



HENRY GEE, REGION VI REGIONAL DIRECTOR
Report for the 2012 Winter Board of Directors Meeting
November 2012

Discussion Items

- Social Media protocol

Action Items

- None

NASPA GOALS & GUIDING PRINCIPLES

Region VI has supported the following NASPA goals:

1. Build the capacity to create knowledge and use data to provide evidence that will support excellence in practice.

Numerous Region VI members contributed to the Fall 2012 Knowledge Community online publication, "Excellence in Practice."

2. Lead advocacy efforts that shape the changing landscape of higher education.

The Advisory Board co-sponsored two programs this Fall. The "Western Regional Careers in Student Affairs Day" was held at Cal Poly Pomona.

The second program, "Reaching the Dream Together: Helping AB540 Undocumented Student," was hosted by Cal State Fullerton. Region VI sponsored the breakfast and was acknowledged as one of the cosponsors of the overall program. While we recognized that NASPA is not a funding agency, everyone felt that this program aligned with our commitment to diversity and goal of creating an environment of inclusivity.

DIVISION/REGIONAL REPRESENTATIVE REPORTS

I. Regional Director's Report

- The Advisory Board met via conference call in October
- Next meeting on Nov. 8th at WRC in Hawai'i

- Dr. Jerry Price has been appointed the Small Colleges Division Rep
- The Board approved co-sponsorship of an event hosted by Cal State Fullerton on AB540
- Treasurer, Natalie Schonfeld, will chair a subcommittee to establish a sponsorship process for upcoming events for the region
- Began process of searching for 2014 WRC site
- Attended a reception in Arizona to help boost membership

II. **Treasurer's Report Submitted by Natalie Schonfeld**

REGION VI FINANCIAL REPORT
Thursday November 1, 2012

Account	Balance
Region VI Account	\$111,329.47
2012 Western Regional Conference (Hawaii)	\$181,890.66
Knowledge Communities	\$342.21
Southern California Executive Committee	\$4,443.18
Northern California Executive Committee	\$887.06
Hawaii Executive Committee	\$5,139.99
Arizona Executive Committee	\$10,457.83
TOTAL Region VI Funds	\$314,490.40

(\$163,765 collected in registration fees as of 11/1/12)

National Allocations

\$12,000 + \$3 per individual member + \$12 per institutional member

2009-2010 allocation= \$16,980

2010-2011 allocation= \$16,809

2011-2012 allocation= \$16,884

2012-2013 allocation= \$17,637

Sub-Regional 2012-13 Disbursements based on membership

SoCal Account-\$2,331 (based on 777 individual members)

NorCal Account-\$918 (based on 306 individual members)

Arizona Account-\$1,011 (based on 337 individual members)

Hawaii Account-\$225 (based on 75 individual members)

III. **Northern California Executive Chair Report Submitted by Michael Marion**

- NASPA Regional meeting 10/19/12 Drexel University, Sacramento 9:00-10:30am
- Present: Mike Marion, Eva Rhodes, Emily Dutch, Erin Vines, Tanika Byrd, Celia Esposito-Noy, Arthur Jenkins, Sara Kathleen Henry
- Refreshments provided by Drexel U who also shared a 5 minute promotional video on the Drexel University campus in Philadelphia.
- National/regional updates: Mike reported on regional conference in Hawaii in November. Mike asked if some of the presentations from the regional would be appropriate for our drive-in. Henry said that both southern and northern regional drive-ins are on the same

day. National membership has increased by 800. Regional membership has also increased and Mike is waiting for the exact numbers. We believe 1900 members in our region. Cal Poly Pomona hosting career event on 10/26/12.

