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Region IV-W Regional Director
Report for the 2013 Summer Board of Directors Meeting
June 18, 2013

NASPA Board Action Items

In this area, please list (in numerical order) the action items that will need a Board motion and Board action/vote during this meeting. Please send proposed Action Items to the Board Chair prior to the Board submission deadline. Documents for action items must be included with Board Materials for prior review by the NASPA Board.

i.e.

None at this time

NASPA Mission

To be the principal source for leadership, scholarship, professional development, and advocacy for students.

Leadership

Included in the "leadership" section of the Board report:

- Knowledge Community Coordinator
 1. Communication – Improve the passing of information along to successors, sharing information among KC Reps, and collaboration with a large group of individuals.

Objectives

 - 1.1 Create an online file sharing system (Google Drive)
 - 1.2 Collaborate on flyers, projects, goals on shared drive documents
 - 1.3 Keep historical documents in the drive for future volunteers to access
 2. Branding – Increase the visibility of KCs and help membership clearly understand goals, hot topics, and ways to interact with the KCs.

Objectives

 - 2.1 Each KC Create a "Hot Topic" document for distribution at N4W Events
 - 2.2 Hot Topic document is turned into a Hot Topic poster for display in public areas at the regional conference
 - 2.3 KCs create a looping Prezi/Video highlighting KC interaction, topics, and subjects
 - 2.4 Each KC will work on having a promotional item for the regional conference
 - 2.5 A KC shirt with N4W KC logo and "Ask me about my KC" for KC Reps by regional conference

3. Engagement – The KC Reps and Coordinators will put on an event to raise awareness of KCs and positively interact with membership

Objectives

- 3.1 Update and put on the KC Trivia Night social event at the 4W regional conference
- 3.2 KC Reps will moderate and introduce program sessions related to their KC

- Communications Coordinator
 1. Develop communications plan template for regional Knowledge Communities and other board constituents.
 2. Help transition the website over to the new layout and system.
 3. Revise the Region IV-West leadership manual.
 4. Establish and maintain an archive of IV-West files and documents. Continue developing the historical narrative for IV-West and developing reports.
- Faculty Liaison recently appointed to this position (May 9, 2013) and also serves as a Faculty Fellow at the National NASPA level. She engaged with the other 11 Faculty Fellows about jointly serving on the Regional Advisory Board and Jody is the only one.
- SSAO Liaison will engage SSAO's by extending special invitations to SSAO's and faculty to submit program proposals for the annual conference in Hot Springs, and will promote the pre-conference for both SSAO's and NUFP's.
- Professional Standards – Communicate with Professional Standards team via emails and monthly conference calls.
- *Board/Volunteer Management*
 - Develop incentive and appreciation gifts for volunteers (Volunteer Coordinator)
 - Research and establish budget for gifts
 - Establish process for distribution of incentives.
 - Assess effectiveness of incentives for volunteers.
 - Communicate with IV-W community college members once this summer, once in August, then monthly until the conference. Introduce myself, benefits of NASPA, what we can offer CC's and what CC staff members offer NASPA (Community College Division Chair)
 - Communicate national/regional community college concerns to NASPA IV W. (Community College Division Chair)
 - Continue development of the New Board Member Orientation session. (Member at Large)
 - Work with NASPA IV West advisory board New Board Member Orientation Committee members to further develop the training session and incorporate suggestions and evaluations.
 - Launch a student voice survey to collect longitudinal data.
 - Request funds to purchase pins for new board members at the Orientation.

- *Member Engagement*
 - The main goal for the Membership Coordinator for this year is working on engaging members through state initiatives.
 - Explore options to develop a NASPA IV W Public Policy advisory committee with a representative from each state. This committee member would keep the policy chair updated on current policy issues within their respective state.
- *Award Recognition*
 - Strive to maintain high quality awards program established by the previous awards chair (Awards Chair)

Scholarship

- *Creation of Knowledge*
 - Provide NASPA IV West Historian with historical data for MLI and NPI from 6 years as treasurer. (Member at Large)
 - Explore options for a visual model of small colleges in our region as a way of educating members about the large number of small colleges. (Small Colleges Division Chair)
 - Provide public policy updates via the newsletter and new website. (Public Policy Division Chair)
- *Grants/Research*
 - \$5,000 was requested by the State Membership Director at the summer board meeting to support state initiatives.
 - Faculty Liaison has developed goals related to scholarship and research with plans to share information gathered from the Faculty Fellows meetings related to the newly created Faculty Assembly as well as options for funding for research at the National level.
 - Faculty Liaison – Three themes came up related to scholarship at the National level:
 1. Quality Assurance for student affairs
 2. Intersection of graduate preparation and professional careers
 3. Research and Policy as it relates to practice.
 - Brian Sponsler, Vice President for Research and Policy at the National NASPA Office will be invited as the keynote speaker for the breakfast gathering of SSAO's and faculty members.
 - Professional Standards Coordinator will work with research coordinator to accomplish the following:
 - Develop a list of research projects and find folks to conduct said research through our grant funds (NPI, MLI, NASPA/ACPA Top 10 Research Agenda items).
 - Research Paper sessions at the Regional Conference
 - Continue research publishing support for NASPA IV-West Members (announce in newsletter and at regional conference)
 - Research/publishing support in newsletter
 - Research/publishing presentation at regional conference

