



**Scott McAward, Ph.D.**  
**NASPA Region V Director**  
**Report for the March 2019 Board of Directors Meeting**  
**February 24, 2019**

## Requested Action Items

None at this time.

## Leadership & Member Engagement

### Regional Director Leadership Transitions

Anna Gonzalez began her term as Regional Director-elect during the NASPA Annual Conference in March 2018 in Philadelphia, PA. During the conference, the Region V Business Meeting and Region V Social was held.

In May 2018, Anna Gonzalez accepted a position in the state of California and as a result would no longer serve as Regional Director-elect and subsequently Regional Director. After consulting with the NASPA President and Board Chair, a new Regional Director-elect was appointed. Kathleen Farrell, University of Washington – Tacoma, would serve as the Regional Director-elect and the next Regional Director.

In January 2019, Kathleen Farrell resigned her position as Regional Director-Elect due to professional transitions (in March 2019 she will be leaving her current position at UW-Tacoma). In February 2019, Chris Meiers, Vice Chancellor at Washington State University – Tri Cities, was appointed as the Regional Director-elect to begin his two-year term in March 2019. Chris was able to attend the new Board Orientation in February in Washington, D.C. Danielle Kleist was appointed as Chief of Staff for the Region V Advisory Board 2019-21.

### Knowledge Communities Summer 2018 Update

Region V knowledge community co-coordinators have been working hard to market opportunities for open KC Representative positions, and then to ensure that new individuals being brought onto the board in KC rep roles have been trained thoroughly on region V processes. By the June 2018 board meeting, all new members were trained. KC coordinators are planning the training for the board meeting to initiate collaboration among and across representatives.

We have been holding monthly calls with KC reps, in alternating small and large groups. The most recent call focused on building out leadership teams for individual Knowledge communities to provide additional opportunity and involvement for members. Many KC representatives are currently in the process of building this out. We have also begun to do a KC spotlight in our regional newsletters to give representatives another avenue to share information with the region.

In June 2018, Kelly Dries and Nicholas Hudson resigned their position as KC Co-Coordinator due to both accepting professional positions outside the Region. Kelly and Nicholas have made a tremendous impact on Region V and their dedication and engagement will be missed. Jes Takla and Jackie Saarenas have been appointed as KC Co-Coordinator and will serve throughout the next RD term.

### **June 2018 Advisory Board Retreat**

The annual summer Region V Advisory Board Retreat was held in Portland, OR on June 25-27, 2018. Approximately forty board members were in attendance. In addition to Regional business, a significant portion of the meeting was focused on the NASPA Strategic Plan and the Region V Engagement Plan. Some additional highlights include:

- Membership Survey – Lauren Baines, Sean Ferris, Judd Harbin and Shane Simpson presented results of a Region V Membership Survey conducted in spring 2018. Survey focused on these main areas:
  - Membership – primary reasons for becoming a member; reasons for lapse of membership; support received from institution
  - Engagement and Communication – ways members are currently engaged; ways members would like to be more engaged; barriers to engagement
  - Funding – how aware members are of funding opportunities
  - Inquiry – interest and engagement in topics around research and assessment
- NASPA Foundation – Region V was successful in meeting both Foundation goals with 108 (goal 75) individual donors and \$15,418 college (goal \$10,074). This will result in \$1000 in funding from the Foundation to provide scholarships to Region V members

### **June 2018 Portland Advisory Board Meet and Greet**

During the Advisory Board Retreat, the 3rd<sup>d</sup> Annual “Advisory Board Meet and Greet” was held in Northwest Portland. Led by the Oregon state representative, Region V members and other interested individuals met for an informal meet and greet that included shared appetizers and beverages. Approximately 30 members attended in addition to the Region V Advisory Board members. This was the first year the event was held outside the hotel and was seen as a great success and feedback was it should be continued.

### **November 2018 Advisory Board Meeting**

The Region V Advisory Board met during a condensed board meeting as part of the 2018 NASPA Western Regional Conference in Sacramento, CA on November 9, 2018. Agenda included discussion of regional sponsorship requests, advisory board appointments and the NASPA Strategic Plan. Due to very limited time during board meeting, a full discussion of the NASPA Strategic Plan was not possible.

