



**Region II Board Report**  
**Laura Wankel, Region II Vice President**  
**July 2011 Board of Directors Meeting**

**Action Items**

**NASPA GOALS**

**A. To provide professional development to our members through the creation and dissemination of high quality experiences, information and exemplary models of practice**

- State Coordinators co-sponsored the following events:
  - University of Maryland Student Affairs Conference (2/11/11)
  - NYU Student Affairs Conference (2/14/11)
- Corporate sponsorship of the Region's programmatic efforts is essential to keep costs down and support our member's professional development.
- A survey of the Region was conducted to facilitate planning and development (attach PDF)\*
- Veteran KC
  - Working on a toolbox for our KC that is veteran friendly
  - Working on webinars for late summer/early fall
  - Organizing a training webinar for Best Practices within a Veteran Friendly campus
  - Working with Region II Representative of the VRC on recruiting colleges throughout Region II to participate in the national Roll Call for Veteran's Day
- Men and Masculinities KC
  - Planning to attend and facilitate a roundtable discussion (MMKC theme) at the regional conference
  - Organizing a newsletter
  - Participated in a national MMKC planning conference call
- The region is launching a new initiative entitled Metro-Moments
  - The Concept: Metro-Moments are opportunities to come together in small groups at approximately the same time and at conveniently located regional institutions to engage in a series of timely and focused conversations on topics of common importance/interest to the Student Affairs Profession, the Region, the locality, and/or Higher Education in general.
  - Outcomes/Goals: The intended outcomes of the Metro-Moment sessions are: Professional and Regional Community Building; Validation of institution observations through a sharing of experiences; Exchange of strategies and best

practices; and Creation of regional support networks around issues of common concern.

- Timing:
  - Initially, Metro Moment gatherings would be held in October and April.
  - Institutions in several geographic areas would (hopefully!) agree to serve as hosts for Metro-Moment gatherings. And, a representative from each institution would agree to serve as the primary host and Metro-Moment Coordinating Team member.
  - Each host institution would agree to host a Metro-Moment gathering at their campus during the same relative time period (e.g. during the last week of October) on an agreed upon topic. These sessions need not all be held simultaneously or even on the same day.
- Coordination:
  - The Metro-Moment Leadership Team would consist of the representatives from each of the host institutions, Terry Martinez (Columbia) and Thomas Grace (NYU)
  - The leadership team would work to identify topics of common concern/interest and prepare the basic foundation for a guided discussion...which might include the preparation of a set of related questions, a set of suggested readings, possible discussion strategies and a video-taped topic introduction clip that can be distributed to all Metro-Moment sites via email.
- Logistics:
  - Marketing: A general e-mail announcing the Metro-Moment Program will go out to Region-II Members about the time of the June Regional Conference. Another e-mail will be sent out about a month prior to the date of each Metro-Moment.
  - Registration: would be through the NASPA national website.
  - Cost: There would be no charge to attend the Metro-Moment. However, if a site wished to make a lunch opportunity available on-site, it could charge for that.
- Format:
  - Option A: Each Metro-Moment gathering could consist of a single session (such as a brown bag lunch) at which the representative from the host institution would introduce the session, show the intro tape (if that is done) and lead the discussion. The session would last 2 hours.
  - Option B: Each Metro-Moment gathering could consist of 2 or more separate sessions occurring simultaneously at the site where interested professionals could participate in the discussion of most interest to him/her. [For example, one session might be on serving transgender students on our campuses and the second session could be on fire safety education]

**STATUS:**

We have confirmed that the following will serve as Metro Moment “facilitators” by agreeing to host a meeting at their campus:

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Terry Martinez  
Dean for Community Development and Multicultural Affairs  
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**Next Steps: to be accomplished by mid-June**

- a) We are still working to confirm “hosts” in Buffalo and Syracuse. Terry is working on that and expects to have confirmations within a week.
- b) Upon final confirmation of hosts, a list of possible topics for the initial Metro Moments session (first week of October 2011) will be sent to the facilitators for their review  
Potential topics might include the following:
  - Medical Marijuana – what to do when a student presents with a prescription.
  - Bullying on the College Campus – pending legislation; obligation to respond based on the hostile environment paradigm
  - Dealing with Difficult students (abusive to faculty and staff) whose behavior might not give rise to conduct actions but who have a disruptive presence
  - The Global Campus - Integrating Study Abroad Programs/Sites with the home campus
  - Assessing co-curricular outcomes – Challenges and Strategies for proving Student Affairs makes a difference
  - A Complicated Relationship: The use of Social Media sites by students and staff and the responsibility of the institution to monitor/address related concerns

