



**Renee Romano**  
**Director, Region IV-E**  
**Report for the 2012 Winter Board of Directors Meeting**  
**November 7, 2012**

## **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**

### **Regional Business and Advisory Board**

The Regional Director has continued to work with the Advisory Board to develop strategic plans, create networking and professional development opportunities, communicate to the membership, create opportunities for involvement, and promote a sense of community to the Region and NASPA. The Executive Committee meets on a conference call monthly and also has a summer meeting with the Conference Committee at the upcoming conference site.

This year, the Executive Board met with the Conference Committee in Madison, Wisconsin, June 20 and 21. The Board met with the conference committee on the first day and revised the regional goals to put an emphasis on graduate students and faculty. The executive committee talked a lot about membership and examined the membership numbers over the past 3 years to try to determine in which areas we are losing membership. We appeared to be losing faculty and graduate student members so we discussed whether or not the fact that NASPA did not consolidate with ACPA was a factor in the fact that faculty and graduate students appeared to be leaving us.

In response, we added a faculty representative to our graduate student representative on the Board and our new representative, Dr. Eric Buschlen has already contributed by hosting a special breakfast for faculty at the conference. Other programs were created for the regional conference specifically for

graduate students. We will continue to analyze the numbers and this particular issue and develop strategies to increase faculty and graduate student numbers.

The Region IV-E 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. Renew our commitment to graduate students and their professional development needs.

Peggy Burke, Associate Dean at DePaul University was elected Regional Director-Elect last January and she has been getting involved in regional administrative issues including making appointments as they open up, appointing the conference chairs for 2013 and they chose a site and conference hotel. Peggy is also getting involved in the Awards process which has been somewhat problematic in terms of getting award nominations and finding ways to appropriately recognize the award winners.

The Regional Board has made an effort to increase NUFP fellows in the region as well. Dr. Lesley-Ann Brown was named the NUFP representative on the Board and she has developed a strategy to accomplish this goal. Her report is included later in this report.

## Regional Conference 2013

Regional Director-Elect appointed Joi Smith and John Lehman as the conference co-chairs and they chose Skokie, Illinois, the Doubletree Hotel as the conference site. They have a signed contract with the hotel and have organized a committee to plan the conference, scheduled for November 3-5, 2013.

## Budget

Financially, we continue to gain ground in terms of having a positive balance. A number of factors have contributed to this. We've had four conferences in a row which produced income. The 2012 Conference in Madison, Wisconsin also appears to have added to the positive balance, but we won't know the numbers on that until the final tally is taken. A full report on the 2012 Conference will be included in the March 2013 report.

Another factor contributing to our positive balance is the fact that we have had good sponsorships chairs for the conference. Becki Salzman has been in the role for a year and she will go forward to work on the 2013 conference. Prior to Becki, we had a couple of good people who were in this role and passed on their knowledge and contacts to the next person. The financial picture is outlined below.

### Regional General Budget Account

Carryover from 2011-2012	\$26,806.52
2012-2013 Expenses <u>Budget Information</u>	\$(10,267.94)
2012-2013 Credit	\$130.00
2012-2013 National Funds	\$21,036.00
Balance	\$37,704.58

### Regional Conference Account

2011-2012 Conference Income	\$135,135.00 (Includes Sponsorships)
2011-2012 Conference Expense	(\$100,523.92)
Deposit charged in 2010-2011	(\$6,000.00)
Balance/Carryover	\$28,611.08
Current Income 2012-2013 Conference	\$82,635.00 (Does not include Sponsorships)

## Technology:

The IT Coordinator has augmented our regional supplies with a laser printer for use at conferences as well as a video camera for use publishing material to YouTube in an attempt to continue to grow our social media connections. Additionally we've created a technology loan agreement to use with institutions that loan us projectors for the conference to help their comfort level with turning over a

\$500 piece of equipment for three days. Our twitter following has grown to 586 and the engagement of the KC reps to produce tweets for the region has helped to connect the members to the region. We have had just over 3,700 unique visitors to the NASPAIV-E. org website since it went live with 2012 conference information on May 16<sup>th</sup>. Additionally, we contracted with Guidebook to host an app for this year's conference. We'll evaluate the cost v. usefulness post conference and determine if we want to continue to do this in future years and if we would increase the amount spent to upgrade features. National is also working on an app solution that may help in this area.

