



Les P. Cook, Region IV-East Vice President
Report for the 2011 March Board of Directors Meeting
Philadelphia PA
March 10-12, 2011

The following is a summary of the business and activities within NASPA Region IV-East since the November 2010 Board of Directors Meeting in Washington D.C.

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

Region IV East has made remarkable progress over the past two years overcoming an eight thousand dollar deficit, hosting two of our largest regional conferences with over 800 participants and witnessing continued membership growth with an increase of one thousand members since 2009. When we first convened as a board we decided we would focus our time on aggressively pursuing the following goals:

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

Our regional board and many others committed to these goals by providing our members with purposefully relevant education and professional development opportunities through a variety of channels; and having an engaged and involved region where opportunities for involvement are abundant. Some ways we have done this include:

- Hosting two highly successful regional conferences, *Changing Times: Enduring Values* held in Lombard Illinois, and *Innovative Practice, Creative Discovery: Together* held in Minneapolis Minnesota.
- Organizing the bi-annual Women in Student Affairs Conference on the campus of DePaul University with 130 participants, and new last fall sponsoring a Men & Masculinities one day drive-in on the campus at Ball State University with 70 people in attendance.
- Raising approximately \$30,000 through corporate development and sponsorships.
- Hosting two sessions of the Midwest Deans Conference in partnership with the University of Illinois, Champaign-Urbana.
- Engaging and connecting to different individuals throughout the region through our twenty-five different Knowledge Community Representatives helping to further the work of our peers, special interest groups and most importantly, relationships that support the success of our students.
- Reintroducing the mid-level professionals institute at the regional conference and employing technology to continue the dialogue and camaraderie throughout the year.
- Increasing our membership by 1000 members from 1,769 in March of 2009 to 2,764 today.
- Welcoming thousands of our colleagues to our great region at the 2010 National Conference as we celebrated our legacies and embraced the creativity and innovation that provides us energy and sustains us.

This is but a small sampling of some of the work of our board and does not include mention of the numerous newsletters, emails, conference calls and other behind the scenes activities that makes our region work. The regional board continues to make good progress on many initiatives and have looked at challenges as opportunities for improvement. All positions on our Board are filled with the exception of one. The Executive Committee, Knowledge Community Reps and State Coordinators have continued to find success and increased efficiencies due to a structure which promotes greater communication, connectivity and accountability.

Currently, Vice President-Elect Renee Romano has been working with Regional VP Les Cook in making a smooth transition to new leadership for Region IV-E. Renee has been working with Knowledge Community Coordinator Karolynn Heuer, Volunteer Chair, Angela Ryan and Membership Coordinator Sally Click to recruit, interview and appoint new board members. It is their goal to make sure as many Board positions are appointed by March as possible and that both new and returning members are

ready to meet at the National Meeting in Philadelphia. The new Treasurer of the region has been identified and he will be working with the current treasurer to have a smooth transition of financial responsibilities. The regional website is in the process of being revised with the current technology coordinator and the person assuming this role going forward. The current Executive Board of Region IV-E is being extremely helpful and these individuals are going above and beyond the call of duty in these transition activities.

Serving as the IV-East Regional Vice President during the past two years has been 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 has been 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. It is evident to me that region IV-E has been both educating and living lives of purpose.

2010 Regional Conference

Overview

The 2010 IV-East Conference was held on November 7-9, 2010, in Minneapolis, MN, with the theme of: *Innovative Practice, Creative Discovery: Together*. A total of 324 participants were involved in the conference; included in this number were 158 participants who were involved in the pre-conference institutes and a total of 58 who were included in the special track for senior student affairs officers; a total of 282 people attended the main conference. The pre-conference institutes began on Friday, November 5 and the main conference was from Sunday, November 7 – Tuesday, November 9, 2010. The 2010 Conference was well received and successful on many levels, but especially from a financial standpoint: after we accounted for all revenue (\$94,953) and expenses (\$71,135), we netted a total of +\$23,818, a first for the region in the past several years.

Conference Planning Team

The Conference Team was organized around a co-chair model in which one co-chair oversaw the program-related committees (pre-conference and case-study; programs; major speakers; senior student affairs officers track) and the other co-chair had responsibility for the logistics-related areas (registration; local arrangements; exhibits and sponsors; publicity and publications). We had monthly conference calls throughout the year until the month prior to the conference, when we held weekly conference calls. Our work was greatly enhanced by the use of a Wiki, which helped us share information electronically. By using the Wiki, we started a repository of notes, minutes, and reports that can be used to assist future conference committees in their work.

