



**Timothy A. Alvarez**  
**NASPA Region IV-West Regional Director**  
**Report for the 2012 Winter Board of Directors Meeting**  
**November 9, 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 Strategic Goals*

- An ad hoc committee was formed to develop new goals compatible with the strategic plan.

#### *Advisory Board KC Report*

- The Knowledge Community Co-Coordinators' goal to provide leadership, promote, assess and support student learning and successful educational outcomes is supported by
  - AER KC Rep partnered with Research Division Chair to promote research and publications by members and graduate students within the region.
  - AER KC Rep also supporting with Case Study at the regional conference
  - Men and Masculinity KC Rep collaborating with Region IV-East for a drive-in conference
  - AAKC KC Rep developing a regional leadership team mirroring the National KC
  - ALSC KC Rep submit proposals for regional and national NASPA conference
  - Campus Safety Rep promoting sessions at regional conference
  - All KC Reps present at conference will introduce the programs related to their KC area
  - Spirituality KC Rep will introduce keynote speaker at regional conference
  - Disability KC Rep reaches out to Colorado/Wyoming Disability Consortium to join NASPA
  - HHE KC Rep will be providing transportation for several students and staff to the conference
  - HHE KC Rep will create a brochure for those interested in Health and Higher Education

- The Knowledge Community Co-Coordinators' goal to maintain, evaluate, and develop a high quality association infrastructure to meet current needs and anticipate future trends is supported by
  - Primary goal continues to be keeping all regional KC representative positions filled through utilizing the process of submitting all candidates' materials to National KC Chair for selection and then appointment made by Regional Director.
  - Ongoing goal to work with regional KC reps to educate, communicate, motivate, and encourage knowledge creation and dissemination in the region.
    - KC Coordinators spoke on the telephone to coordinate strategies of communication to Regional KC reps in supporting their efforts in:
      1. Roles as Regional KC rep
      2. Answering questions or concerns about their role
      3. Promoting communication with national KC chair
      4. Assisting in needs by KC Coordinators to support Reps role: reports, etc
  - Collaborate with all out-going KC Representatives to thank them for their service and work together to fill their vacant position with training new representatives
  - Emailed update to regional KC Representatives with information about expectations, goals, instructions for regular email communication with regional KC membership, current regional KC #'s, shared updated Knowledge Community Manual, and Summer Board meeting Dates.
  - Host KC Rep meeting during Fall Board meeting in South Dakota – discussion with KD Reps prior will assist in changes and implementations for KC representation at the Fall Regional Conference
  - Implement new initiatives of KC Trivia Night at the Regional Conference to make more entertaining and engaging with members and graduate students

#### *Advisory Board Treasurer's Report*

- New to the 2012-2013 IV-W budget is funding for payment of regional conference registration and hotel for the newly appointed NUFP representative to the Advisory Board.
- New to the 2012-2013 IV-W budget is complimentary registration for regional award winners for the following awards: Innovative Program Award, Publications Award – Campus Based, Publications Award – Literature/Research, and Publications Award – Video/Computer Software.

#### *Membership Coordinator Report*

- Only one state membership coordinator position will be vacant in March 2013, will begin recruiting to fill that position – Arkansas State Membership Coordinator – if the current coordinator does not want to continue.
- All state membership coordinators have been highlighted in the regional newsletter.
- Will partner with Knowledge Community Coordinator to present the New Member Orientation and “How to Get Involved in NASPA” at the Regional Conference in November.

- 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 no membership tool available to coordinators. Membership has remained stable.
- Conference calls are held three times a year with the state membership coordinators. The second call will take place the end of October.
- In August, the new membership tool was established and monthly reports have been sent to state membership coordinators.
- New members will be highlighted in regional newsletter.
- A handbook was created for state membership coordinators to assist them with every day duties. The handbook will be finalized at the regional conference during the advisory board meeting.
- *Member Engagement*
  - Two newsletters have been sent out in this reporting period. Both newsletters focus on getting to know NASPA leadership and our regional conference. There was a great representation of diverse viewpoints in our regular summer newsletter, profiling new Board members and including articles from several members. We continue to look for feedback and content to improve the newsletter.
  - A basic social media/communications strategic plan has been outlined for the region for discussion by the executive committee of the Advisory Board. The implementation of this plan will allow us to engage members in more venues and more ways.
- *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

- *Grants/Research*
  - For the 2<sup>nd</sup> 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 with in the region.