## Region V 2018 Award Winners 2018

During the 2018 NASPA WRC, Region V presented the following Regional Awards:

- **Nam Nguyen, Washington State University**  
*Undergraduate Rising Star Award*
- **Shanztyn Nihipali, Southern Oregon University**  
*Undergraduate Rising Star Award*
- **Christopher Hughbanks, Oregon State University**  
*Graduate Rising Star Award*
- **Timothy Davis, University of Utah**  
*Outstanding New Professional Award*
- **Maggie Hendrickson, Pacific Lutheran University**  
*Undergraduate Rising Star Award*
- **Sue-Ann Huang, Seattle University**  
*Outstanding Mid-Level Professional Award*
- **Dennis Denman, Edmonds Community College**  
*Community College Professional Award*
- **PLU Listen, Pacific Lutheran University**  
*Innovative Program Award*
- **Jackie Saarenas, APIKC, Northeastern University, Seattle**  
*KC Award for Collaboration and Visibility*
- **Joanna Royce-Davis, Pacific Lutheran University**  
*Distinguished Service to the Profession*

## Knowledge Communities Update – March 2019

### **Region V Knowledge Community Co-Coordinators Appointed**

- Jackie Saarenas and Jes Takla were appointed as new Region V Knowledge Community Co-Coordinators for the 2019-21 term, effective as of October 2018
- Jackie Saarenas most recently served as Region V Representative for Asian Pacific Islander Knowledge Community.
- Jes Takla most recently served as Region V Representative for Student Affairs Partnering with Academic Affairs Knowledge Community.

### **Region V Knowledge Community Representative Appointment for 2019-2021 Term**

- Jackie and Jes are working with Central Knowledge Community Leadership to identify new Knowledge Community Representatives for 26 of 35 Knowledge Communities are trying to identify new leaders. 9 leaders are continuing from or already appointed from previous term. So far, 4 of the 26 vacancies have been filled.

### **KC Planning for Western Regional Conference 2019**

1. Proposal for Revised Knowledge Community Fair/Social Format: In response to anecdotal feedback from WRC18 from Knowledge Community reps and attendees that the current fair format has been challenging to create meaningful connections and that the overlapping socials, usually off-site, make it challenging to attend

multiple and/or consider Knowledge Community engagement intersectionally, we propose the following ideas:

- Intended Outcomes: As a result of attending the Knowledge Community Fair/Socials, WRC19 attendees will:
    - Learn about Knowledge Communities that will advance their professional development in an accessible format that allows for inter-Knowledge Community connections
    - Connect with Knowledge Community Regional Representatives and other members to expand their professional networks
  - Learn about Knowledge Communities: Use passive signage (e.g., at registration or exhibition tables - see attached for example), features in program app, social media promotion leading up to/during WRC event, and feature on web site to promote Knowledge Communities - descriptions, features about Knowledge Community reps who will attend, spotlight programs, and recent initiatives. Provide opportunities to navigate WRC through a Knowledge Community lens via the programs app (this was great at WRC 18!).
  - Connect with Knowledge Community Regional Reps/Members (with opportunity for intersectionality): Combine the Knowledge Community Fair/Socials into a central location. Overlap on 2nd/full day with the last ed session and extend into a "happy hour" time (i.e., a 2 hour block). Arrange to have a cash bar located in/outside the location for people to purchase own drinks. Pool Knowledge Community funds to provide heavy snacks. Use signage/name badges/rotating PPT to passively uplift Knowledge Community descriptions/Reps/initiatives (i.e., info gathered in first bullet). Promote more of a "social" environment with music, lights, etc. Encourage Knowledge Communities to contribute their own "spin" to the centralized social. If Knowledge Communities would like to host additional "after party" socials, they can depart from this event. Focus on intentional Knowledge Community overlapping or collaboration if they opt to do this.
  - This format attempts to avoid: awkward tabling conversations, overlapping socials that are difficult to hop between, waiting until the end of day 2 to learn substantially about Knowledge Communities (with the forward WRC19-specific passive education)
2. Proposal for Revised Knowledge Community 101 Session Format - "Innovation Station": It was great to have a Knowledge Community 101 session at WRC18; however, this session time competed with other edu sessions and was not well attended. This new format proposal attempts to take a dynamic approach, while still featuring each Knowledge Community and sharing information about Knowledge Community involvement.
- Intended Outcomes: As a result of attending the Knowledge Community "Innovation Station" (working title), WRC19 attendees will:
    - Learn about specific Knowledge Communities - mission, initiatives
    - Practice a new skill and/or apply professional development content related to the Knowledge Community
    - Connect with Knowledge Community Regional Representatives and other members to expand their professional networks
  - Format: Throughout the conference (e.g., on the full/2nd day), have a designated space in a high trafficked area that can be used for short "pop up"

