



**Renee Romano, Regional Vice President**  
**Report for the 2011 December Board of Directors Meeting**  
November 13, 2011

**Discussion Items**

None

**Action Items**

None

**NASPA GOALS & GUIDING PRINCIPLES**

1. Build the capacity to create knowledge and use data to provide evidence that will support excellence in practice.
2. Lead advocacy efforts that shape the changing landscape of higher education.
3. Launch an initiative to collaborate with student affairs worldwide.
4. To provide leadership for promoting, assessing, and supporting student learning and successful educational outcomes.
5. Strengthen NASPA by making it a more responsive, vital and sustainable organization.

The transition to new leadership has been accomplished and the Region IV-E Board met in Chicago in June to engage in our own goal setting and planning. During the summer meeting the Board voted to add a faculty and a graduate student representative. We moved forward on these additions and although a faculty member has not yet been named, we have added a graduate student on the Board.

Goals were discussed and a new set of goals has been developed by the Board. The goals were meant to have our own direction for the region, but to also follow the National Board's strategic plan. The goals are as follows:

Region IV-E will strive to increase and enhance:

1. **Communication**—Improve communication with members by using the website, newsletter and exploring various forms of technology to reach all members in a transparent, interactive manner. We will also explore ways to involve state representatives and other state organizations to maximize communication and outreach.

2. **Collaboration**—Work with state organizations and other professional associations to enhance and focus professional development opportunities for members. Work to develop collaborative relationships with our own Regional KCs, State/Province Representatives and Division Directors.
3. **Involvement**—Increase the involvement of members at all levels by focusing on potential areas of improvement such as community college and international members. Assess the needs of under-served members and use the results to respond to those needs.
4. **Serving the Membership**—Continue to serve the members of NASPA IV-E by providing professional development and networking opportunities, maintaining efficient operations, conducting periodic needs assessment, and increasing membership.

### New Initiatives

Several new initiatives were discussed. One is to work with our representative from Ontario to see how we can better serve our Ontario membership. Another initiative is to increase community college membership. Working with Joianne Smith from Oakton Community College and John Laws from Ivy Tech, we have put together a mini-track of sessions for community college professionals. We have also invited them to the Regional Suite for a cocktail party to discuss a strategy for reaching out to community colleges. During the Regional Meeting, I conducted a focus group with community college representatives, discussing strategies for how NASPA IV-E could reach out more effectively to them. We discussed organizations to collaborate with, topic areas for professional development and formats for professional development opportunities that might be appealing to community college members. Finally, we determined that building relationships between the Regional leaders and SSAOs in Community Colleges was the best way to move forward. To follow up, Joianne Smith, John Laws and I will discuss the strategies and determine which two or three to move forward on.

I also met with my local community college SSAO, Linda Moore from Parkland Community College and she is inviting me to an upcoming meeting of the Illinois community college professionals to discuss this issue.

Another initiative is to increase our number of undergraduate students involved in NUFP. Lesley-Ann Brown, our NUFP Coordinator on the Board is working on this and she has a solid plan for making this happen. During the Regional Conference we had a luncheon for NUFP Fellows in the Hospitality Suite, and Lesley-Ann and I discussed hosting a webinar for NUFP Coordinators to communicate to them some best practices for successful programs. It is our goal to give SSAOs as much assistance as possible so that they are encouraged to have robust NUFP Programs on their campuses.

Hosted the Midwest Dean's Meeting at Allerton in early October and gave them a NASPA update. Had brief small colleges meeting and I think this is something we want to continue to show that NASPA is concerned with the issues of small colleges.

NASPA IV-E has decided to purchase a share of the National office's license to host webinars. Joey DeSanto sent us guidelines that would be followed and we agreed to them. It is our hope that the KCs respond with a number of webinars during this coming year.

As we move forward as a region, we are focusing on determining how best we can serve the membership. A survey was sent to the membership was sent out on October 10 and we had over 500 responses. We gathered some good data about the types of professional development and the topics they would like to see offered. We also learned that nearly 42% of our members do not feel an affiliation to Region IV-E, but nearly 82% would like to have that affiliation. The Executive Board will discuss strategies to work toward the goal of communication to our members and meeting their professional development and networking needs.

