



**Renee Romano**  
**Region IV-E Director**  
**Report for the 2013 Spring Board Meeting**  
**February 8, 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 Board Activities**

The Regional Board participated in monthly conference calls where regional strategies and activities were coordinated and planned. Minutes of those meetings are available upon request. The Board met in a summer retreat July 19-20 in Madison, Wisconsin with the 2012 Conference Planning committee. The two groups met together the first day and separately the second day. The advantage of meeting together was for the conference planning committee to gain a greater understanding of the strategic initiatives of the Board and how they could advance those at the conference.

For example, one of the major areas of discussion at the summer meeting was the fact that we had lost a number of graduate students in our regional membership. In an area where we were strong in the past, we were losing members. So we talked about ways to reach out to graduate students to show them the advantages of being a NASPA member and to provide opportunities for stronger links with the SSAOs in the region. Consequently, the conference planning committee implemented a reception with SSAOs and graduate students during the conference. It was very successful, attendance was good and the conversation was so lively that we had to encourage participants to leave the venue past the time when the event was over. They didn't want to leave.

Another idea we discussed to reach out to graduate students was a scholarship for a graduate student internship and a career fair for graduate students at the conference. Laura Ketchum-Ciftci was going to do some follow-up on the scholarship idea.

Another topic discussed at the summer planning meeting was the Communications Plan that was developed during the national conference in March of 2012 in Phoenix. The Communications Plan is as follows:

- Consider developing State list serves or e-mail lists so that the State Coordinators can communicate only with the members in their State
- When someone joins NASPA in Region IV-East, welcome them to the Region and ask them a series of 3-5 questions about what they're looking for in terms of professional development, involvement and how to best communicate with them
- Pursuing more State Drive-in Workshops
- Putting our volunteer opportunities directly on the Region IV-E website in addition to the National website
- Tweet before any communication comes out so that members can look out for it (i.e. tweet before the newsletter comes out)
- Regular tweets from the KCs about their areas of interest

In general, we talked about using more social media to communicate with members, particularly graduate students and new professionals who are more likely to respond to that type of communication. During the summer meeting we followed up on these initiatives to determine which had been implemented. Several of these have been implemented and we believe is helping us improve our membership numbers.

Another item for discussion during the summer meeting was the budget philosophy for drive-in workshops and other professional development activities. This is something we've struggled with because often, KCs will ask for seed money for a drive-in workshop. I will then ask them for a budget, a plan for what they believe they will charge and a general idea of their expenses. Since the region is in better financial condition than it was two years ago, we devised the following policy:

The Regional Board will support drive-in workshops with the intention that they are budgeted to break even. If they have a positive balance, that would give them seed money for the future, if they have a negative balance, the region will support their efforts with closer supervision in the future.

In the conversation about membership, we discussed the fact that we had lost 14 faculty members and 67 graduate students in the past year. We talked about the fact that some of this change may have been due to the national conference being in Arizona with the difficult political climate there. We also talked about the fact that faculty were disappointed in the fact

that NASPA and ACPA did not consolidate and some were throwing their support behind ACPA, especially those from some of the major student affairs preparatory programs in the Mid-west, in Region IV-E. Therefore, we decided to add a faculty representative to our Regional Board and subsequently appointed Dr. Eric Buschlen from the University of Central Michigan to the Board. He has already added to the Regional activities when he sponsored a faculty meeting during the regional conference.

We also focused on “serving our membership” during the summer meeting with a major agenda item for us being collaborating with other groups, particularly state organizations. As a result, NASPA co-sponsored a drive-in workshop with the Iowa Student Personnel Associate in June and I spoke at the conference about NASPA and the opportunities for professional development in both organizations.