program sessions (e.g., all that may be needed is a TV screen with laptop hook up and a table, potentially some seating nearby). Invite Knowledge Community reps to put together flash sessions (e.g., 10-20 minutes) where they teach a skill or share content related to their Knowledge Community (focus being hands on application vs just a summary of their Knowledge Community). These flash sessions can either be scheduled during breaks or several during a particular ed session (similar to SA Speaks timing, but these are not intended to be "TedTalks", more quick workshops/discussion groups). For example, as the SAPAA Knowledge Community rep, I could:

- Introduce the SAPAA Annotated bibliography, describe how it can be used as a resource and relates to SAPAA mission (Learn about specific Knowledge Community)
- Lead participants in a quick "zine folding" exercise to create a pocket bib they can take with and use for handy reference (Practice a new skill/apply pro devo content)
- Planning: Region V invites all Knowledge Community reps to the June Board meeting in Portland (date TBD). We typically have dedicated time with Knowledge Community reps where we can introduce this idea and give them planning time to create their 10-15 minute presentation; they can then connect with Region VI counterparts to complete in advance of November.
- Example: At NASPA 2018 in Philadelphia, there was a similar "innovation" space where people were doing quick presentations that were more workshop based. I attended a few of these and found it a quick way to engage and pick up a new skill. I've also seen something similar implemented at an ACPA conference.

### **KC Western Regional Conference 2018**

November 08 - November 11, 2018 | Sacramento, CA

- Jes & Jackie coordinated with Region VI Knowledge Community Co-Coordinators, Klint Jaramillo and Briseida Elenes, to coordinate Knowledge Community Engagement activities for Western Regional Conference 2018.
- Jes was able to attend and participated in: Newcomers Welcome, Knowledge Communities 101, Knowledge Community Welcome/Gratitude Lunch, and Knowledge Communities Fair (along with representation by 5 Region V Knowledge Community Representatives). Several Knowledge Communities hosted local socials as part of the conference.
- Jes participated in on-site planning for Western Regional Conference 2019.

### **Region V Knowledge Community Representative Monthly Zoom Calls**

February 11, 2019 - 9:00-10:00 AM PST

- Jes & Jackie coordinate a monthly Knowledge Community Rep Monthly Zoom Call.
- Knowledge Community Representatives each asked to give updates regarding their Central Knowledge Community activities and Regional engagement efforts
- Scheduled currently through February. February's meeting focus is transition reports for 2019-20 term.

### **Region V Knowledge Community Monthly Social Media Engagement & Blog Posts**

Monthly - Varies by Day/Month

- Region V Knowledge Community Representatives pick a day per month (e.g., the 16th) to post Knowledge Community related content on the NASPA Region V Facebook page.
- Region V Knowledge Community Representatives also pick one month per year to submit a blog post that is included in the Region V monthly e-newsletter (discontinued for this term; to be resumed in 2019-21 term).

**Western Regional Conference 2019**

November 02 - November 05, 2019 | Portland, Oregon

- Jes & Jackie are on the WRC19 planning committee. See initiatives above.
- Both plan on attending in Portland.

