Orlando, Florida including:  
  - Doctoral Seminar (36 participants)  
  - NASPA President’s Breakfast for Faculty  
  - A Faculty Fellows Guide to Turning Practice into Research  
  - Early Career Scholars Papers: A NASPA Faculty Fellows Symposium  
  - Teaching Through Supervised Practice  
  - So You Want to Teach and be an Administrator?

The Placement Exchange  
*March 13-17, 2013 † World Center Marriott, Orlando, Fl*  
The Placement Exchange continues to increase its presence in the placement market in student affairs. 2013 TPE Planning Committee was chaired by Alvin Sturdivant, Seattle University. The committee, in coordination with Arlene Kidwell of NASPA, and Alison Jones of ACUHO-I and TPE Associate Matt Trainum, created a TPE experience for both candidates and employers that was highly successful.

<table>
<thead>
<tr>
<th>TPE ‘13</th>
<th>TPE ‘12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Candidates</td>
<td>933</td>
</tr>
<tr>
<td>Job Postings</td>
<td>518</td>
</tr>
<tr>
<td>Standard Tables</td>
<td>478</td>
</tr>
<tr>
<td>Premium Tables</td>
<td>81</td>
</tr>
</tbody>
</table>

There were 10,181 interviews for The Placement Exchange Orlando. In addition, there were at least 1000 employers with 185 volunteers filling 366 shifts.
Workshops, Conferences, & Institutes

Conference on College Men
May 19 – 21, 2013 ◊ Miami University, Oxford, OH
- This biennial conference is held in collaboration with ACPA. It is collaboratively planned with the Men in Masculinities Knowledge Community and the ACPA Standing Committee for Men.
- 91 participants registered for this year’s event. There were 100 participants in 2011.
- The conference received a record 35 submission proposals.
- Carlos Andrés Gómez, poet, actor, writer and Robert Heasley, Faculty, Therapist, American Men’s Studies Association Past-President served as speakers.
- The program included a pre-conference workshop, 2 keynote speakers, 23 concurrent sessions, a movie discussion, as well as a closing “Ted-Talk-like” panel.
- NASPA and ACPA brought on the American Men’s Studies Association as a cooperating sponsor for the event to increase market reach.

National Conference for College Women Student Leaders (NCCWSL)
May 30 – June 1, 2013 ◊ University of Maryland – College Park, MD
- NCCWSL was held May 30 – June 1, 2013 at the University of Maryland, College Park, in College Park, Maryland.
- There were 729 students/administrators from over 226 institutions for the conference, covering the United States and international regions. This was the largest conference to date.
- There were five pre-conference sessions, two community service and three skill-building, with 200+ students participating.
- 56 workshops were offered to student participants; this was the largest selection of workshops offered to date. There was a record of over 100 submissions for presentations from all over the country.
- For the first time ever, a welcome reception was offered to administrators attending NCCWSL. 17 attended to learn about NASPA, AAUW and to network with fellow colleagues.
- 2013 Women of Distinction were:
  - Katie Miller, Policy and Government Affairs Chair, OutServe-SLDN Board of Directors
  - Deborah Owens, Chief Executive Officer, Owens Media Group
  - Reshma Saujani, Former Deputy Public Advocate of NYC and Founder of Girls Who Code
  - Donna E. Shalala, President, University of Miami
  - Ritu Sharma, Co-founder and President, Women Thrive Worldwide
  - Lydia Villa-Komaroff, Chief Scientific Officer at Cytonome ST
- The keynote speakers were Nina Godiwalla, CEO of MindWorks, and Rachel Simmons, author of “Odd Girls Out”.

NASPA Certificate Program in Student Affairs Law & Policy
June 5-9, July 8-12, 2013 ◊ Sirata Beach Resort and Conference Center, St. Pete Beach, FL
- NASPA teamed with Peter Lake, Stetson University to offer a 23 hour certificate program for the second time.
- Two other faculty served with Peter Lake to facilitate the instruction, Oren Griffin, Associate Dean and faculty at Mercer School of Law and Brian Mistler, Director of Health and Counseling Services at Ringling College of Art and Design.
- 21 individuals attended the June program and will complete a final examination to earn the certificate.
• 23 individuals were invited to participate in the July program.

Civic Learning and Democratic Engagement (CLDE) Conference
June 20 – 22, 2013 ◊ Inn at Penn, Philadelphia, PA

• NASPA hosted its first CLDE Conference. This new professional development event offered the opportunity to educate participants about the civic and democratic work in higher education.
• 225 participants attended the event in Philadelphia including 3 exhibitors and sponsors.
• CLDE received 72 program submissions. There were over 32 sessions held at the event. 20 of the 50 Lead Institutions submitted one or more programs.
• There were two pre-conferences: Civic Engagement 101 and The Lead Institutions Meeting.
• The conference included approximately 40 one-hour educational sessions, five roundtable discussions, four mini-institutes, and one panel discussing the role of student affairs in CLDE work.
• 12 partner and friend organizations attended including: CIRCLE, AAC&U, Campus Compact, Work on Purpose, The United States Holocaust Museum and Memorial, TurboVote, Fair Elections Legal Network, and Interfaith Youth Council.