## Professional Development

- The Region IV-W Conference is scheduled for November 4<sup>th</sup> – 8<sup>th</sup>. Mid-Level Institute immediately preceding the conference from November 4-6<sup>th</sup>. Conference began on the 6<sup>th</sup>. We have nearly 300 attendees and 20 participants in MLI. We made every attempt to provide programming and engagement activities for every type of registrant.
  - Highlights include (<http://naspa.org/regions/regioniv-w/2012conference/speakers.cfm>)
    - Opening Keynote Jim Owen – Cowboy Ethics and Leadership
    - Jack Warner
    - Kristen Abell – mid-conference workshop on technology
    - Philomine Lakota
    - 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
    - A trip to Mount Rushmore
    - SSAO breakfast
    - SCU roundtable
    - Preconference excursion to Crazy Horse Monument
    - A NUFJ Reception
    - KC Trivia Night
    - Fun Run
    - Mentor Dinner
    - Award Recognitions
    - Video project of participants experiences at the conference
    - A Silent Auction that raised over \$1K to contribute to the NASPA Foundation
- 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
  - KC Newsletter articles submitted by: ALSC KC and GLBT KC and promoted to all KC Reps
  - Email update sent to Regional KC representatives with information about progress with email communication and leadership portal changes

- Technology KC rep is extremely active through utilizing Twitter and Facebook about IV-W activities, submitting material to the TechTools page and providing technology support for Regional Conference Planning Committee
- Scheduled/scheduling individual meeting/phone calls with the Regional KC Reps
- Disability KC Rep advocates to make both the Regional and National Conferences accessible via Closed Captioning of main speaker events, and all video displays

## Advocacy

- As previously mentioned under “Leadership,” 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.
- 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.
  - LKC Rep promoting student affairs educators role in access and retention of Latino students.
- The Knowledge Community Co-Coordinators have an ongoing goal to promote pluralism, diversity, and internationalism in NASPA and the profession.

## 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*

- 1.3 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 2<sup>nd</sup> year, funding is included in the 2012-2013 IV-W budget for new programming initiatives that support the strategic goals of NASPA.

### Goal 4

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

#### *Objectives*

4.1 Diversify and strengthen the sources of NASPA's revenue.

- As of 9/21/12, there are a reported 17 conference partners who will be sponsors of the Region IV-W Conference to be held in South Dakota in November, 2012. Companies include but are not limited to: Southwest Contract, Mackey Mitchell, USA Today, OrgSyn, Aramark, Wal-Mart, School Datebook, CampusLabs, Golden Key, Student Health 101, Sodexo, and Chartwells.

4.2 Increase collaboration and partnerships with higher education and other organizations.

- We have collaborated with the South Dakota state student affairs organization and offered member rates for their participants to attend the 2012 Regional Conference in Rapid City.
- We are collaborating with the Arkansas ACPA group to identify ways to include them in the 2013 Regional Conference scheduled to be held in Hot Springs, AR.

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.

- By examining a communications plan for the region that encompasses multiple touch points, we are expanding our message to better reach those within and outside of our regional membership. This communications plan has been outlined and will be reviewed by the Executive Committee of the region.
- Our IT Coordinator has been working with the national office on their development of a WordPress blog for the organization and will be doing a trial run of a regional blog site at our regional conference.

4.5 Strengthen NASPA's contributions to student affairs graduate preparation programs.

- Case study competition at the regional conference as well as roundtable for graduate and undergraduate students.

4.6 Ensure the participation and inclusion of NASPA's members in leadership and governance.

- A NUFPP Member was added to the board with the responsibility to connect with NUFPP 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.