- National conference in March: 12,000 submissions for conference presentations. Capped at 500 (we think there may have been 1200, not 12,000). Regional conference has nearly 500 presentations. Tucson, Arizona hosting an event in end of October.
- Representatives from National NASPA Office in DC have been active in lobbying.
- Presentations that were not accepted at Hawaii, will be offered the opportunity to present at our regional. Mike to follow-up with Henry.
 - Review of mission and goals:
 - 1-6= developed by previous group. Suggested that we remove #5 since reorganization has already occurred. Suggested that we re-word #6 to say, "To provide opportunities in support of growing the NASPA national and regional membership and participation." #7, "To provide opportunities for enhanced professional networking, recruitment, and retention."
 - Survey: Data being collected through the website and it is cumbersome.
- Mike and Celia will begin reviewing the survey responses to see what conference topics are emerging.
 - Funding for conference: We believe we have \$2,000 to spend on the regional conference but it's suggested that we look for sponsorships. Friday, February 1st, 10:00am-2:00pm. ARC may serve as the site in their new Student Services building for future conferences. Expectation of at least 60 attendees.
- Each college is to secure pens, binders, materials for regional and possible sponsorships.
 - Possible conference topics: 1) Panel represented by CCC, public 4-year, private 4-year to share how academic and professional experience translates to each setting. 2) Review of resume and provide mock interviews. 3) Possible focus on issues that allow each attendee to see him/herself. 4) What next for those who will be graduating?
- Fee for conference= Members: early bird reg= \$35; after that=\$45 grad student rate= \$20; Non-members: early bird reg= \$40; after that=\$50; grad student rate= \$25.
- Tanika to create fee grid
- Mike to follow up on how payment for conference can be collected (online thru NASPA site?) or other options
- Suggested that we direct survey and conference info to current grad students who are not yet members
- Suggest that we run 2 or 3 different tracks of topics and activities
 - Room needs: expecting 60 people so will need large rooms to accommodate group. Can telecast between rooms.
 - Possible schedule/activities:
 - Sara will create mock schedule of what the day will look like. She will work with Celia and cc Emily.
 - Suggested that we ask Sandy Kirschenman to open conference (15 minutes)- Emily to ask
 - Suggested that we ask Rich Shintaku to close the conference- Celia to ask
 - Mike will talk to Henry about presenting "NASPA 101" session
 - Panel presentation on impact of changes/emerging issues in higher education (to address SB 1456, access to higher ed, etc.) Important that each sector of higher ed understand what are key issues. Consider including K-12 info too (Steve Winlock)

- Possibly hold panel during lunch meeting
- Advertising and promoting the conference:
 - Need to create promotional material.
 - Erin and Emily volunteered to have their staff create promotional materials
 - Mike to get presentation list of those not selected for Hawaii conference
 - Mike gets survey results end of October
 - Conference call 11/2/12 Mike to coordinate thru CCC Confer- 9:00-10:00am
 - In person meeting 11/16/12- at Drexel 9:00-11:00am
 - Sara to distribute survey to northern California graduate programs
 - Next meetings will be focusing on conference logistics
 - Next meetings we will assign conference logistic “leads”
 - Sara and Celia to create list of needs and duties for committee members to fill in

IV. Hawai’I Executive Chair Report Submitted by Lori Ideta

- We are in full gear-up mode to host the Western Regional Conference in a couple of weeks! Everyone is on board and working really hard. We are looking forward to hosting the event!

V. Southern California Executive Chair Report Submitted by Dyrell Foster

- The SoCal Executive Board met on October 19, 2012. Below is a summary of our meeting.
 - **Professional Standards**
 - The committee reviewed the Professional Standards Curriculum Matrix and will plan to utilize the matrix in our local professional development offerings this year.
 - **2012-13 Program Planning**
 - **No Job Yet? Still Looking for a Job in Student Affairs Event**
Friday, November 30th, 2012 | 1-3pm @ UC Irvine
 The committee discussed the purpose of this event, which is to provide advice to recent student affairs graduates who are still job searching, a suggested title, “No Job Yet?” To provide an informal setting in which job seekers can network with current professionals and obtain feedback and advice regarding their job search process. It will provide an opportunity for honest and “real” conversations in which job seekers may be encouraged to look at alternative options or to re-consider their parameters. The program will be free, hosted at UCI from 1-3pm with an opportunity for participants to attend a social happy hour following the program. A website has been created for this event: asicsula.org/hireme
 - **Preparing for the Job Search**
Friday, February 1st, 2013 | 9:30am-4:30pm @ Chapman University
 The facilities have been confirmed at Chapman. The committee will also sponsor a networking/social following the event, similar to last year. The committee selected the flyer to be used as a promotional piece and distributed at the upcoming Careers in Student Affairs Day at Cal Poly Pomona. A website has been created for this event: asicsula.org/standout
 - **Mini-conference**
Friday, April 19th or Friday, April 26th, 2013 | (location TBD)

The committee received the listing of conference sessions that were not accepted for the NASPA Western Regional Conference. The committee will review the list at our next meeting to identify possible presenters in the SoCal region for this event in April.