The various committees were chaired by individuals who had significant experience in conference planning, either as a previous member of a conference planning committee or by virtue of their length of time in the profession. There was great benefit in having planning team members that had served on previous planning teams. Several committees were co-chaired, usually with one experienced member along with one person with less experience; by doing so we would share the workload but also hopefully build in some consistency from one year to the next.

Another first was our partnering with the Midwest Deans group, who held their meeting on-site on the Saturday & Sunday preceding the Conference; we would encourage future planning teams to continue this for their conferences.

Programs

Featured program sessions were drawn from the program submissions; specific tracks of sessions for SSAOs and for graduate students were included in the conference offerings. One of the most beneficial steps taken this year was to have pre-identified blocks of rooms for the specific tracks (SSAO track sessions were always held in same room; featured sessions were always in the same place, Graduate student sessions were in same room, etc). Having the exhibitors and programs on the same floor was very helpful and convenient. Another positive change from previous years was the fact that close to 100% of the presenters registered, due in large part to the persistence of the program committee co-chairs reminding the presenters to register.

Major Speakers

The 2010 major speakers included three very different individuals: the opening speaker who was known for his positive and enthusiastic style of presentation; the luncheon speaker who challenged the attendees to consider issues of difference, diversity, and educational equity; and the speaker for the closing brunch who gave a “last lecture” full of humor and reflection. In addition to each speaker being very well received, we came in under budget on major speakers! We expended a total of \$5663 on major speakers and had originally allotted \$8,000 for these expenses.

Senior Student Affairs Officers track

For the second year, we held a SSAO track, designed to provide an opportunity for the senior leaders of our region to gather to discuss and respond to current issues of interest, provide time for discussion and networking, and spend time with colleagues.

Pre-Conference programs

Working with the pre-conference programs was a bit of challenge again this year; although we included the specific chairs in our planning team and invited to them to participate in conference calls, etc., only one person communicated regularly; as such, it was very difficult to plan properly and finalize plans for the pre-conference programs. Programs held were: The New Professional Institute; the Mid-Level Professionals Institute; the Bring-a-Student Challenge session. Immediately preceding the conference on Sunday afternoon was a workshop entitled, “Self-Defeating Habits of Otherwise Brilliant People: Thriving Together in a World of Change,” which was not well attended, in large part due to all the other program options at the same time.

Mid-Level Institute

The Mid-level Professionals Institute was reintroduced at the 2010 conference and had approximately 30 participants. The group meets at the conference and then via telephone throughout the year. The committee has developed a series of conference calls developed around chapters in our text. We will

bring guests facilitators throughout the remainder of the year. The participants are very enthusiastic about the program.

Case Study Competition

We are very pleased to have included a graduate student case study competition in the 2010 conference. The competition, which was open to master's level and doctoral graduate students, took place on Monday morning with the winners announced during the closing brunch on Tuesday.

Local Arrangements

With a number of new initiatives, including the off-site event requiring transportation, additional pre-conference activities, and two awards ceremonies, the local arrangements team had their hands full with first-time activities. The reasonable hotel rates and other details of the contract were big factors in our expenses being kept under control, which contributed to the positive bottom line for the conference. Another first was holding the June conference planning meeting on the campus of Macalester College, which saved the region a considerable amount of money. All positives indeed!

Off-site Gala and Reception

Also a first this year was holding the opening reception and Knowledge Community Gala at an off-site location, the Mill City Museum. We also divided the awards ceremony into two parts, with the first segment of awards being announced at this event. The location gave the conference participants an opportunity to learn about the history of the city of Minneapolis and to experience a different kind of museum – one devoted to the four milling industry of the Great Plains.

Registrations

Although we took a risk by holding the conference in a smaller urban center, our efforts to build a successful conference paid off: we built our budget on 240 attendees and a total of 324 individuals attended a pre-conference or the main conference. As cited above, the number of conference registrations as well as our fiscal restraint, resulted in a profit of \$23,818.