#### Membership—Jim Hoppe

As of October 18, 2011, Region 4East has 2,487 members. This places us third in size behind regions 3 and region 2. What seems most unusual is that while every other region has increased in size, our region has decreased by close to two hundred individuals, almost all of who seem to be graduate students. Further inquiry into this matter has been hampered by the delays at the National office connected to the implementation of a new data base. Membership coordinators have not been able to have access to reports for several months, nor have staff been able to follow up on requests for specific information. (I have requested since July to receive more information about the drop in region 4E numbers).

Six of the eight state and province membership coordinators were able to attend the regional conference in Evanston. During the Knowledge Community Fair they were present wearing large stickers saying "ask me about (insert state/province) and handing out stickers highlighting their particular state. During a membership meeting the group brainstormed several ways to increase communication, and in particular will work more closely with the Division Coordinators and KC reps to funnel information relevant to their particular geographic area. Of particular interest is a partnership with the Public Policy Division, where membership coordinators will be in direct contact with our regional division representative to exchange information. We are creating a region 4East membership Facebook group, and Anne Marie Klotz, Illinois Coordinator, has agreed to tutor the other membership coordinators on the use of Twitter as a tool for communicating within their areas.

#### Technology—Thomas Webb

Technology has had several significant accomplishments over the past several months. The two biggest accomplishments have been the conference website and the updating of the NASPA IV-East projector inventory. The NASPAIV-E.org website saw 5,990 visitors in the time between July 1 and November 4. The breakdown for total visitors from states in our region is as follows:

- 1) Illinois – 2,835
- 2) Ohio – 637
- 3) Iowa – 585
- 4) Wisconsin – 534
- 5) Michigan – 420
- 6) Minnesota – 302
- 7) Indiana – 292
- 8) Ontario – 47
- 9) Other – 320

During the conference from November 5-8 we had an additional 433 people visit the site with most of the participants going to the schedule page. We had 44 people use the “live feed” page which contained an embedded twitter feed of the #NASPA4E tag. Overall the website did a good job of getting our conference information out to the region. And the NASPA4E hashtag was well used at the conference. I am still working on uploading YouTube videos from the event as well as presenter handouts for people to access. I am also developing the site to contain the placeholder for the 2012 conference in Madison.

The NASPA IV-E projector inventory performed well. For the most part getting projectors into presentations where they were requested wasn't a problem. We did run in to a few people who requested projectors on-site and we struggled to accommodate them, but that was not a surprise. I will be working very closely with next year's conference committee to plan the technology requirements of the conference early. Our inventory will need some tweaks after this year's conference to run at its most efficient, and updates on that will be coming out soon.

#### Newsletter—Jason Ramirez

I am currently working on the Fall Newsletter. The format will remain the same as the summer newsletter: VP Corner article, at least one KC article and a calendar of upcoming events. We are going to include articles on the following topics: Webinars, NASPA IV-East conference review, IV-East Membership and a call to graduate students, discussing the most recent vote, recognition of the award winners and a few other small articles.

#### Awards—Bill Mattera

We only received 19 nominations this year for the award's process. The most nominated category was the Innovative Program Award and the new Undergraduate Rising Star Award. We were able to award 12 out of 13 awards this year, which is the highest percentage we've been able to award in three years. We secured no nominations for the Outstanding Contribution to Higher Education award. We had all posters created for each of the winners and they were presented on easels in the main hallway throughout the conference. Winners took their posters back to their campuses for display, and were excited to have the opportunity to do so.

#### 2011 Conference—Anna Gonzalez

The 2011 Region IVE Conference was held in Evanston, Illinois from November 5-8. The theme was “Re-imagine, Re-invent, Re-awaken.” It was the largest conference in the region's history with over 535 total (unique) individuals who attended at least one portion of event. There were 118 institutions represented with the top five being Loyola University Chicago (1), University of Illinois Urbana-Champaign (2), DePaul University (3), Northwestern University (4), and University of Illinois Chicago (5). There were 224 first time attendees of a region IVE conference and of that 194 were new to the region. We had over 90 program submissions and were able to accept about 65. The size of the conference attendees resulted in the main hotel (Hilton Orrington) and the overflow hotel (Best Western) both having sold out rooms. We were able to negotiate great rates at the hotel (Hilton Orrington -\$109 /

night; Best Western \$84/night) and the conference hotel is offering the same rates for the 2013 conference should we sign the contract by November 24, 2011.