▪ **Knowledge Communities & Co-Sponsorship**

Our committee has reached out to the Regional Knowledge Community Co-Chairs expressing our interest in co-sponsoring a networking event/social and/or formal/informal roundtable conversations regarding topics that are of interest to any of the Knowledge Communities in the Southern California region.

- **Next meeting:** Friday, November 16th – Conference Call – 10am-11:30am

VI. **AZ Executive Chairs Report Submitted by Liz Frost & Laurie Silver**

- AZ NASPA is holding three upcoming social events to boost our exposure within the state of Arizona.
- Our goal is to increase participation among Student Affairs folks in Arizona and to identify interested members to serve on the Arizona Advisory Board.
- Two events take place in November, one in Phoenix and one in Tucson. We are already receiving RSVPs for those. The third reception will take place at the Western Regional Conference in Hawai'i.

VII. **Member at Large – Association Liaison Report Submitted by Kim Burdett**

- Compiled a list of other professional organizations that may be relevant to NASPA members, and have been visiting websites to look for potential areas of partnership and/or training opportunities that may be held in somewhere in our region.
- Will be sending out to the Board for input and comments for other professional organizations to reach out to and to find out when they are having events as well.
- Looking for a way for NAPSAs to be a cooperative sponsor with the other professional organizations events.

VIII. **Member at Large—Senior Student Affairs Officers Report Submitted by Jeanne Ortiz**

- A communication is being sent from the National office to SSAOs in the region inviting them to the SSAO Institute at the regional conference. Personal contacts made this far with SSAOs have resulted in individuals registering for the institute and planning to attend the conference.
- Plan to engage SSAOs at the institute in a broader conversation about professional development needs, resources, and educational opportunities needed.

IX. **Community Colleges Division Representative Report Submitted by Laura Dulgar**

- Working with Estrella Mountain Community College's Phi Theta Kappa Chapter to submit an article regarding Phi Theta Kappa's partnership with Student Services to address the completion agenda. They will submit an article for either the October or December issue.
- Submitting an invitation to community college members to attend the conference as well as the reception and community college meeting.

- Submitted a joint proposal with Region V to host a Community College Division Reception at the Conference on Friday, November 9 from 5 to 6 p.m.
- Will be holding a Community College Division meeting on Saturday, November 10 for community college members to discuss NASPA and what we can do to meet the needs of community college members.
- Plan to send out a Huluhia “Teaser” to all Community College members in Regions V and VI.

X. Professional Standards Division Representative Report Submitted by John Hoffman

- National Updates: Stephanie Gordon is currently scheduling the next meeting for Professional Standards sometime in October. Given the adoption of the ACPA and NASPA Professional Competencies document, the Professional Standards Division is grappling with two central questions: (a) how do we align the Professional Competencies with the Professional Development Curriculum Matrix, and (b) how do we formally implement the standards in practice.
- Student Affairs Professional Development Portfolio: Most regional and national conferences utilize NASPA’s Professional Development Curriculum Matrix. A central goal is to create an e-portfolio system so that members can track the sessions they attend over time at national, regional, and local conferences and then use the portfolio to inform their ongoing professional development.
- A related goal is to tag articles in NASPA journals and publications, which would allow professionals to add these to their portfolios.
- Professional Competencies Research: NASPA is promoting research into the professional competencies; a survey to come from NASPA is currently under development.

XI. Public Policy Division Representative Report Submitted by Kandy Mink Salas

- National Public Policy Division conference call was held in Sept. We are discussing our sessions for March National Conference, Leadership Exchange articles, and finalizing position papers for the national Board of Directors.
- On a regional level, recruited someone to write some articles for our regional newsletter on issues related to public policy and will be in touch with Ashlea about this.
- Will not be at the regional conference in Hawaii but recruiting someone to work with Rebecca Mills from Region V to present our annual Public Policy Update session.