Exhibits and Sponsors

We were fortunate to have fourteen exhibitors involved with our conference, and numerous gifts in kind, all of which totaled \$23,950. Along with the large number of conference registrants, the sponsorship income helped us achieve the positive financial results. As has been the custom of late, exhibitors/sponsors could participate at various levels: Premier, Bronze, Silver, or Gold. The on-site exhibitors were set up in a very good location: adjacent to the registration and on the same floor as the session rooms – in the heart of the activity.

Budget

<i>Company/University</i>	<i>Sponsorship Designation</i>	<i>Amount</i>	<i>Payment</i>
Chartwells	Luncheon/Keynote	\$5000.00	
USA Today	SSAO Round Table & Exhibit	\$2000.00	

Aramark	Closing Session	\$2500.00
Student Voice	SSAO Break & Exhibit	\$2050.00
SJB Promotions	Corporate Exhibit/Bags	*\$2750.00
Public Identity	Badges, Promo Items	*\$1000.00
Golden Key	Graduate Student Scholarship	*\$1200.00
EBI	Corporate Exhibit	\$750.00
School Specialty	Corporate Exhibit	\$750.00
College Health 101	Exhibit	\$550.00
Sodexo	Exhibit	\$550.00
U of M PTL	Exhibit	\$550.00
School Datebooks	Exhibit	\$550.00
Intercultural Institute	Items for bags/Certificate	\$250.00
Gifts in Kind		\$3560.00
Total		\$23,950.00

** cost of goods included in total*

The general economy continues to dampen the bottom line although we were able to obtain more sponsorship dollars this year. We still see sponsors not providing the scope of sponsorship support we have enjoyed in the past. This year we worked to develop a network of local sponsors in the Minneapolis/St. Paul area and have the commitment of Chicago land sponsors for the conference next year. Given the current economic climate, sponsorship will continue to be challenging in the next few years.

Publications & Publicity

We had regular and consistent communication with NASPA IV-East members regarding the conference. The conference booklet was very well received and was seen as easy to read with the sessions having specific symbols that identified the targeted group. Another change this year was to add posters describing the award winners; the posters were displayed at the two awards ceremonies and were available for the recipients to take home following the conference.

Graduate Students and Volunteers

There were numerous volunteer opportunities for volunteering at the conference, from working at the registration area, to hosting a session, to involvement in the graduate student case study. Graduate student interns were selected well in advance of the conference and were included in all monthly conference calls; in addition, the graduate student interns introduced the major speakers and the SSAO sessions, which was equally meaningful for the interns as well as for the attendees.

Fundraiser to benefit local non-profit

Another new initiative was a fundraising effort on behalf of the Page Education Foundation, a local group whose mission is to encourage Minnesota's youth of color to promote academic achievement, personal responsibility, and untapped potential to become vital contributors to their communities. Cash

donations were accepted at the registration area and a check was presented to representatives of the Page Foundation at our closing brunch. It was a win-win for all.

Conference Evaluations

The conference evaluations were generally very positive. Respondents rated the venue, the hotel, the off-site location, the conference booklet, the meeting rooms, etc., all very positively. Areas for improvement include: the conference website (respondents prefer more timely updates and more current information about sessions); programs (they requested a more diverse cross section of presenters and topics); and registration (many comments about difficulty with online registration). A dozen individuals indicated an interest in volunteering for the 2011 conference.

2011 Regional Conference

Set in the city of Evanston, Illinois, just minutes from downtown Chicago, the 2011 NASPA Region IV-East Conference, taking place November 6-8, will focus on the role of student affairs professionals as leaders in the constantly changing landscape of higher education. The conference theme - Re-imagine, Re-invent, Re-awaken - embodies the transformational role of our profession in the lives of the students whom we serve and the institutions of which we are a part. The educational sessions, as well as the city itself, will provide the time and space for all of us to reflect on our past and create a visionary future.

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

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

Knowledge Communities

The technology Knowledge Community position remains to be filled for the IV-E. We have two of our KC representatives who have been nominated for National Chair positions. Mary Kate will be selected as she runs uncontested and we will wait to see how Daniel Hirsch does for NPGS National Chair. Conference planning was a joint effort this year to include KC input and decision making about what KC reps will be responsible for during the Regional Conference. Some KC's reps took advantage of being a program reviewer. At the conference the KC's hosted the KC gala again on the first evening on the Regional Conference at an off-site location. Although number of interactions with each KC table were significantly down in this venue, the number of meaningful conversations was much greater. KC reps attended the Monday morning networking during the conference which went very well. Several reported good, healthy conversations. This was a great way for Reps to be seen both in their position and making connections in general. For the first time we offered a "Meet the Reps" on Monday night... overall, KC reps felt this was a great idea, but needed to be earlier in the evening and located at the establishment inside the hotel. We will implement this activity again at the Regional Conference in Evanston. Since fall 09, IV-E Disability KC membership has jumped from about 120 to 198, making it the largest Region in the Disability KC.