### **Membership:**

Our region continues to have a healthy membership, with 2151 active members. Consistent with the past few years we are the second largest region in the organization, well behind region three, which has over 2,900 members, and ahead of region two, which has 2080 members. Active members by state/province are noted below (\*membership figures are reliant on member input, so numbers by state/province do not add up to the total noted above)

Iowa	173
Illinois	639
Indiana	289
Michigan	233
Minnesota	152
Ohio	383
Ontario	50
Wisconsin	203

The most recent membership report shows 111 new members and 143 renewing members, with 152 members set to expire on October 31, 2012. The majority of our regions members, 1085, are connected with four-year public institutions.

After a long absence, the regional membership/email tool is now up and active. While the tool does not allow all the flexibility we have hoped for, it is far more robust than any tool we have had thus far. The membership-reporting tool allows for quick updates, as they are available from the Washington DC office. The ability to compare numbers by membership type (professional, CSO, graduate, etc.) is still forthcoming.

With the input of the regional directors, the Washington DC office has prepared an in-depth communication plan, designed to provide routine contact with members at various key points, including welcoming new members, contacting those close to expiration, etc. State and Province coordinators will be trained on the new membership reporting and email tool at the upcoming regional conference in Madison, WI.

### **Volunteers**

The Volunteer Coordinator continues to communicate with members who complete an online interest form on the availability of positions in the region. Occasionally, the regional coordinators get together with the national office to discuss ways to increase involvement as well as addressing technological

questions/concerns. Monitoring postings on the website to ensure accuracy and updated information continues to take place. KCs and conference chairs are encouraged to post vacancies on the website should something become available.

### **Community College Division:**

To increase Community College membership, we identified a Community College track for the Region IV-E Conference and then sent a joint letter from the Regional Director and Community College Division Director to all of the Community College SSAO's in the region informing them of the track and track and inviting them to a happy hour in the Regional Suite.

### **Knowledge Communities**

Numerous knowledge communities have been using social media (twitter, facebook and blogs) to reach out to their members within the Region. Many of these knowledge communities have been trying to connect their messages with the Regional twitter hashtag #naspa4e to try and engage more NASPA 4E members.

A number of the knowledge communities have either developed or are developing State Boards to encourage more of their members to become more involved, thus gaining more leaders and allowing the knowledge communities to better meet the needs of the members in each of the States.

Knowledge communities are still working to better identify the needs of their members and many of them are using short polls to gather important information that will help them to understand members' needs.

The Asian and Pacific Islander (API) KC has been working to have monthly calls with any members of her KC.

The African American (AAKC) Knowledge Community developed a new Facebook Page entitled Soul Food for the Region in June 2012. This group is a place for professionals to connect with other Higher Education professionals with an interest or passion to learn more about the African American experience and to keep professionals up-to-date on current issues/trends within the profession.

### *Community Involvement*

Scott Friedman, Disability KC Regional Representative has been working on the revision of the NASPA ADA Monograph, which includes ACPA and AHEAD members, and this was approved.

In honor of Dr. Theresa A. Powell, a pillar of the profession and highly recognized as a distinguished colleague, the African American Knowledge Community national leadership board developed "The Dr. Theresa A. Powell African American Scholarship Series to highlight and present topics that will showcase

scholarly research, projects and publications of the African American experience that will enhance the awareness and appreciation for issues germane to African American professionals working in higher education, specifically in Student Affairs.

The proposal was sent to Dr. Evette Castillo Clark, NASPA's Knowledge Communities Director and Stephanie Gordon, NASPA Vice President for Professional Development for review/feedback. Next steps, a conference call is being scheduled to discuss the particulars of the proposal with Evette, Stephanie, Crasha Perkins, AAKC Co Chair, Charles Holmes-Hope, AAKC IV East Regional Rep and lead organizer/writer of the Scholarship Series, and other NASPA officials. This initiative is being lead by Charles Holmes-Hope, AAKC IV East Regional Rep. and Crasha Perkins, AAKC National Co Chair.