The conference major speakers – Keith Boykin, Sara Benincasa, and George Kuh – were well received as were the SSAO and New Professionals main conference track. This year was the second consecutive time that SSAO's from the Associated Colleges of the Midwest (ACM) and the Great Lakes Colleges Association (GLCA) held their meeting right after the conference officially ended. Most of them attended the conference and they agreed that they would like to once again partner with the region for the 2012 conference. Thirteen regional awards were given during the conference including a special recognition to NASPA Executive Director Gwendolyn Dungy for her service to the association. Of the number of new programs added to this conference, some notables were the NUFPP fellows and mentors luncheon, the community college SSAO reception, and the inaugural grad school program fair. We estimate that the conference will net at least \$30,000. A more complete budget summary will be submitted in December when all of the expenses are accounted for.

#### Mid-Level Institute

We were pleased to have 22 participants in this year's MLPI. The day was spent in conversation around the topics identified by participants. These included personal issues related to work-life balance, but also dealt with questions around pursuing terminal degrees, professional standards, and "moving up" vs. "moving on." We were pleased to have Renee Romano and Gwen Dungy speak with our participants about their connection and future involvement with NASPA. RVP Renee Romano hosted a social in her suite that evening after the institute was concluded. Several members of the institute went to dinner as a group on Monday evening.

Next steps for the group include distribution of the Mid Level Manager in Student Affairs, online/social networking, and a get-together to attend social events at the national conference in Phoenix. The committee's goals of making connections and dialoguing about issues facing mid-level professionals were achieved. We look forward to ongoing conversation about issues on our campuses, across the region, and throughout student affairs in higher education.

#### Knowledge Communities—Christopher Lewis

Currently within Region IV-E we have all but one of the Knowledge Community (KC) Representative positions open. We have had one new person start within the Latino/Latina KC since the last report and we are in the process of trying to identify someone to fill the opening in the Student Affairs Development and External Relations KC.

Since the last report the KC's have been quite busy. Over the summer our Region put out a call for webinars and two KC's, Spirituality and Religion and Campus Safety both stepped forward to answer the call. Currently, both KC's are in the process of working on their webinars. The Spirituality and Religion KC has chosen the date of December 1, 2011 on the topic of Actively Engaging Religious &

Secular Diversity on Campus: Best Practices and Recommendations. The Campus Safety KC's Webinar Clery Act Rules: Changes and Impact on Your Campus Polices has not yet chosen a date, but they are looking at a date in January as of the writing of this report.

With these two webinars being approved by the board this past summer, a conversation was started about webinars in general and both how we could afford to support more for our regional members, while at the same time allowing for a set process to be in place to approve webinars in the Region. Our goal is to be able to approve webinars that are of high quality, as we know that it only takes a few poor quality ones to turn members off to attending these. Christopher Lewis has worked with the National Office and they have developed criteria and a cost for a Region to be given open access to use the webinar technology that the National Office uses for all of their webinars. These criteria will be brought up and discussed further at the Winter 2011 NASPA Board meeting.

Outside of the two KC's that are working on webinars, other KC's have also stayed busy. Some examples of this include:

- Numerous KC's are working on surveys to identify the needs of their members. Many of the KC Representatives identified that it was hard to develop a plan to address the needs when there has been no targeted outreach by the regional or national KC to assist them in this endeavor.
- A few of the KC's are looking into other technological ways to reach out to the members of the KC. Whether this was through the use of twitter, facebook, google chat or other means, many are being very creative in their ideas.
- Most of our KC Representatives have a good working relationship with their national leadership team and are working hard to further the mission of their KC's both regionally and nationally.
- The API KC has developed a Google Site where they are linking relevant blogs, Journals and Other Resources for all interested in API issues.
- Both the Disability and GLBT KC's are working to represent NASPA and the Region at other Regional conferences in the next few months.
- The Men and Masculinities and New Professionals and Graduate Students and Sustainability KCs are starting to work on details for their next Drive-In Workshop.
- The Men and Masculinities KC has also developed a leadership structure where he has State Representatives working with him on recruitment and other KC issues. Currently he has three States filled and he will be working to fill the rest of his leadership team at the Regional conference. The KC goal is that each of these State Representatives will work to develop State programming for KC members.
- Many of the KC Representatives have been sharing significant content within their National KC Newsletters.
- The Technology KC has been working hard to connect with their members as well as all of Region IV-E through both Social Networking and email. They have been working on a blog for the entire KC and have been promoting NASPA heavily through tweets and hashtags across the Twitter platform. This KC also has been coordinating a live Tweet Up that will occur at the Regional Conference.
- The Veterans KC will be having a brown bag webinar session in December and is tentatively scheduled for December 7, 2012.