### **Membership**

Our region continues to post the second largest membership, with 2131 active members. This is down slightly from the month before, although it is typical for our membership to decline slightly at the start of the new year, and pick up in advance of the national meeting each March. There are an exceptionally large number of recently expired members, 259, a significant number of whom we should regain in the coming month. Region 3 continues to be the largest region, well ahead of us at 2,964 members. Region 2 is in third place, with 1,934 members. (region two has experienced membership fluctuation in ways similar to IVE.) We seem to still be in state of fluctuation, as our October 2012 membership was 2,469, down to 2,076 in December, and back to 2,131 as of the writing of this report.

#### Membership History

2/2010 2,503

2/2011 2,632

2/2012 2,397

2/2013 2,131

Active members by state/province are noted below (\*membership figures are reliant on member input, so numbers by state/province do not add up to the total noted above). Institutional memberships have stayed relatively consistent at 159. Institutional members by state/province are also noted below.

	Indiv	Inst
Iowa	160	12
Illinois	617	34
Indiana	304	24
Michigan	228	15
Minnesota	148	14
Ohio	382	30
Ontario	39	8
Wisconsin	208	19

The most recent membership report shows 45 new members and 76 renewing members, with 81 members set to expire on January 31, 2013, as 259 that have expired in the month prior.

The majority of our regions members, 925, are connected with four-year public institutions. This reflects a 100-member drop from October 2012. Twenty-six members are at 2-year institutions, and 457 are at four-year private institutions.

We are still becoming acquainted with the new membership tool. The tool allows for quick and more up to date access of basic membership information. One downside is that we no longer receive a monthly summary report. This makes it much more difficult and time consuming to data crunch the different categories. Most of the data is available, but it is now up to the user to query and build a report each month. It is unclear if more robust data comparison ability will be available in the future.

With the input of the regional directors, the Washington DC office has prepared an in-depth communication plan, designed to provide routine contact with members at various key points, including welcoming new members, contacting those close to expiration, etc. The assignment for state and province coordinators to individually contact all new members is cumbersome and costly, as we only have access to phone numbers or access mass emails. On the most recent conference call of regional membership coordinators, the general feel was that the individual phone calls were not proving effective.

In the next two years the membership coordinator should encourage an evaluation of the role of the state/province and regional membership coordinators. With so much activity shifted to the Washington, DC office, it can be challenging to find meaningful work for these volunteers. The implantation of the new online tools, as well as the energy put into developing a communication is an encouraging sign, however. For most of my two years in this role we did not have access to the online tool. This would be a powerful tool for the regional director and the membership coordinator and it is our hope that the national office continues to refine it.

### **Awards**

Bill Mattera, from DePaul University was our Awards chair and he did a fine job of advertising the awards, pulling a committee together to make the decisions and presenting the awards during the Regional Conference in Madison, Wisconsin. The following awards were given:

Beth Hellwig  
Outstanding Performance as a Senior Student Affairs Officer  
University of Wisconsin- Eau Claire

Blugold Beginnings  
Innovative Program Award  
University of Wisconsin- Eau Claire

Dr. David Maxwell  
President's Award  
Drake University

Dr. Eric Buschlen  
Outstanding Contribution to Student Affairs Through Teaching  
Central Michigan University

Dr. George McClellan  
Outstanding Contribution to Higher Education  
Indiana University- Purdue University, Fort Wayne

John Laws  
Community College Professionals  
Ivy Tech Community College

Keith B. O'Neill  
Mid-Level Student Affairs Professional Award  
Associate Director of Student Development Services  
University of Illinois at Chicago

Les Cook  
Outstanding Contribution to Region IV-E  
Michigan Technological University

Lisa Novack  
Outstanding New Professional Award  
University of Minnesota

Michael Allensworth  
Undergraduate Rising Star Award  
University of Illinois at Urbana-Champaign

Symone Simmons  
Graduate Student Rising Star Award  
Loyola University

## **Financial Summary**

Region IV-E continues to build its fund balance after being more than \$8,000 in the red four years ago when Les Cook assumed the role of Regional Vice President. We have been well served by Herb Jones as Treasurer for the past two years and Herb has also been the budget director, or treasurer of the regional conferences during that time.

