



Peggy Burke
Region IV-East Director
Report for the 2013 Summer Board of Directors Meeting
June 20, 2013

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 Advisory Board

Peggy Burke assumed the 2013-15 Regional Director position for NASPA IV-East after Renee Romano at the end of the NASPA Conference in Orlando on March 20, 2013. Renee left the region in excellent shape. The budget is strong, valuable leadership development opportunities are being planned and many of the board positions were already in place. The 2013-15 IV-East Regional Board is excited to build on the strengths of our previous board.

The Executive Committee joined the Regional Conference Committee for its Summer Planning Meeting on June 13-14th in Skokie, Illinois as the conference hotel. We took the time to review current regional business as well as develop our goals for the next two years. These preliminary goals will be:

1. Goal One: Professional Development - to serve the educational needs (both internal and external) of the region.

Strategies:

- Incorporate learning outcomes into all of our professional development activities.
- Conduct an assessment of what our members are learning .
- Incorporate competencies within in our professional development programs and volunteer positions.
- Conduct board level professional development.
- Evaluate who we are serving through SALT (undergraduate students/NPI (New Professionals Institute)/MLI (mid-level institute)

- Recruiting volunteers to assist us with our efforts to measure what our members are learning through our efforts.
2. Goal 2: Involvement – to provide a clear, active and well-organized experience for members to become involved in the region.
Strategies:
 - Provide a welcoming environment for new members.
 - Study how we recruit, renew and retain members.
 - Communicate a wide variety of volunteer opportunities for the region.
 - Enhance face-to-face contact with the regional board.
 - Have regional director send an orientation email to members of SALT & NPI.
 - Study how we recruit members from under-represented institutions.
 - Become strategic about membership.
 - Conduct a membership survey.
 3. Goal 3: Communication – to enhance the region’s communication systems to keep members actively involved, informed and engaged.
 - Successfully train the regional board about the new website.
 - Develop new and innovative methods for keeping the region informed.
 - Develop new methods of listening to members and gather information.
 - Design and implement a communication plan for the board.
 - Explore how to effectively use social media to keep members engaged with the region.
 4. Goal 4: Internal IV-East Operations – to develop internal systems that assist with the day-to-day operations of the board and enhance the region’s ability to be strategic and long-term focused.
 - Develop a strong transitional process from one board to the next which includes procedural binders for each member, meetings with new and old board members, and a repository of IV-East documents (e.g., Google Docs or Drop Box).
 - Update the current board manual.
 - Determine a robust budget process including line items, program codes, budget projections for all regional activities, and a financial strategic plan.
 - Consider long-term conference site planning, instead of year-to-year.

Also, at our Summer Planning Meeting, we discussed the possibility of a future joint conference with Region IV-West. An exploratory committee met in Orlando to discuss the benefits and the challenges of such a conference. The benefits include an expansion of our colleague base, increased buying power with hotels and speakers, improved vendor relations, increased opportunities for SSAO’s and graduate students, increased Knowledge Community connections, and the potential for further collaborative initiatives. The challenges of this joint conference are that the location will require one region to travel “out of region” and the potential increase in travel time to the regional conference. The Executive

Committee was very positive about this potential joint conference and will encourage the exploratory committee to continue its work.

Membership Report

Region IV-East continues to have a strong membership numbers to report. We are currently at 2,163 active members which is an increase of 32 members since 2013 Spring Board Report. Here is the current membership report:

- 2163 active members
- 64 expiring members on 6/30/13
- 34 new members
- 52 recently expired members

At our Summer Planning Meeting, we were especially interested the following specific membership populations:

- 56 faculty members
- 21 undergraduate students
- 6 masters degree students
- 53 doctoral students
- 67 NUFP

A couple membership goals for the year are to increase faculty and student numbers by targeting the preparation programs in the region. We also want to make the region more welcoming to new members who join and attend the regional conference by sending personal e-mails to them and providing a formal welcome session at the regional conference in coordination with the conference committee and having an apparel item that all board members would wear that would identify them as resources to new members at the conference.

Treasurer's Report

As previously mentioned, the 2011-13 regional board has left the current board in a very strong financial position. The 2012 regional conference was highly successful and provided a net income to the region of \$37,784.82. These funds will greatly assist the region to provide enhanced professional development opportunities for our members. As of June 20, 2013, the budget stands at:

Regional Board Budget

Estimated Carry Over from 2012-2013	\$66,500.01
NASPA Funds for 2013-2014 membership	\$20,721.00
Total Income	\$87,221.01

There are still items that haven't hit our account yet, such as some expenses from the WISA Drive-In Conference, the summer meeting expenses, and the Orlando Marriott, so the total income is less than what is stated. We'll have a more accurate number by the time the new fiscal year begins on 7/1/13.

