



**Henry Gee**  
**NASPA Region VI Director**  
**Report for the 2013 Summer Board of Directors Meeting**  
**July 26, 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

#### **Region VI Director-Elect Report, *Dr. Lori M. Ideta***

2012 - 2013 Successes

- 1) Hosting the WRC
- 2) Increase in membership and interest in NASPA
- 3) Rising up new leaders in NASPA Hawai'i

2013 – 2014 Goals

- 1) Transition NASPA Hawai'i leadership
- 2) Create purposeful plan to retain interest by newer members of NASPA
- 3) Begin to secure leadership to assist with Region VI efforts

#### **Treasurer's Report, Natalie Schonfeld**

2012 - 2013 Successes

- 1) Allocated to the sub-regional accounts based on membership numbers, which helps to communicate to the sub-regions their important role in Region VI and will hopefully lead to increased promotion at the sub-regional level of membership and involvement in NASPA
- 2) Updated the funding form request to better meet the needs of the Advisory Board and more effectively articulate the goals and values of NASPA Region VI to all prospective fund requestors

2013 – 2014 Goals

- 1) Continue to work to better align the maintenance of budget records at the national and regional level. As an example, the national office does not currently separate credit card fees by event-so all

credit card fees are consolidated and charged to our general account versus being able to be allocated to the sub-regions or the conference accounts as appropriate

- 2) Communicate more consistently to the Regional Director the state of our NASPA Region VI updates, providing quarterly updates about expenses and income

#### **Public Policy Report, *Dr. Kandy Mink Salas***

##### 2012 - 2013 Successes

- 1) Assisted the Public Policy Division in presenting sessions at the 2013 NASPA National Conference including:
  - a. "Public Policy Breakfast Briefing"
  - b. "Public Policy Town Hall"
- 2) Facilitated NASPA Region VI co-sponsored event focused on the needs of undocumented college students.
  - a. "Reaching the Dream Together: Helping AB540/Undocumented Students" Fall 2012  
Attendance: 450, NASPA Members: 45

##### 2013 – 2014 Goals

- 1) Work closely with the new Public Policy Division Director Lisa Erwin to support the work of the Public Policy Division.
- 2) Present a Public Policy Briefing at the Regional Conference in Salt Lake City.
- 3) Assist in facilitating several sessions at the national conference in Baltimore.
- 4) Utilize the Region VI Leadership Team to gain feedback on issues of public policy. Send information on issues of public policy out to the regional leadership team.
- 5) Write an article for the Regional Newsletter on a matter of public policy.

#### **Community Colleges Report, *Laura Dulgar***

##### 2012 - 2013 Successes

- 1) Connected with the 2013 WRC Landscapes Chair to commit to a Community College Track at the upcoming 2013 Regional Conference
- 2) Nominated community college professionals to serve on Region VI committees (such as NUFP and Awards).
- 3) Maintained communication with Region VI Community College members including Regional news and Call for Programs for the WRC 2013 Conference.

##### 2013 – 2014 Goals

- 1) Work with Region VI state representatives to connect with the community college representative and begin reaching out to the states to generate more community college interest/membership.
- 2) Send out quarterly newsletters/updates to current community college members.
- 3) Work with Arizona state representatives to host/co-host/sponsor a NASPA event within Maricopa.

#### **Small Colleges and Universities Report, *Dr. Jerry Price***

##### 2012 - 2013 Successes

- 1) Co-moderated small college and university roundtable at Orlando conference
- 2) Submitted bid to host 2014 Small College and University Institute

##### 2013 – 2014 Goals

- 1) Host Small College and University Roundtable for Western Regional Conference

- 2) Submit Western Regional Conference program promoting careers at small colleges and universities
- 3) Serve on planning team for 2014 Small College and University Institute

**Member at Large Report, Kim Burdett**

2012 - 2013 Successes

- 1) Developed a list of professional organizations & corresponding websites to track regularly and looked for ways of increasing interaction between our organization and theirs.
- 2) Began working with California College Personnel Association (CCPA) leadership team to explore areas of partnership or collaboration that make sense to both organizations.
- 3) Compiled a list of workshops or events where NASPA Region VI collaborated or partnered with during 2012-13.