The Region IV-E Board has been strategic in planning its financial future. Under the Leadership of Dr. Romano, the Board developed a budget that outlines the Boards plan of action for the Region while maintaining a healthy financial outlook. In developing the budget, the Board identified accountability as well as the following as some of its objectives in its financial planning efforts:

- Committed 10% of profits from the Regional Conference to go back to the membership in the form of scholarships.
- Increased the amount awarded for the Research and Assessment Grant from \$500 to \$1,000.
- Charged the coordinators of Regional Workshops and Drive-in Conferences with the goal of financially breaking even for each event.
- All Regional Conferences, Workshops and Drive-in conferences are expected to provide Regional Director a copy of their proposed budget before expenses will be approved.

<b>Regional Board Budget</b>	
Estimated Carry Over from 2011-2012	\$25,204.00
NASPA Funds	\$21,700.00
<b>Total Income</b>	<b>\$46,904.00</b>

<b>2011 Regional Conference Budget</b>	
Income	\$115,785.00
Expenses	\$85,204.17
Net Income	\$30,577.86
Scholarships 2012 Conference	\$3,100.00
<b>Balance</b>	<b>\$27,477.86</b>

**Note:** Final expenses for the 2012 Regional Conference were being finalized at the time of the writing of this report.

### Community College Division:

At the Region IV-E conference in November, we had a community college track that was well received and well-attended. We also hosted a community college social event in the Regional VP's suite. Also at the Region IV-E conference, the 2013 conference committee met for the 1<sup>st</sup> time. We have had 2 monthly calls since that time and have identified a theme, Courageous Voices: Take a Stand. Make a Choice. We have also confirmed the venues for the event and have drafted a timeline.

### Small College Division

The Small College and University Division had several accomplishments over the past year that we believe are serving these colleagues :

1. Attended and led the "Open Mic" session for the **NASPA SCU Institute** at Butler University, June 2012.
2. Proposed and Hosted the well-attended **SCU roundtable at Region IV-E Conference** in Madison, WI.
3. Created and distributed over 150 "I ♥ Small Colleges" Buttons to **Region IV-E Conference** attendees (also distributed over 250 of these last spring in Phoenix at the National Conference)
4. Engineered an annual **Region IV-E Pre-Conference of the SSAOs from the ACM/GLCA** (Associated Colleges of the Midwest & Great Lakes Colleges Association) at each fall conference 2010, 2011, 2012, and 2014 (in Skokie). 20-30 SSAOs attend and this annually year; in Madison, more than half of them stayed for the NASPA Region IV-E conference – a record participation for this group.
5. Co-presented with SCU colleagues from Macalester, Grinnell, Kalamazoo on *Creating a Culture of Assessment at Small Colleges* at the **Region IV-E Conference** in Madison, WI.
6. Have submitted a proposal to host a **SCU Roundtable at the NASPA AOD/Violence Prevention Conference** in Ft. Worth in January 2013.
7. Continuing to work actively on "**The Small College Project**" with Sarah Westfall (SSAO at Kalamazoo College), Flo Hamrick (Professor of Higher Education at Rutgers and Faculty & NASPA Faculty Fellow), and Carrie Kortegast (Assistant Professor of Higher Education at Vanderbilt) 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:
  - a. Creating a SCU speakers bureau to speak to graduate courses
  - b. Identifying SCU campuses that would welcome graduate student cohort and individual visits, internships, and practica
  - c. Creating a SCU syllabus and syllabus modules that graduate preparation program faculty could adopt, adapt, or integrate into curriculum
  - d. Creating a national summer internship program for opportunities at SCUs for graduate students (perhaps organized like the NUFPP internships)
  - e. Develop a bibliography of SCU resources
  - f. Identify gaps in the literature regarding SCU, for use by faculty and graduate students
  - g. Considering a monograph on SCU generalist practice
  - h. Work with Faculty Fellows participants to identify "key questions" that are SCU related