• Featured Presenters included:
  o Matt Hartley, Associate Professor and Chair, Higher Education at the University of Pennsylvania’s Graduate School of Education
  o Ashley Finley, Senior Director of Assessment and Research at AAC&U
  o Brian Sims, Pennsylvania State Representative and LGBTQ Advocate
  o Gwendolyn Jordan Dungy, Executive Director Emeritus, NASPA
  o Elizabeth Housholder, Assistant Dean for Civic Engagement, Widener University
  o Drew Stelljes, Assistant Vice President for Student Engagement and Leadership and Director Office of Community Engagement, College of William and Mary
  o Zauyah Waite, Vice President for Student Affairs, Chatham University
  o Nancy Thomas, Director Initiatives for the Study of Higher Education and Public Life, Tufts University
  o Surbhi Godsay, Researcher, CIRCLE
  o Maggie Stevens, Executive Director, Indiana Campus Compact
  o Elaine Ikeda, Executive Director, California Campus Compact
  o Dean McGovern, Executive Director, Montana Campus Compact
  o Carie Hertzberg, Executive Director, Rhode Island Campus Compact
  o Katie Baxter, Interfaith Cooperation as a Tool for Civic Engagement, Interfaith Youth Core
  o Lynne Meyer, Director of Spiritual Life and Service Learning, Illinois Institute of Technology
  o Vaneitta Goines, Program Advisor Office of Volunteer Programs, University of Illinois at Urbana-Champaign

NASPA Assessment & Persistence Conference
June 25 – 27, 2012 ◊ Grand Hyatt, Denver, CO

• 305 participants. This is an increase of 41 participants from last year.
• Speakers and Panelists Included:
  o Lynn Gangone, Dean of the Women’s College at the University of Denver
  o Archie Cubarrubia, Professional Lecturer at George Washington University and Educational Policy Specialist at the U.S. Department of Education
- An Evening Panel on Persistence with Marilee Bresciani, Professor, San Diego State University; Archie Cubarrubia, George Washington University; and Shauna Payne Gold, University of Maryland, College Park.
- Thomas Miller, Associate Professor of Student Affairs and Interim Vice President for Student Affairs, University of South Florida
- A Closing Panel of staff from the University of Texas at Arlington - Frank Lamas, Vice President for Student Affairs, Lisa Nagy, Assistant Vice President for Student Affairs, and Molly Albart, Director of Planning, Assessment & Student Services.

The program included three pre-conference workshops, 48 concurrent sessions, five mini-institutes, eight roundtable sessions, and seven poster sessions.

2013 International Student Affairs Study Tour

June 19 – June 30, 2013 ◊ Doha, Qatar and Dubai and Abu Dhabi of the U. A. E.

- NASPA, in conjunction with ACUI, and ACUHO-I partnered on the 2013 International Student Affairs Study Tour to Doha, Qatar and Dubai and Abu Dhabi of the U. A. E., June 19 – June 30, 2013.
- 22 individuals traveled on this year’s study tour with 4 faculty members. The majority of the registrants were members of NASPA and ACUHO-I. Additional association cooperating sponsors include ACPA, NODA, NACA and NIRSA.
- Participants toured Education City, The Qatar Foundation, Hamad Bin Khalifa University, Qatar University, Zayed University Abu Dhabi and Dubai, U.A.E. University-Al Ain, Al Rowdah Academy Institute of Applied Technology, New York University-Abu Dhabi.

27th NASPA Richard F. Stevens Institute

July 17 – 21, 2013 ◊ Laguna Cliffs Marriott Resort & Spa, Dana Point, California

- The Academy is sponsoring the 27th biennial Richard F. Stevens Institute and has re-conceptualized the content for the program.
- As of June 13, 2013, 21 CSAOs were registered for the Institute.
- Institute faculty include Danny Pugh, Institute Director, University of Arkansas; Greg Sawyer, California State University – Channel Islands; Robert Mock, University of Kentucky; Paulette Dalpes, CUNY; and Debbie Heida, Berry College.
- Featured presenters include Sheryle Bolton (CEO, Sally Ride Science), Lou Gossett Jr. (actor, author, and founder of Eracism Foundation), Ellen Heffernan (Partner, SJG-The Spelman & Johnson Group), Kevin Kruger (President, NASPA - Student Affairs Administrators in Higher Education), Christopher Powell (Senior Advisor & Former Executive VP of Human Resources, Scripps Networks Interactive), and David Steinberg (Co-Founder, Adpearance).

2013 Student Affairs Fundraising and External Relations Conference

July 21-23, 2013 ◊ The Cook’s Hotel, Baton Rouge, LA

- Annual program sponsored in conjunction with the Student Affairs Fundraising and External Relations Knowledge Community.
- 79 individuals have registered to participate in this year’s event. There were 62 participants in 2012.
- Sara Hartley, Chair of the Student Affairs Fundraising and External Relations KC, is chairing this year’s conference. Jamie Segar, Director of Development, Office of the Vice Chancellor, LSU Student Life & Enrollment serves as our host at LSU
• Conference sessions will focus on comparing and contrasting student affairs and development and best practices based on the development continuum (identification, information, cultivation, solicitation, stewardship).
• Dr. Ajay Nair, Senior Vice President and Dean of Campus Life at Emory University in Atlanta, Georgia will serve as the feature speaker for this conference.

