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Report for the March 2013 Board of Directors Meeting
January 25, 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

- *Formed an ad hoc committee to review and align regional goals with the national strategic plan.*
 - *Treasurer's Report*
 - While the final 2012 regional conference budget reconciliation has not yet been completed, estimates at this time indicate that the 2012 regional conference was profitable, in comparing the conference revenue to the conference expenses. Additional revenue was secured for the region through 10 sponsorships (i.e., business partnerships).
 - As of the November, 2012 reporting to the Advisory Board, actual expenses were under budget with respect to the region's budget.
 - Throughout the fall and into early spring, tracking of usage of account and department codes is being undertaken for the purposes of simplifying the number of account and department codes used.
 - *Membership Coordinator Report*
 - Two state membership coordinator positions will be vacant in March 2013, will begin recruiting to fill that position – Arkansas and Colorado State Membership Coordinators – if the current coordinators do not want to continue.
 - Two other state membership coordinator positions were vacant rather quickly with the individuals leaving their state for new job opportunities. Those two states are New Mexico and Oklahoma. Recruitment has begun to fill those positions.
 - All state membership coordinators have been highlighted in the regional newsletter.
 - Partnered with Knowledge Community Co-Coordinators to present the New Member Orientation and “How to Get Involved in NASPA” at the Regional Conference in November in Rapid City, SD. There was an overwhelming attendance at the presentation.

- State coordinators have been working hard to recruit new institutions and we have recruited one in New Mexico. Recruitment of members and institutions has been difficult due to there not being a membership tool available to coordinators.
 - Conference calls are held three times a year with the state membership coordinators. These take place in February, July and September.
 - The new membership tool was unveiled at the end of the year which required some training for state membership coordinators.
 - New members will be highlighted in the regional newsletter.
 - A handbook was created for state membership coordinators to assist them with every day duties. The handbook was finalized at the regional conference during the advisory board meeting.
- *Member At Large*
 - Participated in the Region IV West Executive Committee conference calls.
 - Participated in the Region IV West Advisory Board meeting in Rapid City, SD.
 - Presented at the Advisory Board meeting plans for new advisory board member orientation sessions to be implemented by the Member At Large and conducted by the Regional Historian.
 - Attended the Region IV West Conference at the Ramkota in Rapid City, SD.
 - Work with Region IV West committee on the alignment of NASPA national and regional goals.
- *Professional Standards*
 - Participated in National Professionals Standards conference calls
 - Participated in Conference leadership meetings; provided information at Regional Business meeting regarding the Professional Standards Unit
 - Continued to work with regional MLIs to adopt shared learning outcomes and incorporate the competencies
 - Participated in conference calls/emails regarding building a resource site feature campus best practices and resource examples (Project Manager/Kerry McKaig)
 - Scheduled meetings with Professional Standards members to discuss progress on goals.
- *Knowledge Community Coordinator*
 - The Knowledge Community Co-Coordinators' goal to provide leadership, promote, assess and support student learning and successful educational outcomes is supported by
 - KC Coordinators and the KC Representatives developed an interactive program for the Regional Conference to engage members and potential members about the Knowledge Communities and NASPA in general. This even was well attended and feedback was positive. Furthermore, the description and materials of the events were relayed to the National Director of Knowledge Communities to replicate with the other regions as a "Best Practice" in sharing knowledge.

- Several positions that will become vacant in March when the KC terms expire are already being actively filled with the replacement KC Representatives. This practice is essential to share the knowledge and help the new Rep continue the efforts of the representative's role they are replacing.
- *Board/Volunteer Management*
 - A new volunteer coordinator has been appointed and will be expected to engage and connect with new members and facilitate the volunteer central website.
- *New board member orientation*
 - An ad hoc committee has developed a new board member structure that will be implemented at the 2013 regional conference.
- *NUFP*
 - A NUFP member has been added to the board with goals to connect with NUFP and create other methods to engage them.
- *Member Engagement*
 - Continuing to implement social media plan to engage members with the region on a broader scale. Reviewing possible uses of WordPress blog site to disseminate information to members on a broader scale, as well as engage KC leadership in developing relevant information and updates. Continue to review newsletter as a means for distributing information to the region. Development of board and member survey to begin building a historical narrative for the region.
- *Award Recognition*

New or Enhanced Processes Created:

 - Finalized recruitment of committee judges using a new structure; 26 judges were recruited; reformatted the judging process and materials to create judging teams.
 - Worked with numerous recipients to coordinate University press releases.
 - Contacted past recipients to create group photos
 - 2012 Rising Stars, 30 awards available, 61 nominations received, 20 awards selected, 15 recipients registered to attend the conference; 2012 Other Awards, 12 awards available, 65 nominations received, 12 awards selected, 12 recipients registered to attend the conference.