- Supervising millennial staff – understanding the uniqueness of this group; dealing with mis-matches between millenials and supervisors from a different cohort
  - Parents - Parental notification; partnerships with parents; parental programs
  - Development (fund raising) and Student Affairs – implications of fund raising in Student Affairs; partnerships with institution Development Offices
  - Promulgating Fiscal Restraint – Strategies for making do with less funding; getting staff “buy in”; strategic budgeting; alternatives for staff compensation
  - ADA – revisiting the accommodations process
  - Dealing with Incidents of Sexual Misconduct – impact of April 2011 “Dear Colleague Letter”; alternatives to tradition judicial process
  - Staff Development – strategies; fresh ideas and approaches
  - Including Graduate and New Professionals in NASPA – strategies for inclusion and involvement.
- c) Once the decision has been made in regard to the topics to be addressed during the first Metro-Moment session, the following will occur:
- A notice will be sent to the membership of NASPA Region-2 announcing the Metro Moments Initiative and inviting them to participate as well as to generate ideas for gatherings.
  - Curtis Miller of NA SPA central has agreed to work with me to create a registration website through which interested participants can register for a Metro Moment Gathering at one of the sites. Once the topic(s) for the first Metro Moment are finalized, I will work with Curtis to set that up.

**B. To provide leadership in higher education through policy development and advocacy for students on important international, national, state, and local issues**

- There are currently 43 campuses in Region II participating in Enough is Enough. Campaigns are led by SSAOs, specialists, graduate assistants and demonstrate the ingenuity of our community colleges, public and private universities, and comprehensives alike. Proving that violence affects all of us, campaigns are coordinated by various functional areas – residential life, conduct, leadership, multicultural affairs, public safety, wellness – Enough is Enough is a true paradigm of collaboration.
- Goals for 2011-2012
  - Increasing participation amongst SSAOs – oftentimes Enough is Enough is delegated to entry-level student affair professionals/graduate students, to sustain the campaign we need to see greater “buy-in” from our SSAOs.
  - Developing community-school partnerships – a Region II EiE survey indicated a need to develop partnerships between communities and surrounding schools.

**C. To advance pluralism, diversity, and internationalism in NASPA and the profession**

- GLBT KC
  - Followed up National Conference with outreach to new interested members
  - Discussed a “speaker exchange” or group collaboration to bring Safe Zone or Ally training to schools without it in NYC area
  - Working to create a GLBT guide to Region II conference area
- IPKC

- The Native American Advocacy Institute in Norman, OK occurred May 23-27, 2011. IPKC had a meeting among members present to talk about goals and initiatives
- New topics are Native veterans and the new government coding where students can check multiple boxes. What are we doing to increase awareness and how are we supporting.
- Increase awareness of the invisibility Native students and staff face in research, on campus, in professions, etc. Main goal
- Discussing ways to stay unified with other Student Affairs organizations focusing on Native people.

**D. To provide leadership for promoting, assessing, and supporting student learning and successful educational outcomes**

- Student Leadership Programs
  - Promoted regional student leadership development opportunities through the regional list serve.
  - Participated in two National SLP KC Conference calls.
  - Presenting a workshop at the Region 2 Conference in Baltimore.
- Research Board Report
  - A survey of assessment is ready to distribute to the Region. The survey will replicate work that had been done in Region I. It may spur the other regions to do likewise, giving us the opportunity to look for similarities and differences between regions. The platform will be Student Voice. Results should be shared in early Fall.

**E. To maintain, evaluate, and develop a high quality association structure and national office to meet current needs, anticipate future trends, and promote growth**

- Appointment of two new State Liaisons (Maryland, New York, New Jersey) to replace those whose terms expired in process and add new positions for larger states. The new appointments are:
  - Artie Travis, VP for Student Affairs at Bowie State University- Maryland
  - Marijo O’Grady, Dean of Students, Pace University- Downstate NY
  - Kevin Worthen, Vice President for Student Development, Nazareth College, Upstate NY
  - Francisco Diaz, Assistant Vice President for Student Affairs, William Paterson University- New Jersey
- Appointment of West Virginia, Delaware and Central PA in process.