### **Small College and University Division**

The Division Director engaged in the following activities:

1. Attended and led the "Open Mic" session for the **NASPA SCU Institute** at Butler University, June 2012.
2. Proposed and Hosted the well-attended **SCU roundtable at Region IV-E Conference** in Madison, WI.
3. Created and distributed over 150 "I ♥ Small Colleges" Buttons to **Region IV-E Conference** attendees (also distributed over 250 of these last spring in Phoenix at the National Conference)
4. Engineered an annual **Region IV-E Pre-Conference of the SSAOs from the ACM/GLCA** (Associated Colleges of the Midwest & Great Lakes Colleges Association) at each fall conference 2010, 2011, 2012, and 2014 (in Skokie). 20-30 SSAOs attend and this annually year; in Madison, more than half of them stayed for the NASPA Region IV-E conference – a record participation for this group.
5. Co-presented with SCU colleagues from Macalester, Grinnell, Kalamazoo on *Creating a Culture of Assessment at Small Colleges* at the **Region IV-E Conference** in Madison, WI.
6. Have submitted a proposal to host a **SCU Roundtable at the NASPA AOD/Violence Prevention Conference** in Ft. Worth in January 2013.
7. Continuing to work actively on "**The Small College Project**" with Sarah Westfall (SSAO at Kalamazoo College), Flo Hamrick (Professor of Higher Education at Rutgers and Faculty & NASPA Faculty Fellow), and Carrie Kortegast (Assistant Professor of Higher Education at Vanderbilt) to create tools that can enhance the profile of SCU in graduate preparation programs in student affairs. Current projects include both practice-based and academic/classroom tools:
  - a. Creating a SCU speakers bureau to speak to graduate courses
  - b. Identifying SCU campuses that would welcome graduate student cohort and individual visits, internships, and practica
  - c. Creating a SCU syllabus and syllabus modules that graduate preparation program faculty could adopt, adapt, or integrate into curriculum

- d. Creating a national summer internship program for opportunities at SCUs for graduate students (perhaps organized like the NUFJ internships)
- e. Develop a bibliography of SCU resources
- f. Identify gaps in the literature regarding SCU, for use by faculty and graduate students
- g. Considering a monograph on SCU generalist practice
- h. Work with Faculty Fellows participants to identify “key questions” that are SCU related

## Scholarship

### **Faculty Involvement**

As a recently appointed Regional Board member, Eric Buschlen is in a “data collection” phase. He has been charged with increasing the involvement of both faculty and graduate students within our region. At the Region IV-E conference in Madison, Wisconsin, he hosted a faculty breakfast. At that event, he asked colleagues to help identify strategies to engage faculty in our region in the areas of scholarship, service, and teaching practices. He is also seeking information as to how we can better engage graduate students in the region as well. At the same time, this will be an ideal opportunity to solicit faculty opinions on how best the region can serve them.

Dr. Buschlen has asked Region IV-E Board Members to provide the names and email addresses of faculty that would be interested in serving with me in an advisory role. He will collect this information at the conference and work to secure a “faculty voice” for the region through future communication.

### **Graduate Student Involvement**

Bob Just, Graduate Student Regional Board Representative from Western Illinois University, has been working on assisting the Men and Masculinities KC Drive in Conference that was hosted at Western Illinois University on October 12th. He served in the capacity as the chair for the Undergraduate Track portion of the conference that worked with nine undergraduate students from various universities within the region over the course of a 3 hour workshop designed to meet 4 learning outcomes. The conference went well and participants demonstrated growth in their understanding of masculinity and its influence on their development and how they make sense of the world around them.

As the graduate student representative Bob Just has also been consistently promoting membership to NASPA as well as attendance to the IV-E Regional conference through social media networks.

### ***Creation of Knowledge***

Dr. Christopher Lewis, KC Regional Coordinator and Ana Rossetti, KC Representative for the Administrators in Graduate and Professional Student Services (AGAPSS) Knowledge Community

submitted an article entitled Student Services for Graduate and Professional Students: More Must Be Done that will be published in the next Leadership Exchange Magazine that will come out early in 2013.

Katie Bringman Baxter, KC Representative of the Spirituality and Religion in Higher Education was recently asked to sit on NASPA's new commission on inclusion and equity, with a particular eye to ensuring that religious diversity is included in the conversation. She also presented an interfaith session at AAC&U conference on diversity and inclusion in Baltimore, MD in October 2012 and authored a piece for NASPA fall KC Publication.

Knowledge Communities within our Region have stepped up to the call to submit articles for the Regional Newsletter, but also a few, the AGAPSS and Technology Knowledge Communities have also written articles for inclusion in their Knowledge Community Newsletters.

Barnaby Pung, KC Representative of the Student Affairs Partnering with Academic Affairs (SAPAA) KC Authored the KC piece for the NASPA fall KC Publication.

The Asian and Pacific Islander (API) KC has started to use a shared Google Documents site that includes links to Blogs, Journals, and other resources.

Sharee Myricks, New Professional and Graduate Student (NPGS) KC will be participating in the Student Affairs Leaders of Tomorrow Pre-Conference at the regional conference.