International Exchange Program
• Currently have 7 International Exchange Agreements with sister organizations worldwide.
• 2013 Exchanges
  o Inbound Exchanges
    ▪ CNOUS- Centre National des Oeuvres Universitaires et Scolaires, sent a delegation in March 2013. The delegation was hosted by University of Central Florida, Rollins College, Embry-Riddle Aeronautical University and Stetson University. CNOUS delegates also attended the International Symposium and parts of the annual conference.
  o Outbound Exchanges
    ▪ UNITED KINGDOM-June 10-14, 2013: A three person NASPA delegation visited visiting the United Kingdom from June 10-14, 2013. The delegates were hosted by the Association of Managers of Student Services in Higher Education (AMOSSHE). The majority of the exchange will take place during AMOSSHE’s annual conference. Delegates will visit the London School of Economics and Political Science (LSE), Regents College, Royal Veterinary College (University of London), School of Oriental and African Studies (SOAS) – (University of London) and the University of Surrey.
    ▪ IRELAND-June 17-21, 2013: A three person NASPA delegation will visit Ireland. The delegates will be hosted by members of the Confederation of Student Services in Ireland (CSSI) and visit Dublin, County Cork and Dundalk. The majority of the exchange will take place during CSSI’s annual conference.
    ▪ MEXICO-October 14-18, 2013: A three- five person NASPA delegation will be visiting Mexico from October 14 -18, 2013. The delegates will be hosted by The Instituto Tecnologico y de Estudios de Monterrey (ITESM) and visit Guadalajara, Leon, Mexico City and Queretaro.
    ▪ NEW ZEALAND-December 2013: A three-person NASPA delegation will be visiting Wellington, New Zealand, December 2013 (dates to be determined). The delegates will be hosted by the Australia and New Zealand Student Services Association (ANZSSA). The majority of the exchange will take place during ANZSSA’s biennial conference.

Future Conferences, Workshops and Institutes

8-bit Technology Conferences
October 3, 2013 ◊ University of Illinois-Chicago/University of North Carolina, Greensboro
October 10, 2013 ◊ University of Nevada-Las Vegas and Seattle University
• This new conference will be a one-day drive in with simultaneous broadcasting of content between the two sites.
• Each host site will be themed, either “Digital Identity and Internal Communications” or “Fundraising and External Relations.”
• Keynote coordinators are still being identified for each site.

2013 Institute for New CSAOs
October 6 – 9, 2013 @ Capital Hilton, Washington, D.C.
• This signature NASPA program is sponsored by the James E. Scott Academy.
• This year’s theme is Leadership and Management Effectiveness for the New Chief Student Affairs Officer.
• Institute faculty include Tom Shandley, Institute Director, Davidson University; Shannon Ellis, University of Nevada, Reno; Levester Johnson, Butler University; and Joan Kindle, Harper College.

NASPA Student Affairs Law & Policy Conference
October 20 – 22, 2013 @ Hotel Viking, Newport, RI
• ASCA will be a contributing sponsor and NACUA will be cooperating sponsor again for this year’s event.
• Registration is currently open with 5 registered participants and speakers are being solidified.

2013 NASPA Multicultural Institute
December 5 – 7, 2013 @ JW Marriott Resort and Spa, Las Vegas, NV
• This will be the 5th Multicultural Institute, held every other year, this is a milestone year for the event.
• 18 individuals have registered to participate. Early-Bird Deadline is October 1, 2013.
• Call for Programs Deadline, August 5, 2013. There are currently 11 programs submitted.
• Marielena Hincapie, Executive Director of the National Immigration Law Center, Dr. Gwendolyn Dungy, Executive Director Emeritus – NASPA, and Lee Mun Wah, Diversity Trainer will serve as featured speakers.
• Co-sponsored with the Knowledge Communities:
  • Crasha Perkins, African American Knowledge Community
  • Laura Cummings, Disability Knowledge Community
  • Chris Mosier, Gay, Lesbian, Bisexual, and Transgender Issues Knowledge Community
  • Jacinda, Felix Haro, Latino/a Knowledge Community
  • Aaron Voyles, Men and Masculinities Knowledge Community
  • Davieree Velazquez, Women in Student Affairs Knowledge Community
  • Jerry Basford, Spirituality and Religion in Higher Education Knowledge Community
  • Queena Hoang, Asian Pacific Islander Knowledge Community
  • Freda Gipp, Indigenous Peoples Knowledge Community
• The National Coalition Building Institute (NCBI) and the Social Justice Training Institute (SJTI) serve as cooperating sponsors for this event.

Women’s Leadership Institute
December 3 – December 6, 2013 @ Ritz Carlton, Amelia Island, FL
• NASPA will partner with ACPA, ACRL, ACUHO-I, ACUI, APPA, NACUBO, and NAEP, for the 2013 Women’s Leadership Institute.
• Planning is underway for this event; registration is not yet open.

2014 Alice Manicur Symposium for Women Aspiring to be Chief Student Affairs Officers
January 12-15, 2014 @ Sheraton Sand Key Resort, Clearwater Beach, FL
The director for the Symposium is Helen Matusao-Ayres, Vice President for Student Affairs at Pratt Institute. The remaining faculty are:
- Mary B. Coburn, Vice President for Student Affairs, Florida State University
- Berenecea Johnson Eanes, Vice President for Student Affairs, Cal State Fullerton
- Sarah Neill, Dean of Students, Simmons College
- Ellen Neufeldt, Vice President for Student Affairs, Old Dominion University
- Julie Wong, Regional Associate Vice Chancellor, University of South Florida, St. Petersburg

Applications are currently being accepting and will close October 1. Participants will be notified by October 15, 2013.