Community College Division

- Ashley Knight, IV-East Community College Division Representative is serving on the Region IV-East Regional Conference Committee and as Coordinator of the pre-conference Student Affairs Leaders of Tomorrow (SALT). Including community college members on the SALT committee and in other conference planning activities.
- Ashley Knight is serving as the President-Elect of the Illinois Community College Chief Student Services Officers group (2012-2013) and will be installed as President on June 20, 2013 for the coming fiscal year.

Small Colleges & Universities Division

- Damon Sloan, IV-East Small Colleges & Universities Division Representative is assembling the Regional Advisory Board. Houston Dougharty has agreed to stay on the board as the Iowa representative. E-mail requests have gone out to other individuals in the region to round out the team.
- Program proposal for a Small Colleges Roundtable has been submitted for the NASPA-IVE Regional Conference in Skokie, IL in November.
- Personally submitted a program on “Assessment at Small Colleges” for the NASPA-IVE Regional Conference.
- Christina Klawitter from Beloit College served as a Small College voice on a panel of SSAOs at the Region IV-E Women in Student Affairs Conference on June 1 in Lake Forest, IL.
- In the coming weeks, will be working with the IV-E Awards Coordinator, Conference Chairs, Program Chairs, and the SSAO Track Chairs to ensure Small College and University consideration.
- Continue to use the NASPA SCU Twitter handle to a small degree during the summer.
- Working on formatting the official NASPA SCU Blog site on Wordpress in preparation for merging with the NASPA website.
- Working with Houston Dougharty to establish meeting of liberal arts colleges in the region to meet at NASPA IV-E to increase SSAO participation from Small Colleges.
- Analyzing member schools in the region vs. non-member schools to identify gaps in services that NASPA does not provide (faith-based institutions, for example).
- Houston Dougharty and Sarah Westfall continue to work actively on “**The Small College Project**” 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 (the following bullet points are word for word from a previous report filed by Houston):
 - Creating a SCU speakers bureau to speak to graduate courses
 - Identifying SCU campuses that would welcome graduate student cohort and individual visits, internships, and practica
 - Creating a SCU syllabus and syllabus modules that graduate preparation program faculty could adopt, adapt, or integrate into curriculum
 - Creating a national summer internship program for opportunities at SCUs for graduate students (perhaps organized like the NUFPP internships)

- Develop a bibliography of SCU resources
- Identify gaps in the literature regarding SCU, for use by faculty and graduate students
- Considering a monograph on SCU generalist practice
- Work with Faculty Fellows participants to identify “key questions” that are SCU related

Member Engagement

- Continued a Community College track for the Region IV-E Conference and then sent an email to all of the Community College SSAO’s in Illinois informing them of the track, inviting them to submit programs of interest to the community college members in the region.
- Emailed the community college members in the region with information about the regional conference, the Community College Professional Award, the CCD newsletter, and the CCD Online Learning series, and invited their participation and volunteerism.
- 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 what their members’ needs are.
- A number of the KC’s have submitted programs for the 2013 NASPA IV-E Conference and awaiting word on whether their KC will be represented at the conference itself.
- We have added an “Enough is Enough” representative to the regional board who will report to the Knowledge Community Coordinator.
- The Campus Safety KC is creating a regular regional KC e-mail correspondence for current topics for 2013 including:
 - Changes to guns on campus policies, practice and state/fed regulations
 - Research and resources from federal and state sources, industry and trade publications
 - Grants/Research opportunities for higher education
 - Share related trainings and conferences with membership, particularly those located within the region and little to no registration cost (includes other organizations webinars)
 - The African American (AAKC) Knowledge Community is working on a possible Webinar for Spring 2014 that would surround topics of interest for the KC which could include such issues as: African American men, LGBTQ students of color, and/or Black greeks and hazing

- The MultiRacial KC is hoping to have an Intersection of Identity Roundtable session as the KC had at the Orlando conference to provide members the following:
 - An opportunity to discuss identity conflicts, challenges with collaboration and the impact it has on our work with students.
 - Brainstorm ways to embrace our identities while exploring new ways to meet the needs of students
 - Encourage participants to get involved in the knowledge communities and to collaborate across knowledge communities.