Awards Ceremony to be held at Regional Conference in Baltimore, Maryland on June 6, 2011.

**Corporate Relations Report:**

- We were able to secure one, with eDean, a visual communication tool designed to provide students, faculty, staff, and campus visitors with valuable information.
- As in the past we are pleased to welcome Chartwells, CampusLabs, and Sodexo as well as our national partners USA Today and Golden Key. Chartwells doubled their sponsorship from \$2,500

to \$5,000; Campus Labs (formerly StudentVoice) increased their sponsorship from \$1,000 to \$1,500 towards an SSAO reception. Sodexo is again sponsoring at the \$1,000 level. Standing national agreements with USA Today (\$2,000) and Golden Key (~\$1,250) also apply towards the Baltimore conference.

- Going into our conference in Baltimore, we have \$11,750 in cash sponsorships, an increase of over \$2,000 from last year. Furthermore, we were able to retain all but one of our sponsors from last year (EBI chose not to sponsor with us this year).
- As I indicated in my spring report to the Advisory Board in Philadelphia, and in comparable instances in other Regions, corporate sponsorships have been secured through personal contact with campus-level representatives.
- It is my hope that each member of the Region's Advisory Board will be willing to provide leadership in reaching out to a campus-based vendor/prospective sponsor to support the Region II conference this summer.

#### **Membership:**

- The membership staff, brainstormed ways that headquarters can help the membership folks in the regions. Various ideas were discussed including a quarterly conference call with headquarters and all the regional membership chairs.
- Volunteers to be on the regional membership team will be recruited in the near future.

#### **Communications Team:**

- An "app" was developed to promote the regional Conference as part of our efforts to ramp up use of social media.
- 23 out of 25 Knowledge Community positions are now filled, with only Fraternity and Sorority Affairs and Campus Safety remaining open. Active searches to fill the remaining openings are under way. Knowledge Community representatives attending the Region 2 conference will host lunch discussions about how members can get involved in KCs at the conference.

#### **Technology KC**

- New representative Jesse-Burton Nicholson has reached out to the National KC Reps to schedule an initial call.
- Introductory e-mail to Region II Tech KC introducing Jesse-Burton Nicholson as the new KC rep will be drafted and sent by the end of May.

#### **Volunteer Coordinator**

Meetings with other volunteer coordinators have been happening through monthly conference calls and emails.

- The "NASPA Volunteer Central" website is up and running. It can be accessed directly on the main NASPA webpage. There has been conversation about creating a logo for it. There is now a Volunteer form that can be used for folks interested in advertising a volunteer opportunity. [Shadia.Sachedina@baruch.cuny.edu](mailto:Shadia.Sachedina@baruch.cuny.edu), Regional Volunteer Coordinator will facilitate utilizing the database.
- Upcoming volunteer opportunities will include the need for program reviewers for the 2012 national conference. It will be important to continually advertise the presence of a volunteer database on the NASPA website to our regional members.

### **NASPA Region 2 Communications – Blog**

- Will launch in August, 2011
- Wordpress theme, will be integrated into NASPA 2 homepage and facebook page
- Will update with following schedule
  - NASPA RVP report (monthly)
  - Guest SSAO post (monthly)
  - Knowledge Community posts (weekly, rotating basis among all reps or member of community)
  - “State Spotlight” bi-weekly posts rotating among states within the region of articles, news/discussion in that state that impacts colleges/universities
  - New member spotlight – posts from communications team volunteers
- Will contact reps in all areas to set schedule, for posts – team volunteers will facilitate the posting and maintaining of blog
- New postings will be announced using the NASPA2 twitter account

### Communications team recruitment

- Slow right now, initial recruitment survey was within regional update, may not have been read/clicked on
- Will be sending targeted 3-mails to grads and new professionals in Region to solicit more volunteers
- I need to define role better so volunteers know what they’re volunteering for!

### Conference backchannel

- #NASPA2 will be used as the twitter backchannel for the conference. Will have a few volunteers during conference who will post from that and monitor any posts from members during conference.
- Backchannel tweets will appear in the “Guidebook” app