2014 NASPA AVP Institute - Excellence in the “Number Two” Role
January 19 – 21, 2014 ◊ Hyatt French Quarter, New Orleans, Louisiana

This Institute is a new NASPA initiative for both new and seasoned AVPs or “number twos”.
Institute faculty include Penny Rue, Wake Forest University; Lori White, Southern Methodist University; Jason Pina, Bridgewater State University; Amy Hecht, Auburn University; Ashanti Hands, San Diego Mesa College; and Greg Nayor, The University of the Arts.

2014 Mental Health Conference & 2014 NASPA Alcohol, Other Drug Abuse, and Violence Prevention Conference
January 16 – 18, 2014 ◊ Loews Coronado Bay Hotel, San Diego, CA

The Mental Health and Alcohol & Other Drug Abuse and Violence Prevention Conferences will be held simultaneously this year in San Diego, California.
Outreach has been made to the collaborating associations including AUCCCD, ACCA, ACHA, BACCHUS, the Suicide Prevention Center and SAMHSA.
Registration is currently open with 5 participants registered for the Mental Health Conference. The early-bird registration deadline is November 15, 2013.02130

Online Learning

Strategic Assessment Processes: Using Data to Bring More Money, Engagement, and Retention Series
April 30, May 21, July 9, 2013 ◊ Online

The NASPA Office partnered with the Assessment, Evaluation and Research KC on this three-part webinars series.
The webinars in the series were:
- The Student Engagement Puzzle: Piecing Together Divisional Student Involvement Data using Technology
  - Tyneka Harris Coronado, Project Leader, DePaul University
- Integrating Student Data in Order to Enhance Student Retention and Involvement
  - Ted Elling, Associate Vice Chancellor for Student Affairs for Research Systems and Development, University of North Carolina at Charlotte
- Thinking Differently About Assessment: Connecting Assessment Work with Increasing Donor Support
  - Jason F. Simon, Director of Institutional Assessment and Reporting, University of North Texas Office of Institutional Research and Effectiveness
  - Kevin Gin, Assistant Director for Student Leadership and Programs, Berklee College of Music
NASPA Community Colleges Online

- The 2012 – 2013 NCC Online Series culminated on April 19, 2013 at 2 p.m. EST - Topic: Developing a Pathway that Leads to Completion. Presenter: Dr. Kathleen Cleary – Sinclair Community College. – 46 campuses Participated
- 2013-2014 NCC Online Series is in development and will include the following topics: Lessons When Working Abroad, Careers in Student Affairs Month (CSAM) – Working at Community Colleges, and Student Conduct at Community Colleges.

Investing in Our Future Webinar Series

- Call for Programs for the 2013-2014 series is now live, with a deadline of August 30, 2013.
- Over 280 individual sites registered for the series. Please note, there may be more than one person viewing the webinar at one site.
- The following is a listing of the webinars produced through the series this past year:
  - “Making the Most of Your Undergraduate Experience”
    - Personal Foundations Competency
    - 30 sites registered
    - Panelists included:
      - Justin Schuch; Coordinator of Residential Leadership & Engagement; Southern Illinois University Carbondale
      - Gena Stack; Coordinator of Conference Services; Southern Illinois University Carbondale
  - “Intentionally Helping Others Learn: Understanding How We Can Advance Student Learning”
    - Student Learning and Development Competency
    - 109 sites registered
    - Panelists included:
      - Sarah Schoper; Assistant Professor; Western Illinois University
      - Craig Wagner; Assistant Complex Director; Western Illinois University
  - “Reframing Disability”
    - Equity, Diversity, and Inclusion Competency
    - 140 sites registered
    - Panelists included:
      - Amanda Kraus; Assistant Director; University of Arizona
  - “Ethical Practice in Student Affairs: Your Values in Action”
    - Ethical Professional Practice Competency
    - 158 sites registered
    - Panelists included:
      - Jonathan O'Brien; Coordinator, Student Development in Higher Education, California State University-Long Beach
  - “Walking the Line: Supervising vs. Advising”
    - Advising and Helping Competency
    - 198 sites registered
    - Panelists included:
      - Caroline Whelan; Area Coordinator; SUNY Geneseo
      - Tiffany Collazo; Residence Director; SUNY Geneseo
  - “Constant Change: Leadership in a Complex World”
    - Leadership Competency
200 sites registered
Panelists included:
- Kathy L. Guthrie, Ph.D.; Assistant Professor; Florida State University
- Kathleen Callahan, Instructor and Advisor; Florida State University
  - “Understanding Evaluation, Assessment, and Research: How and When to Apply Each in Student Affairs Work”
    - Assessment, Evaluation, and Research Competency
    - 211 sites registered
    - Panelists included:
      - Brenda McKenzie; Teaching Assistant; Kent State University
      - Teniell Trolian; Research Assistant; University of Iowa
  - “Using Social Media to Leverage Career Development”
    - Human and Organizational Resources Competency
    - 192 sites registered
    - Panelists included:
      - Mike Severy; Director of Student Involvement and Leadership; The University of North Carolina at Pembroke
      - Becca Obergefell; Assistant Director for Student Involvement; Ohio Dominican University
  - “Making Them Your Own: Understanding Student Affairs Values”
    - History, Philosophy, and Values Competency
    - 169 sites registered
    - Panelists included:
      - Daniel Bureau, Ph.D.; Director, Student Affairs Learning and Assessment, University of Memphis
      - James Barber, Ph.D.; Assistant Professor of Education, College of William and Mary
  - “Law and Policy - Fundamentals for Students and new Student Affairs Professionals”
    - Law, Policy, and Governance Competency
    - 194 sites registered
    - Panelists included:
      - Sarah Clegg Crawford; Director of Student Conduct; Life University
      - Tyler Groll; Coordinator in the Office of Student Conduct & Conflict Resolution; Florida International University