Professional Development

- *Conferences, educational program reporting*
 - Explore possibilities for “un”conference for entry level and midlevel small colleges’ student affairs staff. (consider upcoming tech conference as a model for low maintenance, low preparation conference.) (Small Colleges Division Chair)
- Submit a proposal for the fall conference for a policy related presentation, roundtable or panel discussion. (Public Policy Division Chair)
- Propose a public policy update during one of the meals at the conference (Public Policy Division Chair)
- Promote attendance at the upcoming conference. (Community Colleges Division Chair)
- Host a community college round table at the conference. (Community Colleges Division Chair)
- Faculty Liaison – will support programming at the upcoming Region IV-W Conference, “Reflections of Leadership”, November 5-7, 2013, Hot Springs, AR.
 - Will assist with SSAO/Faculty breakfast
 - Will assist with the Master’s Case Study
 - Will propose at least one Graduate Preparation Faculty-related session
 - Will encourage faculty to present and attend, utilizing the one free Grad Prep faculty membership/university
- State Coordinators will host a state initiative in their respective states to engage members. For example, Colorado will be hosting an event in July and Missouri is in the planning stages to hold an event in their state.
- Utilize the professional competencies at the NASPA Annual Conference as well as at other NASPA institutes, conferences, and initiatives – will present on the competencies at the regional conference and will utilize the professional competencies as part of the New Professionals Institute.
- Work with our Region IV-W faculty liaison to identify ways to incorporate the professional competencies into graduate programs and spread the word.
- Continue to work with regional MLIs to adopt shared learning outcomes and incorporate the competencies on a national level (Project Manager/Shana Meyer)
- Begin conversations with NPIs to adopt shared learning outcomes and incorporate the competencies (Project Manager)
- Continue to promote and support the Investing in Our Futures Webinar Series (Project Manager) – Professional Standards Coordinator will submit a program proposal
- Develop a Communications drive-in conference, happening simultaneously in several locations and using technology.
 - Establish common issues/concerns to provide follow up: webinars, ongoing workgroups and follow up messaging.

Title of Conference

November 4-8, 2012 ♦ Ramkota Hotel, Rapid City, SD

- Number of Attendees/Participants: 300
- Description of Program
 - Discovering Treasures: People, Purpose, Passion
 - Conference Co-Chairs: Lois Flagstad and Alex Gonzalez
 - Mid-Level
 - MLI Co-Chairs: Rueben Perez and Kristen Partridge
- 30 educational sessions
- Who were the keynote speakers
 - Opening Luncheon Keynote
 - Jim Owen - Cowboy Ethics and Leadership
 - Recognition Luncheon Keynote
 - Jack Warner
 - Closing Brunch Keynote
 - Philomine Lakota
- Successes of the event/changes that one would make next year.
 - Election night was held at Mount Rushmore
 - Mid-conference social media strategy workshop
 - Mentor dinner for graduate students and new professionals
 - NUFP and graduate student roundtable
 - Small colleges roundtable
 - Case Study Competition for graduate students
 - SSAO breakfast

Advocacy

- Faculty Liaison will
 - advocate for faculty inclusion related to conference program sessions and networking
 - advocate for scholar/practitioner models for Student Affairs Divisions in our region
 - advocate for research being conducted throughout our region.
- SSAO Liaison – Issues generated from the SSAO participants at roundtables held during the past year:
 - Federal and State level;
 - Financial Aid cuts
 - Gun legislation ranging from open carry to concealed weapons
 - CO – legalization of marijuana
 - ND – transition at state level—headed into a different direction; maintain morale in an increasingly political setting – politics in HE
 - SD – no need based grants

- Campus Issues
 - Rising costs of higher education with limited new sources of funding
 - Students are working more hours to pay the bills
 - Perpetual resource allocation issues
 - Health and wellness for students including a rapid rise in mental health needs – case management; resource allocation; regulation and policy
 - Declining student populations in rural areas
 - Greater emphasis on transparency and accountability; emphasis on outcomes and high quality assessment
 - Threat assessment, medical transports, review of safety plans
 - Parents influence in general and specifically their concern regarding who is watching their sons/daughters
 - Strengthening faculty-student affairs relations
 - Meeting the needs of diverse populations including distance education and non-traditional students; technology and student pod casting helps to meet this need

- Personnel/staff development issues
 - Successful in position – then asked to do more without additional resources
 - Personal/professional balance in order to have a quality life
 - How to provide cross-departmental leadership to move things forward

NASPA Strategic Plan

All Membership Goals support the NASPA Strategic Plan and each goal aligned with it. Below are the goals for the membership:

- A. Work on engaging members through state initiatives
 1. \$5,000 budget request to support state initiatives
 2. Incorporate KC's when planning initiatives
 3. Create assessment to measure success and/or improvements
- B. Create a Tribal College Liaison to add under the Membership Coordinator umbrella to ensure that we are supporting and addressing the needs of tribal colleges.
- C. Research HBCU involvement to see how to encourage more involvement.
- D. Increase community college participation – work with community college liaison on the board.
- E. Research information on who pays out of pocket versus institutional support
- F. Brainstorm a new member welcome gift (i.e. luggage tag or lapel pin) to welcome new members to the region
 1. Mail versus giving out at a state initiative or regional/national conference.

Goal 1

- Build the capacity to create knowledge and use data to provide evidence that will support excellence in practice.
 - 1.1 Faculty Liaison will highlight what we know about today's college students and involve other scholar/practitioners to conduct research and disseminate knowledge in our region.

Goal 3

- Launch an initiative to collaborate with student affairs worldwide.
 - 3.1 Faculty Liaison is actively involved in the NISSI (NASPA International Student Services Institute) initiative, having served as a faculty member for the inaugural NISSI in Hong Kong, December 2012. Colorado State University's SAHE (Student Affairs in Higher Education) graduate program actively collaborates with NASPA in this area and we are poised to bring forth our new knowledge and experiences.

Goal 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.
 - Increase sponsorship levels by \$5,000 and raise at least \$20,000 for the regional conference in Hot Springs, Arkansas in fall 2013.
 - Compile a historical report illustrating trends and presenting opportunities of regional sponsorship to present at the national conference in spring 2014.
- 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.