XII. Research Division Representative Report Submitted by Cedric Hackett

- **Webinar**
 - The Region VI Research Division hosted a Webinar on “Understanding the Region VI Research Application process on Wednesday, June 13, 2012 from 1-2pm PDT, which highlighted the National Research Agenda, the nuts and bolts of submitting a grant, and our decision making process. Also included was launching our new online submission process.
 - 27 NASPA members participated in the webinar, in addition to the facilitators: Dr. Kandy Mink-Salas, Dr. Lori Ideta, Dr. Sharyn Slavin Miller (National Chair), and Dr. Cedric Hackett (Region VI Research Division Representative)
 - To view the Webinar, click on <https://www2.gotomeeting.com/register/341442378>.
- **Research Grant Opportunities (Region VI)**

- The Region VI Research and Grant competition began advertisement on *Thursday, June 14, 2012*.
- The grant opportunity was also advertised in the Region VI summer newsletter *July 19, 2012* and reminder email went to Region VI members on *August 30, 2012*.
- *5 proposals were submitted*.
- The Review team received an email to access the proposals with an attached rubric to evaluate the proposals to check the adherence to the criteria. The Research has developed a 2-phase format for evaluating proposals. Phase 1 was the objective review of proposals utilizing rating scales. Phase 2 was an open dialogue and deliberations were made on possible recipients. Deliberations commenced the week of October 1, 2012.
- **Award Recipients for 2012-13 award cycle**
 - Two proposals were selected to receive research support in the amount of \$1000 each. Dr. Helen Chen and her research team (student researchers) were selected for their proposal on *“The Partners in Academic Excellence Undergraduate Advising Program at Stanford University: Piloting Electronic Portfolios to Enhance Advising...”*
 - Dr. Samuel Museus and his research team (student researchers) were selected for their proposal on *“The Culturally Engaging Environments Scale: Environmental Influences on Southeast Asian American and Pacific Islander Success in Higher Education.”*
- **Ancillary Meeting submitted for Western Regional Conference**
 - The Region VI Research Division submitted a proposal for a roundtable discussion regarding the “research process” for the 2012 Western Regional Conference in Hawaii (Nov. 2012). The meeting request was accepted and has been scheduled for Friday, November 9, 2012 at 5pm in Naupaka I at the **Waikoloa Beach Marriott Resort & Spa**.

XIII. NUFP Report Submitted by Wendy Aleman

- 36 new fellows enrolled into the NASPA Undergraduate Fellowship Program (NUFP) during Spring enrollment, 32 were from California and 2 from Arizona. New total is 55 NUFP's.
- Fall NUFP applications were due 9/27 (Priority Deadline), additional deadline is 10/30. Here is a link to the NUFP website and application:
<http://www.naspa.org/programs/nufp/default.cfm>
- Noticed that there's a misconception with the fact that the NUFP program cost. Thus, would like to build knowledge, engage alumni and connect them back to NUFP as well as increase the attendance at the NUFP institute.

XIV. Regional Conference Chair Report Submitted by Lea Jarnagin

- Registration for the conference closed at 9:00pm PST on Thursday, October 25th. We have 502 registered participants for the conference!!!
- Our hotel (Waikoloa Beach Marriott Resort & Spa) is sold out and has been for several weeks. We worked out an agreement with the Hilton Waikoloa who is matching our conference room rate of \$169 for Garden View rooms. The Hilton Waikoloa is located approximately 1/2 mile (10 minute walk) from the conference hotel.
- The conference committee is feverishly working behind the scenes to complete all final details for the conference. We look forward to seeing everyone in Waikoloa!