## **Knowledge Community Member Engagement**

- 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.
- At the regional conference, nine of the knowledge communities will be hosting dinner groups with conference attendees.
- The Asian and Pacific Islander (API) KC has been working to have monthly calls with any members of her KC.
- The African American (AAKC) Knowledge Community developed a new Facebook Page entitled Soul Food for the Region in June 2012. This group is a place for professionals to connect with other Higher Education professionals with an interest or passion to learn more about the African American experience and to keep professionals up-to-date on current issues/trends within the profession.
- Renee Piquette-Dowdy, Student Leadership Programs (SLP) KC has been working with the national KC to reach out to leadership orientated organizations within our region. One of the goals the national KC has for each regional SLPKC is to improve connections and outreach with third-party, vendor, or non-campus based organizations that support leadership development (e.g. LeaderShape headquarters in Illinois, fraternity and sorority headquarters, etc.).
- Renee Piquette-Dowdy, the SLP KC regional representative has been developing further engaged regional communities through the use of Pinterest and Facebook with plans to further develop their blog to reach members, share best practices, and highlight high impact efforts of regional members.

## **Knowledge Community Community Involvement**

- Scott Friedman, Disability KC Regional Representative has been working on the revision of the NASPA ADA Monograph, which includes ACPA and AHEAD members, and this was approved *Award Recognition*

- Scott Friedman from IV-E/Disability KC authored “Understanding Universal Design for Learning Principles: Faculty Partnerships that Influence Improved Teaching and Learning” for the Spring 2012 Ignite Leadership Influence Change annual KC publication.
- Members of the Disability KC are working on chapter drafts for the new NASPA book tentatively titled: "Beyond the ADA: Inclusive Policy and Practice for Students with Disabilities in Higher Education."
  - Scott Friedman from IV-E is co-authoring two best practices chapters (one about innovative funding models and one about campus access for events).
- In honor of Dr. Theresa A. Powell, a pillar of the profession and highly recognized as a distinguished colleague, the African American Knowledge Community national leadership board developed “The Dr. Theresa A. Powell African American Scholarship Series to highlight and present topics that will showcase scholarly research, projects and publications of the African American experience that will enhance the awareness and appreciation for issues germane to African American professionals working in higher education, specifically in Student Affairs.

The proposal was sent to Dr. Evette Castillo Clark, NASPA’s Knowledge Communities Director and Stephanie Gordon, NASPA Vice President for Professional Development for review/feedback. Next steps, a conference call is being scheduled to discuss the particulars of the proposal with Evette, Stephanie, Crasha Perkins, AAKC Co Chair, Charles Holmes-Hope, AAKC IV East Regional Rep and lead organizer/writer of the Scholarship Series, and other NASPA officials. This initiative is being lead by Charles Holmes-Hope, AAKC IV East Regional Rep. and Crasha Perkins, AAKC National Co Chair.

## Scholarship

### Creation of Knowledge

From the Knowledge Communities:

- Dr. Christopher Lewis, KC Regional Coordinator and Ana Rossetti, KC Representative for the Administrators in Graduate and Professional Student Services (AGAPSS) Knowledge Community published an article entitled Student Services for Graduate and Professional Students: More Must Be Done that will be published in the Winter 2013 Leadership Exchange Magazine.