NUFP (NASPA Undergraduate Fellows Program)

NASPA Annual Conference
- Plans are underway to host the Undergraduate Student Conference at a local institution around Baltimore. Current conversations are being had with University of Baltimore.

Summer Internship Process
- 25 institutions are currently hosting 34 NUFP Summer Interns.
- 168 fellows have applied to the Internship Process, up from 167 fellows last year.

Dungy Leadership Institute
Iowa State University held the 2013 Dungy Leadership Institute (DLI) from June 23-28, 2013. There were 71 applications, up from 63 in 2012. 32 fellows were accepted, the maximum amount allowed.

Tonantzin Oseguera, Assistant Dean of Students, University of California, Riverside served as the Institute Director, and the faculty for the program are as follows:
- Pamela Anthony, Dean of Students, Iowa State University
- Angela Batista, Dean of Students, University of Southern Indiana
- Debra Daniels, Director, Women’s Resource Center, University of Utah
- Kari Ellingson, Associate Vice President for Student Affairs, University of Utah
- Justin Grimes, Couch Center Coordinator, The University of Oklahoma
- Irvin Harrison, Coordinator, Native American Student Center, California State Polytechnic University, Pomona
- Kafele Khalfani, Director, New Student Orientation/CLUE, CUNY-College of Staten Island
- Lester Manzano, Assistant Dean for Student Academic Affairs

The 2014 DLI will be hosted at the University of Utah.

NUFP Welcome Packets
- For the Spring acceptances, Fellows were re-directed to an electronic welcome page specific for their region. In addition to the welcome letter from the regional coordinator, welcome letters from all KC representatives on the NUFP Board and an invite to the join welcome webinar question hour were on the page. The following are the pages for each region:
  - www.naspa.org/programs/nufp/regi.cfm
  - www.naspa.org/programs/nufp/regii.cfm
  - www.naspa.org/programs/nufp/regiii.cfm
  - www.naspa.org/programs/nufp/regiveast.cfm
  - www.naspa.org/programs/nufp/regivwest.cfm
  - www.naspa.org/programs/nufp/regv.cfm
  - www.naspa.org/programs/nufp/regvi.cfm
- An itinerary calendar of all important deadlines for the program, NUFP stUFP, will be created for the 2013-2014 academic year.

Regions

In addition to the Leadership report above, the NASPA staff work diligently with the Regional Leadership to provide support for all seven regions. This listing provides information for all regional workshops for which the NASPA staff provides logistical, financial and registration support.

2013 Region I Mid-Level Institute, March 28, April 19, May 10, June 6, 2013
- The 2013 Region I Mid-Level Institute took place on March 28 at Southern Vermont College in Bennington, Vermont; April 19 at Central Connecticut State University in New Britain, Connecticut; May 10 at Southern New Hampshire University in Manchester, New Hampshire; and June 6 at Salve Regina University in Newport, Rhode Island.
- There were 21 registrants.

2013 Region I Annual “Hot Topics” Drive-In Conference, April 4, 2013
• The 2013 Region I Annual “Hot Topics” Drive-In Conference took place on April 4, 2013 at the Roger Williams Baypoint Inn and Conference Center in Portsmouth, Rhode Island.
• The conference theme was “It Takes a Campus: Supporting Health and Wellness of Our Students”
• There were 52 registrants.

2013 Region I Latino/a Knowledge Community Drive-In, April 12, 2013
• The 2013 Region I Latino/a Knowledge Community Drive-In took place on April 12, 2013 at the University of Connecticut - Puerto Rican/Latin American Cultural Center in Storrs, Connecticut.
• The conference theme was “Supporting Undocumented Students”.
• There were 53 registrants.

• The 2013 Region V Power of One Conference took place on April 26-28, 2013 at Boise State University in Boise, Idaho.
• The conference theme was “Becoming Inclusive Leaders.”
• There were 242 registrants.

2013 Region I Women in Student Affairs (WISA) Drive In, May 22, 2013
• The 2013 Region I Women in Student Affairs (WISA) Drive-In took place on May 22 at Mount Holyoke College in South Hadley, Massachusetts.
• The conference theme was “Meeting at the Intersections: Dialogue, Reflection and Action with Women in Student Affairs.”
• There were 15 registrants.

2013 Region IV-E Women in Student Affairs (WISA) Drive In, June 1, 2013
• The 2013 Region IV-E Women in Student Affairs (WISA) Drive In took place on June 1, 2013 at Lake Forest College in Lake Forest, Illinois.
• The conference theme was “EmpowHer Change: Sharing OUR Stories.”
• There were 61 registrants.

2013 Region I LGBT Boston Pride Parade
• Region I LGBT KC took part in the 2013 Boston Pride Parade on June 8 in Boston, Massachusetts.
• There were 21 participants.