Scholarship

- *Creation of Knowledge*
 - We continue to highlight research and/or policy information in the newsletter when submitted.
- *Faculty/Research/Scholarship Involvement*
 - Case studies were held at the Regional Conference – 8 graduate and new professional teams competed (Research Division Chair)
 - KC Coordinators are working to come up with a new initiative to encourage KC Representatives and their members to engage and support more research and/or best practices relating to their area of focus.

- *Grants/Research*
 - As of December, 2012, one new initiative was approved and funded with respect to new programming/initiatives for the region.
 - For the 2nd year, funding is included in the 2012-2013 IV-W budget for new programming initiatives that support the strategic goals of NASPA.
 - Grants are available to support research activities within the region.

Professional Development

- *Conferences, educational program reporting*

Region IV West Conference – **Discovering Treasures: People, Purpose, Passion** was held November 6-8, with the Mid-Level Institute immediately preceding the conference from November 4-6. We had over 300 conference attendees and 20 MLI participants. We made every attempt to provide programming and engagement activities for every type of registrant. Keynote speakers included Jim Owen, founder of the nonprofit foundation – the Center for Cowboy Ethics and Leadership; Jack Warner, Executive Director and CEO of the South Dakota Board of Regents and past president of NASPA; and Philomine Lakota, Lakota Language Teacher. The conference offered 28 Learning Sessions, and a Mid-Conference Social Media Strategy Workshop. The highlight of the conference was the trip to Mount Rushmore on Election Night!

 - NASPA/ACPA Competencies were utilized for MLI for all sessions and a session was dedicated to providing helping in utilizing the competencies
 - Case Study Competition for Graduates and New Professionals
 - Mentor Dinner
 - Award Recognitions

Professional Standards Chair:

 - Worked with MLI chairs to ensure competencies were included in their schedule; provided assessment information regarding the competency areas
 - Provided language for overall conference evaluation regarding learning outcomes and the professional competencies
 - Reviewed all program proposals for professional competency icon inclusion
 - Presented an educational session on the competencies and divisional initiatives at the regional conference

Knowledge Community Co-Coordinators;

The KC Co-Coordinators developed a logo to designate KC focused programs in the programs booklet. Also, we have asked those specific KC Reps focused in the area to introduce the speaker of the program. This gives the audience interested in this area an opportunity to see the individual who is over that specific KC but also gives the Rep an opportunity to engage in the conversation or to see how they can connect with the audience as well. These are new initiatives to promote and generate new knowledge.

- *2013 Regional Conference Planning Committee is planning an NUFP/SSAO Institute to promote an intergenerational program in fostering the next generation of student affairs professionals / collaboration of Senior Student Affairs Officers.*

A goal of the regional knowledge community coordinator is to provide professional development to our members for dissemination of high quality information and exemplary models of practice supported by

- Continuous communication of Co-Coordinators for Knowledge Community Representatives
- Reached out to all Regional KC representatives to promote attending the Regional conference

Advocacy

- *Activities related to Inclusion & Equity*
 - The Knowledge Community Co-Coordinators goal to provide leadership on higher education through policy development and advocacy for students on important national issues is supported by:
 - LKC Rep updating the region on issues/laws/policies affecting Latino students.
- *Activities related to support of student success and student learning (can be through programming, public policy, etc.)*
 - New funding for payment of regional conference registration and hotel was budgeted for in the 2012-2013 budget for the newly established position of NUFP representative on the Advisory Board.
 - Region IV-W continues to provide scholarships for complimentary registrations to 10 NUFP and 10 graduate students.

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.

- As noted above in the “Scholarship” section under Mission, for the 2nd year, funding is included in the 2012-2013 IV-W budget for new programming initiatives that support the strategic goals of NASPA.

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.
 - Case study competition at the regional conference as well as roundtable for graduate and undergraduate students.
- 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.
 - A NUFP Member was added to the board with the responsibility to connect with NUFP members, facilitate the RD reception at the regional and national conference with intentionality in engaging them. Further, the position is a voice for concerns related to underrepresented student populations.
- 4.7 Examine resources and staffing to ensure alignment with strategic planning goals.