



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