2013 Region II Conference, June 9-11, 2013
• The 2013 Region II Conference took place June 9-11, 2013 John Jay College of Criminal Justice of the City University of New York (CUNY) in New York, NY.
• The conference theme is “Bridging Communities, Transforming Lives.”
• There were 470 registrants for this event.

2013 Region III Summer Symposium, June 9-12, 2013
• The 2013 Region III Summer Symposium took place June 9-12, 2013 at the Hilton Austin in Austin, Texas.
• The conference theme is “Hot Topics in the Heart of Texas.”
• There were 150 registrants for this event.
2013 Region III and SACSA New Professional’s Institute, June 17-21, 2013
The 2013 Region III and SACSA New Professional’s Institute will take place on June 17-21 at the North Carolina Central University in Durham, North Carolina.
There were 43 registrants for this event.

2013 Region V SSAO Retreat, June 19-21, 2013
The 2013 Region V SSAO Retreat will take place on June 19-21 at the Residence Inn Portland Downtown at River Place in Portland, Oregon.
There were 33 registrants for this event.

2013 Region III and SACSA Mid-Managers Institute, June 22-27, 2013
The 2013 Region III and SACSA Mid-Managers Institute will take place on June 22-27 at Texas Christian University in Fort Worth, Texas.
There were 38 registrants for this event.

Upcoming Regional Events

2013 Region VI Southern California Drive-In Conference, July 18, 2013
• The 2013 Southern California Drive-In Conference will take place on July 18 at the California State University - Fullerton, in Fullerton, California.
• The conference theme is “Knowledge is Power: Defining the Nature of Student Success.”
• There are currently 15 registrants.

2013 Utah NASPA Conference, October 4, 2013
• The 2013 Utah NASPA Conference will take place on October 4 at the Weber State College in Ogden, Utah.
• The conference theme is “Change Ahead: Attract. Support. Retain.”
• There are currently 3 registrants for this event.

2013 Region IV-East Conference, November 3-5, 2013
• The 2013 Region IV-East Conference will take place on November 3-5 at the DoubleTree by Hilton Hotel Chicago, in Skokie, Illinois.
• The conference theme is “Courages Voices: Take a Stand. Make a Choice.”
• There are currently 69 registrants for this event.

2013 Region IV-West Conference, November 5-7, 2013
• The 2013 Region IV-West Conference will take place on November 5-7 at the Embassy Suites and Convention Center in Hot Springs, Arkansas.
• The conference theme is “Reflections on Leadership.”
• There are currently 16 registrants for this event.

2013 Western Regional Conference, November 6-9, 2013
• The 2013 Western Regional Conference will take place on November 6-9 at the Little America Hotel in Salt Lake City, Utah.
• The conference theme is “Landscapes: Purpose. Perspectives. Possibilities.”
• There are currently 48 registrants for this event.
Cancelled Regional Events

2012 Region I and WISA/GLBT/Veterans Knowledge Communities Resetting Perspectives Drive In, April 28, 2012
- This drive in was scheduled to take place April 28, 2012.
- The event was cancelled on April 17, 2012.

Region II Careers in Student Affairs Conference, November 16, 2012
- This conference was scheduled to take place on November 16, 2012 at Seton Hall University in South Orange, New Jersey; Towson University in Towson, Maryland; and Chatham University in Pittsburgh, Pennsylvania.
- The event was cancelled on November 6, 2012 with 81 people registered.

Region I Connecticut Undergraduate and Graduate Conference, December 8, 2012
- This conference was scheduled to take place December 8, 2012.
- The event was cancelled on December 5, 2012 with 17 people registered.

Technology

Call for Programs
- Upgraded Call for Programs tool launched for the 2014 NASPA Annual Conference.
- Submission criteria is dynamic, based on new program types.
- Improved notification functionality to contact individuals with accepted programs.

New Annual Conference Website
- 2014 NASPA Annual Conference website created and launched for the June Call for Programs and end-of-fiscal-year registration opportunity.

Corporate and Foundation Relations

Annual Conference Exhibits
- 2013 NASPA Annual Conference: 115 organizations participated representing 131 booths.
  - Largest gross revenue from exhibits to date ($223,235)

Annual Conference Sponsorships
- 2013 NASPA Annual Conference: 25 sponsors (over $200,000 in combined cash and cash-in-value):
  - Opening Reception Entertainment: Chartwells ($20k)
  - Monday Morning Opening Panel: Everfi ($15k)
  - Conference Lanyards: Hamad Bin Khalifa University ($15k)
  - SSAO Reception: EdR ($10k)
  - Leadership Dinner: Aramark Higher Education ($10k)
  - NUFP Program: Sodexo Education ($10k)
  - SSAO Reception: EBI – MapWorks, LLC ($10k)
- NUFP Pre-Conference Event: Capstone ($10k)
- CSAO Lounge: NPC/NIC ($7,500k)
- CSAO Lounge: On Campus Marketing ($5k)
- Fraternity and Sorority KC Reception: NPC/NIC ($2500)
- Exhibit Hall Gift Card Raffle: 3rd Millennium Classrooms ($2500)
- SAPAA KC Reception: Stylus Publishing ($2500)
- SSAO Lounge Furniture: Adden Furniture (in-kind)
- 2013 Polo Shirts: Halo Branded Solutions (in-kind)

