



**Les Cook – Region IV-East Vice President
Report for the 2010 Winter Board of Directors Meeting
December 2-5, 2010 Washington D.C.**

The following is a summary of the business and activities within NASPA Region IV East since the July 2010 Board of Directors Meeting in Las Vegas, Nevada.

NASPA GOALS

- A. To provide professional development to our members through the creation and dissemination of high quality experiences, information and exemplary models of practice.

Regional Vice President Update

Serving as the IV-East Regional Vice President during the past year and a half has been and continues to be a rewarding and invigorating experience. To be on the board as the representative of NASPA IV-East during a time when the consolidation discussion is occurring is both interesting and exciting. No matter what the outcome, I am proud of the work we have accomplished on behalf of both associations and our profession.

In June of 2009, the NASPA IV-East Board identified our goals as:

1. Increasing our communication and connectivity with each other through:
 - Broad communication about regional opportunities, activities and events to all members as well as targeted communication when appropriate
 - Use of both print and media tools to share information and education
 - Encouraging involvement/providing purposeful ways to be involved
 - Offering professional development and networking opportunities for all members
 - Providing easy access to the association with timely follow up and meaningful connections
2. Providing enriched opportunities for learning and cultivating professional development activities to meet the needs of our profession
 - Showcasing all the ways for individuals to obtain information/education that is relevant to their current role and supportive of their growth
 - Offering a variety of activities/programs in a variety of formats – conferences, workshops, technology sessions, topic specific one-day sessions, webinars, etc.
3. Building a greater sense of community/affinity and providing a home for our members
 - Providing opportunities for all that desire to do so to be involved in some way

- Embracing programs that connect members in more purposeful ways for greater periods of time – NPI, mid-level, Midwest Deans, etc.
- Recognizing those who serve our region and the profession

We remain committed to providing our members with purposefully relevant education and professional development opportunities through a variety of channels; and to having an engaged and involved region and we will strive to increase our involvement opportunities. Finally, we remain committed to building community and establishing a “sense of place” in Region IV-East. Through NASPA IV-East, our programs, activities and experiences we will involve our members; learn from and partner with each other; and celebrate the individual successes of both our members and member institutions.

Midwest Deans Conference

We partnered with the University of Illinois-Champaign Urbana to host the 62nd annual Fred Turner Midwest Deans Conference October 3-5 at the Allerton Conference Center in Monticello, Illinois. This is the third year NASPA IV-East has partnered with the University of Illinois, to sponsor this longstanding professional development opportunity for SSAO’s in the region. Approximately forty individuals participated in this professional development experience and longstanding tradition.

2010 Regional Conference

On November 7-9 at the Marriott City Center in downtown Minneapolis, we will gather for the 2010 IV-East Conference, *Innovative Practice, Creative Discovery: Together*.

The 2010 Conference Planning team has worked diligently to provide a conference that is relevant, stimulating, and inspiring. Our program includes a focus on ground-breaking opportunities in our profession, on stimulating emerging research, and on inspirational communities of action. This is an exciting time in American higher education and in our profession of student affairs, as we face a dynamic environment of change and challenge. Our continued commitment to student learning and success frames our conference theme and provides the foundation upon which we gather together at this important time.

Offsite Reception and Gala – We are trying something new this year by taking our group to an offsite location, the Mill City Museum, immediately following the welcome and opening keynote, for a reception, KC gala and Awards ceremony.

Registrations – Although we took a risk in holding the conference in a smaller urban center this year, our efforts to promote the conference and provide a meaningful experience appear to have paid off: we based our budget on 240 attendees and as of October 28, we have a total of 254 registrants! Included are 159 professional members and 52 student members, among others. We are very pleased to have 96 institutions represented with 149 individuals attending a regional conference for the first time, in addition to 97 registrants who are new to Region IV-

East. We are reaching new members and we are introducing additional professionals to NASPA. Exciting indeed!

Pre-Conference Programs – Included in the 2010 conference are a number of pre-conference programs which precede the opening of the conference on Sunday afternoon:

The New Professionals Institute; the Mid-Level Professionals Institute; the Bring-a-Student Challenge session; and a workshop titled, “Thriving Together.”