- Ana Rossetti, KC Representative for the Administrators in Graduate and Professional Student Services (AGAPSS) Knowledge Community has signed up to conduct the February ADAPSS Weekly Wine and Cheese online event on the topic of international students. She also plans to actively tweet on specific topics corresponding to monthly topics for AGAPSS to educate and engage AGAPSS KC Members.
- Katie Bringman Baxter, KC Representative of the Spirituality and Religion in Higher Education was recently asked to sit on NASPA's new commission on inclusion and equity, with a particular eye to ensuring that religious diversity is included in the conversation.
- Knowledge Communities within our Region have stepped up to the call to submit articles for the Regional Newsletter, but also a few, the AGAPSS and Technology Knowledge Communities have also written articles for inclusion in their Knowledge Community Newsletters.
- Katie Bringman Baxter, KC Representative of the Spirituality and Religion in Higher Education presented an interfaith session at AAC&U conference on diversity and inclusion in Baltimore, MD in October 2012
- Katie Bringman Baxter, KC Representative of the Spirituality and Religion in Higher Education KC Co-Authored KC piece for NASPA fall KC Publication.
- Barnaby Pung, KC Representative of the Student Affairs Partnering with Academic Affairs (SAPAA) KC Authored the KC piece for the NASPA fall KC Publication.
- The Asian and Pacific Islander (API) KC has started to use a shared Google Documents site that includes links to Blogs, Journals, and other resources.
- A Number of the Knowledge Communities have accepted programs at the 2012 Regional Conference.
- Sharee Myricks, New Professional and Graduate Student (NPGS) KC will be participating in the Student Affairs Leaders of Tomorrow Pre-Conference at the regional conference.
- With the creation of the AAKC "Soul Food" Facebook page, they have used this social media platform to communicate out to professionals' current trends, updates and to encourage their members to facilitate conversations about critical issues impacting the profession.
- Deborah Loers, International Education Knowledge Community (IEKC) Regional Representative presented Where in the World are We: Internationalization of US campuses at WayUp conference in Iowa.

## **Research**

This year the research coordinator compiled the graduate programs within the NASPA IV-E region into a mailing list. Over the summer, once the grant was reaffirmed and the amount of the award was decided, she sent a direct e-mail to each of the graduate program coordinators announcing the

award. In addition, on the NASPA Awards page we included the information about the grant even though the submission was not able to be electronic at that time along with the awards.

From these added advertisings we had 4 submissions from 4 different schools/individuals from within the region. We awarded the \$1,000 grant at the Region IV-E Regional Conference in Madison, WI to William Arnold, Assistant Professor at Michigan State University and Sarah Westfall, Vice President for Student Development and Dean of Students at Kalamazoo College for their grant entitled, "Promising Practices: Increasing the Success of First-Generation College Students".

This research looks at the "College Success Awards", a grant program to assist institutions striving to make a difference in the success of first-generation students that was funded in 2008, by the Council of Independent Colleges (CIC) in conjunction with the Wal-Mart Foundation. Over the course of two years, these two entities awarded grants totaling over \$4 million to 50 colleges and universities across the country (20 located within the geographic area that comprises NASPA Region IV-East) to support analysis and initiatives aimed at increasing the enrollment and persistence rates of first-generation college students.

The intent of this new study is three-fold:

1. First, assess the impact of these grant funded initiatives on the success of first-generation students at these institutions.
2. Second, identify promising practices that could benefit other institutions and their efforts to better serve their first-generation students.
3. Third, gather insights related to the nuances associated with implementing these respective initiatives and working with first-generation populations.

### **From the Knowledge Communities**

- The African American (AAKC) Knowledge Community is working on collecting current research on and by African Americans to share with the Region. This collection will serve as a guide for practitioners who are working on their doctoral degree to look to the community for current research.
- This year The Assessment Evaluation & Research KC compiled the graduate programs within the NASPA IV-E region into a mailing list. Over the summer, once the grant was reaffirmed and the amount of the award was decided, The Assessment Evaluation & Research KC sent a direct e-mail to each of the graduate program coordinators announcing the award. In addition, on the NASPA Awards page we included the information about the grant even though the submission was not able to be electronic at that time along with the awards.
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  - Third, gather insights related to the nuances associated with implementing these respective initiatives and working with first-generation populations.

## **Faculty**

Dr Eric Buschlen, from the University of Central Michigan was appointed to the board in Fall of 2012 to represent the faculty in an effort to reach out to our preparatory program faculty and graduate students. To date, he has been very active and participated in the monthly conference calls, attended the Region IV-E Conference in Madison, WI, hosted a “Faculty Breakfast” there, and brainstormed ideas with other regional faculty. He will attend the National NASPA Conference in Orlando as well.