- **2014 NASPA Annual Conference Sponsorships:** 4 sponsors, to date:
  - NUFP Scholarships: Sodexo
  - Outstanding New Professional Award: Spelman & Johnson
  - Leadership Dinner: Aramark
  - CSAO Reception: EdR

**NASPA Annual Conference Program Book Advertising**
- **2013 NASPA Annual Conference:** $13,300 with 23 advertisers.
  - Highest gross revenue and number of advertisers in NASPA history

**Other Exhibits and Sponsorships**
- **2013 CLDE Conference:** 3 participating companies and 2 sponsors, total revenue of $6,100
- **2013 Assessment and Persistence Conference:** 4 exhibitors, total revenue $4,500
- **2013 SAFER Conference:** 1 exhibitor *(first time ever)*, total revenue $900
- **2013 Richard F. Steven’s Institute:** 3 sponsors, total revenue $8,500

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### Advocacy

**Commission on Equity and Inclusion**
- The Commission on Equity and Inclusion chair is Dr. Lesley-Ann Brown, Director of Campus Inclusion and Community, Northwestern University. Other Commission Members include:
  - Rachel Aho, DePaul University, Women in Student Affairs KC
  - Raja Bhattar, University of California-Los Angeles, Asian Pacific Islander KC
  - Katie Baxter, Interfaith Youth Core, Spirituality KC
  - Dustin Rollins, University of Florida, Men and Masculinity KC
  - Nicole Hoeffle, Bowling Green State University, Spirituality KC
  - Bobby Kunstman, Colorado State University, Gay, Lesbian, Bisexual, Transgender KC
  - Angela Batista, University of Southern Indiana, Latino/a KC
  - Crasha Perkins, Radford University, African American KC
  - CeCe Ridder, Portland State University, MultiRacial KC
  - Eileen Berger, Harvard University, Disability KC
  - Indigenous Peoples Knowledge Community is still identifying their representative.
- The commission is currently identifying both short-term and long-term goals.
NUFP (NASPA Undergraduate Fellows Program)

Sodexo/NUFP Partnership:
Sodexo, Inc. has renewed its commitment of $10,000 to NUFP for the 2013-2014 year. This money will be used in the following ways:
- NASPA Annual Conference Attendance Stipends: $6,000 (8 students at $750/each)
- Graduate School Scholarships: $4,000 (2 at $2,000/each)

Capstone On-Campus Management/NUFP Partnership:
Capstone On-Campus Management has committed $5,000 to undergraduate scholarships for the 2014 Undergraduate Pre-Conference. Twelve scholarships in the amount of $250 will be offered. Fifty-five students have applied.

NASPA Strategic Plan

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.

NASPA Foundation
- With the creation and support of the Channing Briggs Small Grants and Large Grant opportunities, this helps facilitate and support research on the impact of student affairs.

1.2 Demonstrate the impact of student affairs on student learning, persistence, and success through scholarship, assessment, evaluation, and research.

Publications
- Published Decisions Matter and Identity and Leadership.

Research and Policy Institute
- Initiated partnership with UPCEA and InsideTrack on research report looking at student support offerings for online student services. Report will be released in January 2014 and data collection is set to begin in Fall.
- Continued progress on next 5 Things Issue Brief to be released in August 2013; piece is focused on institutionalizing CLDE work in student affairs divisions.
- Prepared and launched the 2013 CSAO Census. This survey will allow NASPA to:
  ○ create a profile of the individuals serving as Chief Student Affairs Officers (CSAOs);
  ○ map the breadth of student services offered and the organizational structure of student affairs divisions; and provide updated salary data.
- The Census includes questions about CSAO’s educational background, career path, career aspirations, and current duties and responsibilities. Additionally, the Census will capture the breadth of student services offered at each participating institution; their student affairs division organizational structure; and salary data for CSAOs, Associate Vice President (AVP)-level positions and
director-level positions. CSAOs from accredited, degree-granting institutions—both NASPA institutional members and non-members—will be invited to participate in the online survey, which will be open from July 16 to September 16. Data analysis, writing, design will take place this fall and winter and results from the Census will be published in March prior to the NASPA Annual Conference.

1.3 Tighten and align the connections among theory, research, and practice.
   
   **Publications**
   
   - Published new issues of *Journal of Student Affairs Research and Practice*, *NASPA Journal About Women in Higher Education*, and *Journal of College and Character*. See journal reports for more detail.

1.4 Enhance skills and provide tools to conduct student affairs program reviews in support of best practice and institutional effectiveness.

   **Publications**
   
   - Published *Building a Culture of Evidence in Student Affairs*, which includes resources specifically for use in program reviews

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**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.

      **Publications**

      - Each issue of *Leadership Exchange* included a Public Policy column with articles authored by leaders of the Public Policy Division.

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

      **Research and Policy Institute**

      - Submitted official comment letter to Department of Education on requested changes to regulatory language on the Violence Against Women’s Act.
      - Sent position letters to members of Senate committees dealing with immigration reform in support of the DREAM Act provisions of the larger bill.

   2.3 Build capacity among membership in order to effectively influence public policy.

      **Research and Policy Institute**

      - Lead the formation of a partnership with the American Council on Education (ACE) and the American Psychological Association (APA) to produce a new report reviewing current trends in college student mental health and highlighting promising practices that contribute to student well-being.
      - This publication will be widely disseminated to leaders of the nation's postsecondary institutions and to practitioners addressing campus mental health. Additionally, the report and accompanying materials will provide a foundation for
presentations at higher education-focused conferences, including several upcoming NASPA sponsored events.