**Membership**

Sean Ferris, University of Washington, continued his term as the Region V Membership Coordinator. As of February 22, 2019, Region V Membership was 1,086, a slight increase in membership compared to November 2018 (3.3%, or 35 members). Over the past 90 days, 10 new members joined in Region V. Individual Membership by State or Province is as follows:

Alberta	20
Alaska	10
British Columbia	34
Idaho	35
Montana	31
Nevada	92
Oregon	182
Utah	242
Washington	331
Unknown/Not Reported	9

Two new State/Provincial Reps were appointed since March 2018. Chuck Lepper, Ph.D. was appointed Utah representative in May. Dr. Lepper currently serves as the Vice President of Student Affairs at Salt Lake Community College. Also in May, Katie McCooey was appointed the Washington State representative. She is a Residential Life Area Director at University of Washington Seattle. Both were appointed through the term of the current RD, ending in March 2019. The British Columbia representative position remains open and has proven difficult to fill. The Alberta representative will serve both provinces for the time being. In September 2018, Cody Rogers, Director for Student Engagement at UA-Fairbanks, was appointed as the Alaska representative and in January 2019, Rusty Vineyard, University of Idaho Executive Director of Recreation, was appointed as the Idaho representative.

Under the direction of Sean Ferris and Judd Harbin, the Membership Team lead a member survey. The survey was live from 2/27 to 4/1, supported by NASPA central office. Sent to 1,000 folks in region V and distributed through various NASPA list serves and social media sites. 167 responses. A combination of quantitative and qualitative responses. On 6/4 an initial report was shared with the RV membership team. Recommendations were made to make the data useful for membership team by breaking it down

into individual states and provinces, as well as generalizing the findings to be useful for the larger board. The RV Assessment, Evaluation, and Research KC representative, the Alberta and Idaho representatives, and the Membership Coordinator are collaborating on the evaluation. The membership team presented a more complete analysis of the assessment at the Region V annual board meeting in Portland on June 26.

### **Communication**

The Region V communication plan was continued and coordinated by Chris Meiers. Regular monthly e-newsletters were sent, along with targeted regional emails. The Region V Social Media statistics are:

#### **February 2019:**

- Twitter followers: 890
- Instagram followers: 159
- Facebook members: 607
- LinkedIn members: 173

## **Professional Development & Events**

### **Region V Advisory Board Retreat Summer 2018**

*June 25, 2018 – June 26, 2018 – Residence Inn Riverwalk, Portland, OR*

### **Region V SSAO Retreat Summer 2018**

*June 26, 2018 – June 28, 2018 – Residence Inn Riverwalk, Portland, OR*

- 40 registrants
- Coordinated by Chris Meiers and facilitated by Mike Segawa
- Co-sponsored by Bon Appetit

### **Utah NASPA 2018**

*September 28, 2018 – Salt Lake Community College, Salt Lake City, UT*

- 253 Registrants
- Featured Speaker was Meghan Grace
- Coordinated by Erin Stirling
- 2019 will be hosted by Weber State University

### **2018 NASPA Western Regional Conference**

*November 8, 2018 – November 11, 2018 – Grand Sheraton, Sacramento, CA*

- 638 attendees
- Chaired by Patrick Day, San Jose State University
- Keynote Speakers: Jaime Casap, Google; Luke Wood, San Diego State University; Judy K. Sakaki, Sonoma State University
- Included Community College Pre-conference Institute

- Attendees and surrounding community impacted during the conference due to nearby wildfires and subsequent smoke

**Region V Advisory Board Summer Retreat 2019**

*June 29, 2019 – July 1, 2019 – Residence Inn Riverwalk, Portland, OR*

**Region V SSAO Retreat Summer 2019**

*July 2, 2019 – July 3, 2019 – Residence Inn Riverwalk, Portland, OR*

**Utah NASPA 2019**

*September 2019 – Weber State University, Ogden, UT*

**2019 NASPA Western Regional Conference**

*November 2, 2019 – November 5, 2019 – Hilton Downtown, Portland, OR*

- Chaired by Kathryn Kay Coquemont, Salt Lake Community College