Below is a list of the initiatives that h would like to see happen for the 2013 Region IV-E Conference. He is willing to “chair” these efforts and help bring a team together for the peer-reviewed portion. These initiatives were communicated with both Dr. Romano and Dr. Burke via email in December 2012. Although just “ideas” at this stage, I feel they should help attract both faculty and graduate students to future events. Faculty want more “faculty-oriented” pieces at the conference directly relating to teaching, service, and scholarship.

### **Possible Initiatives to Attract More Faculty & Graduate Students:**

- 1) Offer a peer-reviewed "regional research roundtable" for regional faculty and graduate students at the NASPA Region IV-E Conference (similar to the national roundtable)
- 2) Offer a "team discount" for faculty that present WITH graduate student(s) at the regional conference
- 3) Offer a roundtable discussant hosted by current Student Affairs faculty presented for current Student Affairs graduate students and/or staff that are interested in becoming faculty
- 4) Dr. Buschlen has also collected some faculty business cards to start a small "advisory committee" to yield more ideas – this piece will be ongoing and will change with new interactions.

## Professional Development

### 2012 Regional Conference

The 2012 NASPA Region IV-E conference was held at the Madison Concourse Hotel & Governor's Club in downtown Madison, Wisconsin, from November 3-6. The theme **"Blurring the lines: Focusing together on student transformation"** served as a call for all participants to think strategically and creatively on how to best collaborate with others to enhance student learning and transformation in light of greater accountability and transparency in higher education.

A diverse set of 64 program sessions were selected to appeal to the needs and interests of the conference registrants. Four programs about highly relevant topics were featured:

- "The Sponsor Effect in Student Affairs"
- "Title IX: Compliance and Policy Management"
- "Beyond the Dream: Improving College Readiness and Achievement Together"
- "Color by Number: The Facts and Stats on Children and Racism"

Three major speakers were selected to represent unique perspectives on the conference theme:

- Sharon Fries-Britt, Ph.D., Associate Professor in the College of Education at the University of Maryland, College Park
- Patricia King, Ph.D., Professor in the School of Education at the University of Michigan
- Gaius Charles, Leading Hollywood Actor (who unfortunately missed his speaking obligation due to travel delays)

Moreover, both Kevin Krueger, Ph.D. (President) and Levester Johnson, Ph.D. (Chair, Board of Directors) welcomed and addressed the conference attendees.

The conference assessment boasts favorable feedback including the following:

- 85.7% of respondents rated the conference as either "good" or "outstanding"
- 88.1% of respondents agreed (or strongly agreed) that they learned new information
- 93.5% of respondents indicated that they would attend a future NASPA Region IV-E conference

Both conference attendance and financial success far exceeded the committee's expectations. Between the pre-conference sessions and the main conference, over 400 registrants joined us in Madison. Net income for the conference was \$37,784.82.

In an effort to be innovative and meet the changing needs of our association, several new initiatives were employed including the following:

- Providing a conference app for mobile devices (Guidebook) that included the conference schedule, program offerings, and the ability to create-your-own itinerary.
- Establishing a new track of program sessions geared to the needs of community colleges
- Utilizing NASPA's *Professional Competency Areas for Student Affairs Practitioners* to clearly designate each program session in the conference booklet

- Combining the New Professionals Institute and Midwest Meeting of Graduate Students in Student Personnel (MMOGSISP) into a new initiative: the Grad/New Professional Network
- Reconfiguring the awards/recognition process to adequately honor the recipients while also streamlining the process
- Inviting graduate students who were awarded scholarships to introduce the major speakers
- Encouraging conference attendees and non-attendees to engage in dialogue on Twitter using the hashtag #naspa4e

Pursuant to the prior year, the 2012 conference committee was purposely kept smaller. This allowed the committee to act quickly and with greater flexibility to make decisions advance the planning process. Costs associated with conference planning and meetings were minimized as a result. And, some of the committee members have also committed to serving on the 2013 conference committee to ensure continuity and sustained progress.