- Participated in an event led by President Obama and Vice President Biden, who hosted a National Conference on Mental Health at the White House. NASPA was represented at today’s event by Brian Sponsler, Vice President for Research and Policy.

2.4 Track state and regional issues that might significantly affect students, practitioners, and/or campuses.

Research and Policy Institute
- Maintain active communication with Consortium lead to track federal policy and regulatory actions impacting higher education and student affairs. Monitored pending elections likely impact on policy discussion.

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.

Publications
- A special discount offer on publications was extended to International Symposium participants
- The summer 2012 issue of Leadership Exchange included an article on the advantages and disadvantages of using international recruitment agents

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.

Corporate and Foundation Relations
- Exhibits, sponsorships, advertising and scholarship funding either held steady or increased (see above under Leadership, Scholarship and Professional Development)

Publications
- Released 2 new books. See "Books" in Scholarship section of Mission Report for more details.
- Transitioned publications fulfillment operations from TASCO to PBD, Inc. on June 3, 2013.
- Maintained multiple channels for publications sales--Avectra, Amazon, mail, phone, fax.
• Expanded journals sales and marketing efforts, which resulted in new library subscriptions. *See Journals reports for more information.*

**Membership**

• Created new Institutional Membership renewal process to increase engagement and retention.

**NASPA Foundation**

• The NASPA Foundation will launch an annual campaign in the coming fiscal year.
• Maintaining current donor records and relationships will also help increase the sources of revenue for NASPA due to the drive of the NASPA Foundation.

4.2 Increase collaboration and partnerships with higher education and other organizations

**Research and Policy Institute**

• Sponsler made contacts with other research/policy organizations to alert them to willingness of NASPA’s new RPI and our willingness to partner on projects. Continued to utilize the RPI Advisory Board for consultation on projects and activities.
• NASPA signed formal contact with Education Law Association to produce thrice-yearly issue brief entitled “Legal Links”, which will focus on a specific legal issue(s) that intersects with student affairs and/or higher education work.

**Publications**

• The spring and summer 2013 issues of *Leadership Exchange* included authors from collaborating organizations.
• The following NASPA books were reviewed in journals:
  o *Decisions Matter* was reviewed in *Women in Higher Education* (June 2013)
  o *Exceptional Senior Student Affairs Administrators’ Leadership* was reviewed in the *Journal of College Orientation and Transition* (Spring 2013)
  o *More Than Listening* was reviewed in the *Journal of Student Affairs Research and Practice* (Spring 2013)
  o *Asian Americans and Pacific Islanders in Higher Education* was reviewed in the *Journal of Student Affairs Research and Practice* (Summer 2013)
• Authors regularly promoted their publications through speaking engagements at events outside of NASPA (i.e., other associations, campuses, etc.).

**Corporate and Foundation Relations**

• Renewed strategic partnerships with key companies and organizations in the higher education space (see above under Leadership)

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.

**Corporate and Foundation Relations**

• Exploring new model for companies to be engaged in the 3rd annual (and redesigned) #NASPATech conference.
Publications

- *Building a Culture of Evidence in Student Affairs* is an interactive resource that includes links to PowerPoint Presentations and is offered in e-book format as well as paperback.
- The NASPA Bookstore website completed its transition from Network Solutions to Avectra in July to create a more seamless shopping experience for members.
- The Point of Sale system for on-site publications sales was upgraded to a mobile payment system, which debuted at the #NASPAtech conference.

Technology

- Website redesign in progress *(see above under Leadership)*
- Upgraded Call for Programs submission process *(see above under Professional Development)*

NASPA Foundation

- With the support of NASPA Social Media Coordinator, the Foundation has created a personal hashtag, #NASPAgives to create awareness via Twitter and Facebook.

4.5 Strengthen NASPA’s contributions to student affairs graduate preparation programs.

Publications

- NASPA books continue to be adopted for course use as indicated by desk copy requests and publications sales data that show increased sales activity during textbook adoption seasons.

4.6 Ensure the participation and inclusion of NASPA’s members in leadership and governance.

Publications

- Members of the *Leadership Exchange* advisory board are: Patrick Day, Danny Pugh, Shannon Ellis, Celestino Limas, John Saddlemire, and Melissa Vito. See "Leadership Exchange" in Scholarship section of Mission Report regarding for more detail.
- The journal editors regularly recruit for new editorial board members.

NASPA Foundation

- Sajko is working with the Ambassador group and will reach out to current NASPA members who support the Foundation to participate in this leadership opportunity.

4.7 Examine resources and staffing to ensure alignment with strategic planning goals.

Operations & Professional Development

- Fully staffed Membership Department and realigned positions in order to provide a finance staff person to assist with regional accounting needs.
- Posted a Senior Director of Educational Programs with anticipated hire date in August 2013.
Research and Policy Institute

- Pursing funding for research activities from third-parties. Will continue to communicate with funders and other partner organizations about the opportunity to work with the RPI on funded projects.
- Established monthly calls with NASPA Foundation fundraising staff to exchange funding ideas and align efforts of RPI and Foundation staff/members.
- Posted a Senior Public Policy Analyst position with anticipated hire date in August 2013.