Community Involvement

- The Student Affairs Development and External Relations KC is working to develop fundraising resources for student affairs professionals in IV East to assist in identifying future funding resources to take advantage of.
- Ashley Knight, IV-East Community College Representative will be facilitating a post-movie community conversation on bullying after a showing of the documentary *Bully* at the Palatine Park District June 22.
- Created two graduate internships at Harper College in order to foster understanding of community colleges for graduate students in higher ed programs.
- Dr. Joianne Smith of Oakton Community College was on the 2013 Women in Student Affairs (WISA) Region IV-East Drive-In Conference Senior Level Panel on June 1, 2013. The panel features a group of senior-level women professionals to mentor and inspire the next generations of women student affairs professionals in our region.

Scholarship

Faculty/Research/Scholarship Involvement

- To address the issue of “creation of knowledge” and “scholarship” in Region IV-E, Eric Buschlen, the NASPA IV-East Faculty Representative, has added a Call for Regional Research Papers for the 2013 regional conference. These sessions are designed to showcase research of faculty, graduate students, and professionals in the region through presentation and discussion of scholarly papers. All proposals will be screened by a scholarly team with a select few being accepted and grouped by theme. The selected papers will receive feedback and will be asked to submit a final draft to their discussant 30 days prior to the November 3rd conference. During the research paper sessions, each presenter will have 10 minutes to present their work. Each session will have four participants, discussant's comments, and an open dialogue period with the audience. Paper sessions will be 60 minutes long. This is a great opportunity for researchers to present original work and for discussants to provide critiques in an innovative, yet structured environment. The hope is that authors leave the session with a manuscript that is closer to

publication quality. We also encourage Region IV-E scholars to serve as a first stage peer reviewer or as a session discussant.

Grants/Research

- The Region IV-E Research Grant will continue and will be managed by the Region IV-E Faculty Council Representative, Dr. Eric Buschlen. Last year's award winner, Dr. Bill Arnold, has been notified and he plans to present at this year's regional conference.
- The Student Affairs Development and External Relations KC is working to assist professionals in developing grants and scholarship opportunities for professionals to utilize for particular areas.

Professional Development

2013 NASPA IV-East Regional Conference: "Courageous Voices: Take a Stand"

The Conference Planning Committee has been hard at work planning the Region IV-E Conference to be held November 3-5 in historic Skokie, IL. The Conference Committee has been meeting monthly via telephone conference call and had a planning meeting June 13 and 14th at the Conference hotel in Skokie.

During the 1970's, Skokie found itself a symbol of both free speech and enduring humanitarian values when the National Socialist Party of America sought the right to march through the town (a community that was home to many holocaust survivors). This march was the catalyst for holocaust survivors around the world to recognize that despite their desire to leave the past behind, they could no longer remain silent. They organized to establish the Illinois Holocaust Museum, located in Skokie just a short distance from the conference hotel, and also a powerful venue for our regional conference.

It is in the spirit of that historic context that we crafted this year's regional conference theme, Courageous Voices: Take a Stand. Make a Choice. As Student Affairs professionals, we often face the tension of honoring individual rights and freedom of expression while also being courageous and challenging ourselves and our students to make choices that create a humane and just world.

- **Featured Speakers**

- **Ronnie Sanlo Ed.D.:** Dr. Ronni Sanlo is a Director Emeritus of the UCLA Lesbian Gay Bisexual Transgender Center (LGBT) Center and a frequent speaker and consultant on LGBT issues in Higher Education. Dr. Sanlo was also the Senior Associate Dean of Students and professor/director of the UCLA Masters of Education in Student Affairs. Ronni served as the director of the UCLA LGBT Center, the director of the University of Michigan LGBT Center, and as an HIV epidemiologist in Florida. She earned her bachelor's degree at the University of Florida, and a masters and doctorate in education from the University of North Florida in Jacksonville.
- **Jeff Selingo:** Jeffrey Selingo, an author, reporter, columnist, and leading authority on higher education, has spent his journalism career covering colleges and universities worldwide. His new book, [*College \(Un\)Bound: The Future of Higher Education and What It Means for Students*](#), explores the college of future – how families will pay, what campuses will look like,

and how students will learn and prove their value in the job market. Selingo is editor at large of The Chronicle of Higher Education and a senior fellow at Education Sector, an independent education think tank in Washington, DC.