Financial Results of the 2012 Conference are as follows:

<b>Regional Conference Financial Summary</b>	
Income	\$105,033
Expenses	(\$67,248.18)
<b>Total Income</b>	<b>\$37,784.82</b>

<b>2012 Regional Conference Budget (Overall)</b>	
Income	\$93,533.00
Sponsorships	\$15,850.00
Cancellations	(\$4,350.00)
Expenses	(\$67,248.18)
<b>Balance</b>	<b>\$37,784.82</b>

**Development Activities at the Regional Conference:**

- Established a standard Exhibitor/Sponsor registration form and coordinator worksheet that meets National’s request.
- Secured nearly \$20,000 in sponsorships and contributions for the 2012 conference including several first-time exhibitors.
- Distributed an evaluation to exhibitors/sponsors. One response was received.

2012 Region IV-E Conference Sponsors and Exhibitors:

<b>Vendor</b>	<b>Amount</b>
USA Today	\$2,000.00
Golden Key	\$1,250.00
Public ID	\$1,000.00
Chartwells	\$5,000.00
ATIXA (Title 9 speaker - "in kind" donation)	\$2,500.00
Maxient LLC	\$550.00
Campus Labs	\$1,000.00
Sodexo	\$1,000.00
OrgSync	\$900.00
Aramark	\$2,500.00
Take Back College	\$550.00
UW Madison-We Conserve-Be the WE	\$550.00
Magellan Collegiate Promotions	\$550.00
EverFI	\$550.00
<b>TOTAL</b>	<b>\$19,900.00</b>

**Other Professional Development Programs**

**API KC Drive-In for IV-E professionals and graduate students as a Pre-Conference for Midwest Asian American Student Union Spring Conference Hosted by UIUC**

March 30, 2012 Champaign-Urbana, IL @ Asian American Cultural Center

20 participants, Sponsored by Office of Inclusion and Intercultural Relations (OIIR)

Roundtable Discussions Included:

- Advising AAPI Student Organizations
- Working with AAPI Students
- Issues Affecting AAPI Students
- Retaining AAPI Student Affairs Professionals in the Midwest
- Advice for Graduate Students and New Professionals
- Engaging Asian American Students in "Students of Color/Multicultural Student Issues and Events"

**NASPA IV –East and West Men and Masculinities Knowledge Community Drive In Conference**

- *October 12, 2012*
- *Western Illinois University, Macomb, IL*
- Number of Attendees/Participants: 83
- Description of Program

- It is our hope that this conference will provide a venue for discussion, research, and the distribution of information regarding gender identity development within the context of college campuses.
  
- Our theme, “Manifesting Change, Taking Root,” calls upon Student Affairs professionals to grow in knowledge and dedication to fostering leadership and support for men and transgender men on our campuses—changing the status quo, challenging patriarchy, and building programs and services that affirm multiple masculinities at the intersection of race, class, gender, sexuality, sexual orientation or preference, gender/sexual expression, ability/disability status, religious difference, and ethnicity. In “Manifesting Change, Taking Root,” there is both an upward growth toward and a downward growth deep into the soil of our pasts, honoring our histories, struggles, and historical legacies. “Manifesting Change, Taking Root” is, in this way, an articulation of growth that isn’t devoted wholly to the imagination of a future, but a growth in our rootedness to one another, to our struggle(s), and to the histories that got us here.
  - 11 Program session
  - 2 Key Note Speakers
    - Tracy Davis
    - Marianne Farinas de Leon
  - Successes
    - Attendance – We raised attendance by about 30 participants from this conference first year at Ball State.
      - 31 Different College Institutions were represented
        - 5 Colleges that are not in NASPA IV-East or West
    - We implemented an undergraduate Track.
      - About 19 undergraduate students participated.
    - 80% of participants indicated they enjoyed the conference.
    - 85% of participants indicated that they learned new information from this conference.
    - 70% of participants indicated they enjoyed the length of the conference.
    - 80% of participants indicated they felt the conference was well priced.
  - Changes
    - Food- Participants wanted a better food selection than sandwiches for their money.
    - Room locations – Participants indicated they felt that lunch reception should not be in a gym even if it were to save money.
    - Participants indicated they would have liked to see a more diverse range of program session.
    - The conference website should be updated more frequently.
    - The conference book should be available a few weeks before the conference itself. Participants were upset that they did not know where to go on campus until the day before the conference itself.