With the creation of the AAKC "Soul Food" Facebook page, they have used this social media platform to communicate out to professionals' current trends, updates and to encourage their members to facilitate conversations about critical issues impacting the profession.

Deborah Loers, International Education Knowledge Community (IEKC) Regional Representative presented Where in the World are We: Internationalization of US campuses at WayUp conference in Iowa.

### ***Faculty/Research/Scholarship Involvement***

The African American (AAKC) Knowledge Community is working on collecting current research on and by African Americans to share with the Region. This collection will serve as a guide for practitioners who are working on their doctoral degree to look to the community for current research.

### ***Grants/Research***

The Assessment Evaluation & Research KC received four applications this year for their Research Grant and a subcommittee of four people reviewed the grants. The award winner was announced at the Regional Conference.

## Professional Development

### 2012 Men & Masculinities Conference

October 17, 2012 – Western Illinois University

- 83 participants
- Raised \$3,870 (We have not received final numbers yet and are working on a breakdown with final costs of food and what not)
- 18 program submissions and 14 programs accepted.

### 2013 WISA Conference

The WISA Knowledge Community is still working on the planning of the 2013 Drive-In Conference. They just had both co-chairs resign, but the KC Representative, Jasmine Clay is still moving forward with the overall conference.

## Advocacy

### **Public Policy:**

The Public Policy Division achieved a major accomplishment when the NASPA Public Policy Agenda was released last month (October). As noted in my last report, I chaired the committee that drafted the guiding principles for the division, and authored the first draft. I continued to participate in monthly division calls with other regional representatives and division chair, Rebecca Mills. In addition to finishing up the work on the Public Policy guiding principles and policy agenda, we are beginning work on Public Policy sessions for the conference in Orlando. I will be authoring the Public Policy column for the Winter Leadership Exchange. The topic will be performance based funding.

### **NUFP**

In addition to the 24 new undergraduate students who were accepted into the NUFP program in the Spring and the 12 students who are returning to the program we also anticipate that another 15 students will be accepted to the program this fall. Therefore we will have a total of 52 NUFP fellows in region our region. As the number of NUFP fellows continue to increase in the region will need to strategically consider how we can support current fellows as well as recruit new students to the program.

We will continue to highlight fellows in the regional newsletter, offer the networking lunch and encourage their attendance at the regional conference. In addition to those initiatives, we hope to

collaborate with the Student Leadership Programs and the New Professional and Graduate Students Knowledge Community Representatives, the Graduate student representative on the regional board, and the Student Affairs Leaders of Tomorrow (SALT) regional conference organizer to better serve NUFP and the undergraduate students in the region. It is also the hope of that there will be a few webinars aimed at educating the region about the NUFP in hopes of increasing the numbers of participating institutions.

## NASPA Strategic Plan

### Goal 1

1. Build the capacity to create knowledge and use data to provide evidence that will support excellence in practice.

#### *Objectives*

- 1.1 Be the primary source of data on the experience of college and university students.
- 1.2 Demonstrate the impact of student affairs on student learning, persistence, and success through scholarship, assessment, evaluation, and research.
- 1.3 Tighten and align the connections among theory, research, and practice.
- 1.4 Enhance skills and provide tools to conduct student affairs program reviews in support of best practice and institutional effectiveness.

### 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.
- 2.3 Build capacity among membership in order to effectively influence public policy.
- 2.4 Track state and regional issues that might significantly affect students, practitioners, and/or campuses.

### Goal 3

3. Launch an initiative to collaborate with student affairs worldwide.

#### *Objectives*

- 3.1 Conduct a needs assessment to guide and prioritize NASPA's international efforts.
- 3.2 Clarify NASPA's niche in international student affairs.
- 3.3 Provide context-appropriate professional development activities to improve knowledge and skills of student affairs professionals both domestic and abroad.

## Goal 4

4. Strengthen NASPA by making it a more responsive, vital and sustainable organization.

### *Objectives*

- 4.1 Diversify and strengthen the sources of NASPA's revenue.
- 4.2 Increase collaboration and partnerships with higher education and other organizations.
- 4.3 Review and redefine the roles and responsibilities of the NASPA President, Executive Director, Regional Vice Presidents, and Board structure and composition.
- 4.4 Increase opportunities for innovation through technology.
- 4.5 Strengthen NASPA's contributions to student affairs graduate preparation programs.
- 4.6 Ensure the participation and inclusion of NASPA's members in leadership and governance.
- 4.7 Examine resources and staffing to ensure alignment with strategic planning goals.