- The WISA KC successfully held a drive-in workshop on August 30, 2011. They are also in the process of planning the 2013 drive-in conference.
- The WISA KC recently added a co-chair to the regional representative position to better serve their overall membership and help with succession planning.

**Integrity** – Committed to high moral principles exhibiting authentic, honest, just and ethical behavior.

**Innovation** – Continuously seeking improvement through new and creative approaches.

**Inclusion** – Seeking ways to ensure access, voice, acknowledgement, opportunity, and participation at all levels.

**Inquiry** – Supporting research and scholarship to add to the knowledge base of the profession and ensure that data informs practice.

## **DIVISION REGIONAL REPRESENTATIVE REPORTS**

### Small Colleges and Universities—W. Houston Dougharty

- Region IV-E Conference in Evanston will include a **SC&U Roundtable** during Session #3, co-facilitated by Maggie Balistreri-Clarke & Houston Dougharty
- **SC&U state/province agents** will be recruited at this Region IV-E Roundtable
- The **SSAO Track for the Region IV-E Conference** in Evanston was coordinated by Houston Dougharty and all three track sessions will include presenters from small colleges and universities (Wartburg, Simpson, Luther, Ohio Wesleyan, Grinnell)
- Region IV-E produced **one of the two program proposals for the National Conference** in Phoenix that received support from the SC&U Division
- Region IV-E produced a **program proposal designed for small campuses for the Alcohol and Other Drug Abuse Conference** in January 2012
- I am representing SC&U Division interests at a new organization of **National Liberal Arts College SSAOs**, which will meet for the first time in June 2012 at Davidson College (NC). (Founding members include: Williams, Swarthmore, Middlebury, Grinnell, Colorado College, Washington & Lee, Pomona, Bowdoin, Macalester, Amherst, Sewanee, Claremont McKenna, Davidson, Knox, Hamilton, Kenyon, Carleton, Haverford, and Wesleyan)
- Project: **Enhancing the Presence of SC&U in Graduate Preparation Programs Curricula**
  - I will launch this project at the Evanston conference, gathering ideas and allies at the Roundtable Program
  - Sarah Westfall (Kalamazoo) and I are beginning to formulate a template for this project that could be used nation-wide, including collaboration with the NASPA Faculty Fellows Program (and its incoming chair, Flo Hamrick, Rutgers)
  - Aspects of the project may include: bibliographies, class “modules,” syllabi, internships, guest speakers, etc.

### Community College Division—Joianne Smith

- Participated in monthly Executive Board teleconference meetings for Region IV-E.
- Participated in a teleconference with Region IV-E Vice President, Renee Romano and Jim Hoppe, Region IV-E membership chair to discuss ways to reach out to and increase membership for community colleges. We sent a letter to Region IV-E SSAO's inviting them or their designee to a cocktail reception at the Regional Conference (Nov. 7<sup>th</sup>). Registration for the conference is not necessary to attend the cocktail reception.
- I will be presenting a "featured presentation" at the Regional Conference (Nov 6-8) on Community College Change.
- I am faculty member at the New Professionals Institute at the regional conference so that community college paths are part of the conversation for new professionals. I have also encouraged my community college colleagues to nominate their new staff to attend the NPI.
- I submitted nominations for the community college professional's award for NASPA IV-E. My nominee was not selected.

### Public Policy Division—Lisa Erwin

The Public Policy Division was very active since my last report! I participated in monthly division calls, and responded to requests for advice and feedback that came from the division chair, Rebecca Mills. I authored two Public Policy columns for Leadership Exchange: in Spring 2011, I wrote "State budget cuts take toll on higher education," and have an article in the next edition about the importance of supporting TRIO in the face of future federal budget cuts. I presented a Public Policy Update at the recent NASPA Region IV-E conference.