XV. Membership Report Submitted by Marie Minnick

- **Current Regional Membership:**

Individual Members: 2046 (Includes Honorary and NUFP members)

Institutional Members: 103

- **Membership by Classification:**

Class	Count
Associate Affiliate	97
Emeritus Affiliate	10
Faculty Affiliate	36
Professional Affiliate	1030
Student Affiliate Doctoral Student - 13 Doctoral w/upgrade – 0 Masters Student – 507 Masters w/upgrade – 2	522
NUFP	52
Subscribing Profit Affiliate	8
Subscribing Non Profit Member	4
Subscribing For Profit Member	3
Voting Delegate	103
Student Affiliate-Undergraduate	26
Faculty Affiliate - Subscription Upgrade	11
Professional Affiliate - Subscription Upgrade	35
Honorary Member	6
Total Paying Individual Membership:	1885
Total Institutional Membership:	103

- **Membership by Geographic Region:**

Country	State	Count
USA	AZ	238
USA	CA	1148
USA	HI	69
USA	Other	16
International	Other	4

- **Membership Trend:**

Winter 10	Spring 10	Summer 10	Fall 10	Winter 11	Spring 11
1/10	4/10	7/10	10/10	1/11	3/11
1392	1355	1268	1545	1467	1446
105	105	108	112	96	97

Summer 11	Fall 11	Winter 12	Spring 12	Summer 12	Fall 12
6/11	11/11	Not run	3/12	6/12	10/12
1475	1750		1783	1764	1885
98	99		93	99	103

- **Individual Membership**

- Individual memberships continue to be high. There is a 6.8% increase from Summer 2012
- Increase from Fall 2011 - Up 135 members, a 7.7% increase

- **Institutional Membership**

- Institutional memberships increased by four this quarter.
 - Fall 2010 Institutional membership peaked.
 - Fall 2011 there were 99 members. This Fall it is up by 4 members, with a 4% increase
 - There was a substantial drop in the Winter of 2011 (14.3%), however, institutional membership continues to increase each quarter.

- **Central Office Update**

- I continue to learn the new data base system and how to run reports. I still find discrepancy in numbers and am working with Nathan Victoria to understand why.
- Regional Membership Coordinators were recently provided with instructions and templates to call new members. I may be seeking volunteers to help make those contacts as the suggestion from the national office is to have “peers” make contact with “peers.”

- **Region VI Membership Committee**

- **Regional Membership Coordinator**
 Marie Minnick
 Assistant Dean of Students
 University of San Diego
mminnick@sandiego.edu
 (619) 260-4600 x4590

- **Northern California Membership Representative**, Currently open
- **Southern California Membership Representative**, Currently open
- **Arizona Membership Representative**, Currently open
- **Hawaii Membership Representative**, Currently open

XVI. Awards Report Submitted by Sarah Wibe Norris

- The 2012 Region VI Awards will be presented at the 2012 NASPA Western Regional Conference on Friday November 9th, 2012 in Waikoloa, Hawai'i.
- 2012 REGION VI AWARDS AND NOMINATIONS COMMITTEE:
 - Sarah Wibe-Norris, Chair, Director of the University Village Apartments and The QUAD Apartments
 - Bethany Anderson, Arizona Representative, The University Of Arizona, Senior Community Director
 - Erica Lovano McCann, Southern California Representative, University of Southern California, Assistant Director Undergraduate Programs, Office of the Provost
 - Steve Jacobson, Northern California Representative, University of the Pacific, Associate Vice-President for Housing, Residential, Greek Life & Dining Services
 - Lori M. Ideta, Hawaii Representative, University of Hawaii-Manoa, Assistant Vice Chancellor & Dean of Students
- Congratulations to our 2012 Region VI Award Recipients:
 - Fred Turner Award for Outstanding Service to NASPA:
Dr. Anthony R. Ross, California State University Los Angeles, Vice President for Student Affairs
 - Knowledge Community Achievement Award for Collaboration and Visibility:
Student Leadership Programs Knowledge Community,
Represented by: Molly Bechtel, University of California, Merced, Coordinator of Fraternity & Sorority Life and Women's Programs
 - Dorothy Keller New Professional Award:
Ashlea L. Wilson, California State University, Bakersfield, Facilities & Special Programs Coordinator
 - Innovative Program Award:
Kokua a Puni, University of Hawaii at Manoa, Native Hawaiian Student Services Initiative
 - Mid Level Student Affairs Professional Award:
Dr. Joy Hoffman, Whittier College, Director of the Cultural Center
 - Undergraduate Rising Star:
Wiliama R. Sanchez, Whittier College, NUFJ Fellow
 - Sandra Kuchler Excellence in Mentoring Award:
John Hoffman, Ph.D, California State University Fullerton, Assistant Professor for Educational Leadership and Director, Doctor of Educational Leadership Program
 - Community College Professional Award:
Dyrell Foster, Rio Hondo College, Dean, Student Affairs
 - Graduate Rising Star Award:
Sammy B. Sotoa
Master of Science in Higher Education at California State University, Fullerton,
Graduate Assistant at Rio Hondo College and Whittier College

