



**Rebecca Mills**  
**Director, Public Policy Division**  
**Report for the 2012 Winter Board of Directors Meeting**

### **NASPA Board Action Items**

None at this time

### **NASPA Mission**

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

#### **Leadership**

#### **Scholarship**

*Not applicable*

#### **Professional Development**

*None since national conference*

#### **Advocacy**

The Public Policy Division was founded to assist NASPA in its public policy advocacy efforts. The summary below for our activities to support Goal 2 of NASPA's strategic plan delineates the efforts of the division.

# NASPA Strategic Plan

## Goal 2

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

### *Objectives*

- 2.1 Assert NASPA's leadership role in critical issues of public policy regarding higher education.
- 2.2 Define, adopt, and communicate a public stance on critical policy issues in higher education.
  - Finalized the guiding principles document based on Board discussion at July meeting
  - Prepared briefing papers to support the three major issues in the public policy agenda
  - Created a communication plan for sharing the public policy agenda with members
    - Prepared and forwarded information to the national office so that NASPA's President could share information initially with the entire membership
    - Created materials and suggested revisions for the public policy section of NASPA's website (to be implemented prior to sharing the agenda)
    - Sent messages on Twitter (AKA "tweeted") about the agenda and supporting materials
  - Collaborated with others to create guidelines to request that NASPA take a position and/or make a public statement on a policy issue or current event.
- 2.3 Build capacity among membership in order to effectively influence public policy.
  - Designed a public policy presentation template for use by regional representatives at regional conference session and/or board meetings
  - Prepared content for the public policy column in Leadership Exchange
  - Proposed public policy sessions for the national conference including the Town Hall session to review and, if warranted, revise the public policy agenda
  - Discussed ways to enhance involvement of the division's members in the Law and Policy Conference
- 2.4 Track state and regional issues that might significantly affect students, practitioners, and/or campuses.
  - Monthly telephone conferences with division members includes discussion of state and regional issues
  - Division members solicit information from regional board colleagues and regional members