Major Speakers and Sessions – Our list of major speakers include Jamie Washington, Rusty Barcelo, and Judy Chambers. We are also pleased to be offering a session on Monday morning called “Inside the NASPA Studio”, our own version of the popular television program, Inside the Actor’s Studio, with interviews by Judy Chambers and Elizabeth Griego. We have a number of featured sessions, among which is a discussion on Consolidation. We will again have a special track for SSAO’s, which includes a breakfast session on Monday morning in addition to specific targeted sessions throughout the conference.

Case Study Competition – We are pleased to include a graduate case study competition this year on Monday morning; awards will be presented at the closing brunch on Tuesday.

Volunteer/Fundraiser Activity – Another first this year is an opportunity for conference attendees to make a difference in the local community by contributing to a local organization called the Page Foundation, whose mission is to encourage youth of color in Minnesota to pursue post-secondary education. Our goal is to raise \$500 at the registration table throughout the conference.

Conference Committee Structure – We used a co-chair model in the conference committee, in which Connie Gores of Winona State University worked with the committee members with program-related responsibilities and Lisa Erwin of Bemidji State University worked with those involved with logistics-related responsibilities. We used a Wiki for sharing information electronically and we held regular conference calls (monthly throughout the year until the past month, during which we held weekly conference calls). By using the Wiki, we will have the start of a repository of the full committee efforts as well as notes from the sub-committees, which should assist future conference committees in their work.

Mid Level Institute

NASPA IV-East is excited to reintroduce a new mid level institute model this fall at our regional conference. The institute was canceled last fall due to low interest but the institute looks positive for this fall. The planning committee spent much of the past year reviewing the program. The committee met face-to-face at the National conference and by conference call on a monthly basis. The Institute was designed to kickoff with a cohort of participants at the regional conference. The Mid-Level Manager in Student Affairs was selected to be a tool and

guide throughout the program. The participants would meet via teleconference throughout the year to explore different issues and topics confronting Mid-level managers. As of this report, we have 16 participants registered for the pre-conference kick-off.

Topics include (but are not limited to): Professional Identity – professionalism, ethics, supervision; Career Navigation – politics, communication, campus culture, diversity; and Personal Development – building a professional network, PhD or not, breadth of experience. The series will continue and conclude at the fall 2011 NASPA IV-East conference as the first cohort finishes and welcomes in a new group for the following year.

Knowledge Communities

Our Knowledge Communities under the leadership of Karolynn Heuer continue to make good progress. Men and Masculinity under the leadership of Bill Mattera implemented a successful drive in conference which they will replicate in two years. The KC Coordinator has really set the tone for the level of involvement and expectations for each of the respective KC's. Conference calls between KC Coordinator and KC reps are held every two months to enhance communication flow and engage the reps. The KC coordinator is currently doing a mid-year visit with each KC rep to determine progress in role, discuss ways to become more successful and create solutions to move forward in the role of serving the region and the National Board.

Most KC positions are filled with the exception of Asian Pacific Islander Concerns, Health in Higher Education, and Technology. The KC coordinator works with the National Chairs and the outgoing KC rep recommendations for the KC replacement.

Karolynn has taken an active role with the conference planning committee to ensure that the KC's desires for the conference and the planning committee's desires match. The KC's have worked with the program committee to review program submissions and endorse KC related topics for the Regional Conference. A Knowledge Community brochure has been developed to be used at the Regional Conference to provide new and first time attendees better information about Knowledge Communities and the individuals who fill the role. As well, KC's have been added to the conference program booklet.

- B. To provide leadership in higher education through policy development and advocacy for students on important international, national, state, and local issues

Public Policy Division

Lisa Erwin, our Region IV-East Public Policy Division representative, continued participating in monthly conference calls held by the National Division Chair, Jeanne Miller. In the calls, they've spent time discussing the 2012 conference in Phoenix and ways that the division can assist with programming for the conference. Additionally, Lisa will be writing the Public Policy column for the winter Leadership Exchange publication as well presenting on Public Policy for the upcoming

regional conference, and it was accepted. Lisa worked with two individuals interested in state representative roles, and plans to identify more representatives in the coming months.