- Location – I would look at hosting the conference in a general location, like Chicago. Accessibility was an issue for many participants.
- I would challenge the next host committee to hold bi-weekly meetings to increase communication amongst the team.

### **2013 WISA Conference**

The WISA Knowledge Community is still working on the planning of the 2013 Drive-In Conference which will be held on June 1, 2013 at Lake Forest College. Dr. Peggy Burke will be the keynote speaker. In the past few months the previous co-chairs resigned and these roles will now be taking on by Jasmine Clay and Kathryn McDonald at UW-Madison, Jena Eberly at Lake Forest College has agreed to take on additional responsibilities with local arrangements

We've discovered a pretty good formula for our New Professionals seminar. It is held as a pre-conference program for the Regional Conference. In the past, it was organized by one person, but we developed a system where we have a team of program "faculty" who plan the program and then work in small groups with the new professionals. We always have good attendance and will continue this format.

Region IV-E has struggled somewhat with the Mid-Level Professionals Institute. For the past few years it was also held as a pre-conference seminar but attendance hasn't been overwhelming every year. Some years are better than others. At the 2011 conference in Evanston, the group decided to hold the pre-conference seminar and then have monthly workshops over conference call or "Go to meeting" or some other format. This fell flat as the monthly meetings were not well attended and the energy of the planning group waned.

So the Regional leadership has been talking about how to move the Mid-Level Institute forward. We decided to develop a clear mission for the program and then to continue offering it as a pre-conference seminar every other year instead of every year. The mission will be to help mid-level professionals develop a plan for moving their career to the next level including topics such as looking for the next job, getting a doctoral degree, or seeking other responsibilities on the participant's current campus. The next step for us is to find a good mid-level institute director and make sure they are working with the conference committee.

## **Advocacy**

### **Public Policy**

As noted in previous reports this year, it has been an incredibly active and productive year for the NASPA Public Policy Division. What follow is a list of the achievements and accomplishments, with my participation noted.

1) The Division developed a set of guiding principles for the NASPA Board to use in determining whether to take on a public policy issue. I chaired the sub-committee that worked on the guiding principles, and

the Region IV-E public policy coordinator wrote the first draft. Under Rebecca Mills' leadership, the division edited and finalized the guiding principles, which were endorsed by the Board in July.

2) The Public Policy Division offered a robust set of programs at the National Conference in Phoenix last March. In particular, the Town Hall meeting paved the road for the development of the NASPA Public Policy agenda. The Region IV-E Coordinator participated in the Town Hall, and co-presented the Public Policy Update with Brian Collins, NASPA Public Policy Associate.

3) Under Renee Romano's leadership, Public Policy was an important part of Region IV-East activities. The regional public policy coordinator was given the opportunity to present at the regional conference in Madison, Wisconsin, and to present updates at the Region IV-East Board Meeting and Regional Business meeting.

4) The division continued to author a Public Policy Column for NASPA's *Leadership Exchange* publication. The Region IV-E coordinator was a participating author on the Summer '12 column on NASPA's Public Policy Agenda. I wrote the column for Winter '13 on state governments and accountability funding.

5) The major achievement of the Division this past year was the proposal of a public policy agenda for NASPA. The agenda was endorsed by the Board this past summer.

6) The work of the Division occurs through monthly phone calls and a meeting at the national conference. The Region IV-E Coordinator has been an active participant and was elected national chair beginning in March of 2013.

#### From the Knowledge Communities

The Disability KC has provided information and technical assistance to the Regional Conference planning leadership for the Madison Conference (NASPA has incorporated needs into National Conference, and the National Office has requested a member to serve in a consulting capacity for the NASPA Annual Conference)