- D. To provide leadership for promoting, assessing, and supporting student learning and successful educational outcomes
- E. To maintain, evaluate, and develop a high quality association structure and national office to meet current needs, anticipate future trends, and promote growth

Membership

Membership has remained high over the past year despite no overt recruitment efforts. It has been an awkward time to promote NASPA while at the same time we are discussing consolidation with ACPA. It didn't seem like the right time to be competitive. Instead, state/province coordinators were asked to focus on welcoming new members each month with a personal phone call.

We did do some outreach with graduate program coordinators in the fall. They were contacted by the RVP with a targeted e-mail to draw attention to regional professional development activities to include the men and masculinities drive-in and the regional conference. Additionally we addressed how to direct those who would like to get involved in the region.

Membership as of early January was 2764 which was up by 530 from one year ago. Growth occurred in most every membership category except institutional memberships. Graduate students are at 838, up 246 from one year ago. Professional affiliates are at 1283, an increase of 244 from one year ago. Associate Members are at 194, up by 54. Faculty numbers are at 97, up by 25 and Undergrad are at 46, for an increase of 20.

We were able to bring on a new Michigan State Coordinator in advance of the regional conference. All coordinators were present at the regional conference except Indiana and Ontario.

New State/Province Coordinators for 2011-2013 board are confirmed: Illinois - Ann Marie Klotz, DePaul University, Indiana - Eric Vandevoorde, Ivy Tech/Lafayette, Iowa - Terry Hogan, Northern Iowa University, Michigan - David Strauss, Wayne State, Minnesota - Connie Gores, Winona State University, Ohio - Kimberlie Goldsberry, Ohio Wesleyan, Ontario - Brenda Whiteside, University of Guelph. The new Membership Coordinator will be Jim Hoppe, from Macalester College.

Financial Report

NASPA IV-East has overcome an \$8000 deficit that had accumulated over a couple of conferences prior to the 2009-11 Board. As we head into the second half of the fiscal year, the total assets for the region for the current fiscal year stand at \$36,396.38. Accounting for anticipated expenses associated with the National Conference, the region enjoys a healthy state in regards to finances. Much of this success can be attributed to Susan Teggatz, regional development coordinator, and an aggressive corporate sponsor and exhibitor campaign as well as a treasurer committed to creative financing and fiscal responsibility.

Two very successful regional conferences also helped a great deal. Treasurer duties will be passed on to Herb Jones from the University of Illinois at Urbana-Champaign during the national conference.

Technology

Our region has continued to embrace the use of technology and has invested a considerable amount of time to ensure that our website and the information contained within it is professional, relevant and exciting. Travis Pierce, technology coordinator, has done a phenomenal job of developing this site as well as sites for both of our regional conferences.

Marketing & Communications

Marketing and communications includes all of the regions print and electronic publicity materials. Over the course of the past two years we have produced three newsletters per year. Our next regional newsletter will be published mid-February.

Executive Committee

The Regional Advisory Board established an Executive Committee of the board two years ago when we initially convened. The intent of this structure was 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, IV-East Intern. Division representatives are also invited to participate but not required. This structure has had a great impact on the success of the region. Over the past two years we have participated almost monthly on conference calls, we have connected via email/texting, etc. and everyone seems to feel as though they are "in the know". For this board, the structure and frequent communication has helped us to become more productive, efficient and strategic. I believe strongly in this structure and am proud of the work we have been able to accomplish because of it.

REGIONAL REPRESENTATIVE REPORTS

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 a host of issues, and also have prepared for the 2011 conference in Philadelphia. Additionally, Lisa authored her second Public Policy column, this one for the spring Leadership Exchange publication. She presented at the fall Region IV-East conference, providing a Public Policy update. Lisa has identified six individuals interested in state representative roles, and corresponds with them frequently, providing national updates.