- C. To advance pluralism, diversity, and internationalism in NASPA and the profession

Men & Masculinities Drive-In September 24, 2010

A highly successful drive-in conference was held on September 24 on the campus of Ball State University. Bill Mattera, Men and Masculinities Knowledge Community Rep, has done an excellent job developing this new professional development opportunity. The focus of the drive-in was on enrollment and retention of college men. A core group of individuals were identified at last fall's conference and were intricately involved in helping Bill move this professional development opportunity forward. Approximately 70 individuals attended this first time conference. The knowledge community hopes to make this a bi-annual event.

Women in Student Affairs Conference

The Women in Student Affairs Conference is held bi-annually in June. Planning is well underway for the Women in Student Affairs Conference which will be held June 17, 2011. The conference had previously been held at DePaul University but will relocate in 2011 to Ohio State University.

- D. To provide leadership for promoting, assessing, and supporting student learning and successful educational outcomes

Bring a Student Challenge

Planning is underway for the "Bring a Student Challenge" program to be held in conjunction with the Regional Conference in November. This program encourages campuses to sponsor students working in or interested in a career in Student Affairs to attend workshop sessions prior to the commencement of the conference.

- E. To maintain, evaluate, and develop a high quality association structure and national office to meet current needs, anticipate future trends, and promote growth

Budget

The region began the year with a balance of about \$20,000. We are anticipating the regional conference expenses of approximately \$70,000 with corporate/sponsor contributions totaling \$13,700 and projected registration revenue over \$51,000 and regional contribution of \$5,000. Other expenses include approximately \$1,000 for a 2011 regional conference planning meeting and \$900 for the drive-in Men and Masculinity Conference. This will leave the region with roughly \$13,000 heading into the National Conference.

Membership

At the end of October, Region IV-E has a membership of 2808. Institutional membership remains steady. Our RVP has been asked to assist the national office staff in contacting non-renewing

institutional members. A general satisfaction membership survey was not conducted this fall. We had done so the last previous three years and decided every other year would be adequate. State/Province Coordinators positions are full. David Strauss recently came on board as the Michigan coordinator. A September e-mail to graduate program coordinators was sent to generate interest in regional professional development activities to include the Men and Masculinities Conference and graduate student activities coming up at the Regional Conference.

Region IV East Executive Committee

The Regional Advisory Board continues to be quite productive and functions well with an Executive Committee of the Board. The intent of this structure is to provide an avenue for those most involved with the day-to-day business to be in more frequent contact and keep initiatives moving forward. Representatives on the Executive Committee include: Regional Vice President, Past Regional Vice President, Conference Chair, Knowledge Community Coordinator, Membership Coordinator, Treasurer, Technology Coordinator, Fundraising and Development, Marketing and Communications, Mid-Level Institute Chair, and IV-East Intern. Division representatives are also invited to participate but not required.

The IV-East Board continues to use phone conferencing and technology as much as possible to increase efficiencies among the region and reduce costs. In addition to the Executive Committee, the State Coordinators, KC's, Mid-Level Institute Planning Committee and others are using a monthly or bi-monthly call in process to get work done in the region.

Technology

The 2010 conference website is once again being hosted on the Michigan Tech web server. It is recommended that future websites for conferences be hosted by the school of the technology chair for ease and timely updates. The national content management system has provided some challenges in order to create unique layouts for regional websites, however in the desire for consistency across regions it is understandable. The largest challenge for the technology position continues to be the antiquated email system allowing the technology position to only send out plain text emails; no bold, no underline, no bullets, no italics so the thought of even sending dynamic content emails is completely out of the question. Regions have been told by the national office a new email system was coming, however this has not occurred. Joseph DeSanto continues to be a great resource attending to the needs of the region in a timely and professional manner in sending out emails and answering questions.