- **Jackie Joyner-Kersey:** As one of the most decorated female athletes of all-time, Jackie dominated the track and field circuit for 13 years and won three gold, one silver and two bronze medals spanning four Olympic Games during her illustrious career. At the 1984 Olympics in Los Angeles, she won the silver medal in the heptathlon. Four years later, at the 1988 Games in Seoul, Korea, Jackie struck gold in both her signature events - the heptathlon (world record) and long jump. She followed that up at the 1992 Games in Barcelona, Spain by winning gold in the heptathlon and bronze in the long jump. In her final Olympic appearance at the 1996 Atlanta Games, she won the bronze medal in the long jump. In addition, she won a total of four gold medals (two in the heptathlon and two in the long jump) at three different World Championships and finished first in the long jump at the 1987 Pan American Games. Sports Illustrated for Women magazine named Jackie the Greatest Female Athlete of the 20th Century. On three different occasions (1994, 1987 and 1986), she was honored by Track & Field News as the World Athlete of the Year. She also was named as the top American Athlete five times (1994, 1992, 1991, 1987 and 1986). The inaugural recipient of the Humanitarian Athlete of the Year, Joyner-Kersey is known worldwide for her interest in aiding others. She has helped to build the Jackie Joyner-Kersey Youth Center Foundation in her hometown of East St. Louis, Ill., that has raised more than \$12 million.
- **Registration (as of June 20):** 44 Registrations
- **Program Information**
 - 111 Program Proposals Received
 - 73/82 Program Reviewers were assigned 4-7 programs to review
 - Reviewers complete their work by June 28/July 3
 - Goal is to Notify Presenters by July 15.

Beginning in July, the Conference Committee will meet bi-weekly for conference calls.

2013 WISA Conference

- 62 individuals attended the conference. From this after expenses, the conference ended up raising \$1666.29 overall.
- Overall, the conference went surprisingly well considering all the "snags" they hit along the way. The evaluation is out and they are starting to receive feedback. For the most part, the feedback is what they expected (moving the conference back to a Friday, the lack of air conditioning in two key spaces, etc.).
- The WISA KC is looking into re-working the conference time frame based on the future location and travel time for session to session, in addition to extending the amount of time allocated to the senior level panel. Additionally, more of a focus needs to be made on intentional outreach to make sure that people (non-NASPA members) know about the conference.

2014 Men & Masculinities Conference

The MMKC leadership is in the planning stages for their 2014 Drive-in Conference that will take place in October 2014.

Other Professional Development Initiatives

- A number of other KC's are considering the development of other Drive-In Conferences or webinars to engage members within the region:
- The Assessment, Evaluation and Research KC recently sent Stephanie Gordon an email regarding a manuscript proposal regarding promising practices at MSIs.
- A number of the KC's are working on potential submissions for the KC publication that comes out annually.
- Barnaby Pung, SAPAA KC Representation Wrote the SAPAA article for the Annual Spring Conference KC Publication " From Alumni to AlumNow"
- The ADA Monograph has been approved by NASPA, and Scott Friedman, our Disability KC Representative is co-authoring two chapters
- Ana Rossetti, the Region IV-E AGAPSS Representative presented the webinar "International Graduate and Professional Student Issues" in February 2013 as part of the AGAPSS Wednesday Wine and Cheese webinar series.
- Ana Rossetti, the Region IV-E AGAPSS Representative co-presented the webinar "Career Services for Graduate and Professional Students" with AGAPSS Region I Representative Valerie Shepard in May 2013 as part of the AGAPSS Wednesday Wine and Cheese webinar series.
- AGAPSS partnered with the Health in Higher Ed KC and the ACPA Commission for Graduate and Professional Student Affairs to offer the webinar "Exploring the Mental Health Needs of Graduate and Professional Students" in February 2013.
- AGAPSS partnered with the Alcohol and Other Drugs KC and the ACPA Commission on Alcohol and Other Drug Issues to offer the webinar "The Culture of Alcohol and Other Drugs in Graduate and Professional Education" in March 2013.
- AGAPSS offered the webinar "The Impact of 'Wellness' on the Graduate and Professional Student Community" in April 2013.

Advocacy

State/local public policy issues

- The SAPAA KC has Engaged in Social Media conversations about State and Federal funding for Higher Education

Activities related to Inclusion & Equity

- The SAPAA KC has engaged in campus conversations about universal access and targeted support initiatives for low SES students.