- The President's Award:
Sharon D. Herzberger, Whittier College, President
- Distinguished Service to the Profession Award:
No candidate selected
- Scott Goodnight Award for Outstanding Performance as a Dean/Vice President:
No candidate selected

XVII. Communications Report Submitted by Ashlea Wilson

- Webpage is up-to-date.
- Fall Edition Newsletter deadlines sent out

XVIII. Social Media Report Submitted by Grace Bagunu

- As of 9/17/12, we have 312 followers on Twitter.
- Goal is to develop and establish a presence on Facebook by creating a group for NASPA members interested in Region VI activities, opportunities, and events. This has been established and new protocols will need to be written to decide what events should be listed and who's responsibility is it to maintain that information on Facebook, have an open group vs. a closed group. As of 9/17/12, we have 264 members on Facebook.
- The national office has plans to centralize social media, as all should be placed in a central place (Ken).
- As of 9/17/12, we have 43 members in LinkedIn.
- Work in collaboration with Ashlea to parallel information provided to members of the region using social media.

XIX. Volunteer Coordinator's Report Submitted by Josie Ahlquist

- Responded to **20** individuals interested in getting involved in NASPA since August 2012
- Region VI currently has **four** positions posted on Volunteer Central

XX. KC Coordinator Report Submitted by Steve Lerer & Faith Kazmi

- **Overview**
We have had a number of successful conference calls for the large group of KC Representatives, as well as conducted individual one-on-one calls with the KCs. Updates from each of the KCs are included in a table near the end of the report. After the conference we plan to refocus on the day to day work in the KCs and schedule regular monthly conference calls and quarterly reports. Also, at the end of this report is a listing of the different KCs that both of us are working with.
- **Western Regional Conference**
 - 16 Regional Reps will be in attendance at the leadership lunch, which will take place on November 8 at 11:15am at the Lava Lava beach club.
 - Newcomer Welcome – November 8 from 3:15pm – 4:15pm
There will be a welcome reception for newcomers to the WRC. The Regional Advisory Board is encouraged to meet newcomers, welcome them to both the conference and to the region, and to provide information about how to get involved. The KCs will also be there with materials and sign-up sheets. This year we will have a more social/interactive approach to the welcome versus a general presentation.

- KC Meetings at the Conference – November 9 from 5pm – 6pm
This will be your opportunity for KC Reps meet with their members, recruit interested participants, and have an opportunity to meet face to face with the people in their KC. Each KC will be given at least 1 round table for this meeting.
- KC Night on the Town – November 9 (7:30pm)
Participants will have the option to go out to Sansei Seafood & Sushi Bar or stay in at the hotel. Interested individuals can text WRCOUT to 303-647-4168 for text reminders.
- Our conference fliers are attached to the end of the report.
- **KC Representative Polo Shirts**
 - We have ordered and received our regional rep polo shirts and can give many out at the conference. The rest will be sent to the reps in the mail.
- **Region 6 KC NUFP Fellow**
 - Anh Pham is doing great things, gathering polo sizes, corresponding with the KC Reps about conference calls, and keeping great records of our meetings, conference calls, and an updated roster. He also planned the night out on the town and many other aspects of the KCs at the conference.
- **KC Representative Vacancies**
 - We are currently looking for representatives for three remaining KCs within the region:
 - Campus Safety
 - Parent and Family Relations
 - Multiracial
 - Our representative for the Fraternity and Sorority KC is job searching on the east coast and has been asked to identify a replacement if he does leave.
- **KC Representative Evaluation**
 - After the WRC we plan to evaluate the progress of each KC rep and try to make contact with underperforming reps and make decisions on replacing individuals if necessary.