2013 – 2014 Goals

- 1) Continue to work with California College Personnel Association (CCPA) leadership team to explore areas for further collaboration or partnership.
- 2) Develop guidelines and a request form other organizations can complete when soliciting funding from NASPA Region VI for events.
- 3) Establish partnerships with two new organizations during the upcoming year. This could include opportunities to collaborate on events, mutual advertising, sponsorship, reciprocal registration fees, or similar opportunities that will provide mutual benefit to the NASPA Region VI membership.

**Membership Coordinator Report, Marie Minnick**

2012 - 2013 Successes

- 1) Worked with the national office to clean up the database and data reporting tool to increase membership data accuracy
- 2) Membership information with a division between Southern California and Northern California is now available for quick data info and to use for communication
- 3) Hawaii membership was increased this year

2013 – 2014 Goals

- 1) Identify, train and use membership liaisons for each of the Region VI sub-regions
- 2) Use new more accurate data, use new baseline numbers, increase Region VI membership by 5% (a real challenge this year because of regional and national conference locations)
- 3) Support the effort to identify my replacement

**Northern California Executive Chair Report, Dr. Michael Marion**

2012 - 2013 Successes

- 1) Re-establishing NASPA NorCal
- 2) Putting on a successful drive-in conference
- 3) Earning nearly \$3000 in revenue

2013 – 2014 Goals

- 1) Increase NASPA NorCal membership and involvement
- 2) Create a better NorCal Social/Online Presents
- 3) Build a model of success for the next 2014-2016 NorCal Committee

### **Southern California Executive Chair Report, Dr. Dyrell Foster**

#### 2012 - 2013 Successes

- 1) Sponsored 2 drive-in sessions (Fall 2012, Spring 2013, and one upcoming July 2013 @CSUF).
  - a. "Still Looking for a Job in Student Affairs" - Drive-in Session - Fall, 2012 @ UC Irvine. 36 participants in attendance
  - b. "Stand Out in the Crowd: Preparing for the Job Search" - Drive-in Session - Spring, 2013 @ Chapman University. 33 participants in attendance
- 2) Supported Regional KC's by working through the Co-Chairs to offer to co-sponsor events/activities throughout the year
  - a. Email sent to the regional KC's; there is interest in co-sponsoring an event; will continue to do this next year
- 3) Connected with 5 individuals (through referrals and drive-ins) who expressed interest in getting more involved in NASPA; all 5 individuals will be volunteering in July 2013 drive-in

#### 2013 – 2014 Goals

- 1) Incorporate/utilize technology to broaden reach & provide connections with student affairs professionals in local region
- 2) Support Regional KC's by working through the Co-Chairs to offer to co-sponsor events/activities throughout the year
- 3) Utilize the Professional Standards Curriculum Matrix in our local professional development offerings

### **Member-at-Large Chair Report, Dr. Jeanne Ortiz**

#### 2012 - 2013 Successes

- 1) Promoted participation among SSAOs in region to attend the SSAO retreat as part of the Western Regional Conference
- 2) Supported the hosting of an assessment workshop at the University of San Diego in January 2013 (workshop unfortunately needed to be cancelled)
- 3) Promoted dialog on a number of relevant issues through the Small College and University listserv

#### 2013 – 2014 Goals

- 1) Provide specific outreach to SSAOs to attend the Western Regional Conference and support activities of specific interest to SSAOs
- 2) Host a luncheon for SSSAOs mid-year to foster open dialog on issues and topics of concern
- 3) Continue to foster dialog by posing relevant questions on the Small College and University listserv and encourage support for participation in webinars sponsored by Small College and University division

### **Research Division Report, Dr. Cedric Hackett**

#### 2012 - 2013 Successes

- 1) Development of an annual Research Division Webinar conducted in the summer before the Region VI Research & Grant competition deadline
- 2) Strong Region VI Research Division with representation from all sub regions (SoCal, NorCal, Hawaii, and Arizona)
- 3) Development of a new online submission and two-phase deliberation process for evaluating Research Grant competition proposals. (Rater scale and open dialogue)
- 4) Represented Region VI as a grant reviewer for the Foundation mini grant in fall 2012
- 5) Supported two grant proposals for a total of \$2000; five grant proposals submitted in the new online format

#### 2013 – 2014 Goals

- 1) 2<sup>nd</sup> Annual Webinar on “Understanding the Region VI Research Application Process” (July/ August 2013). Invite past award recipients
- 2) Increase 2013 grant proposal submissions by 40%, deadline is Sept. 6, 2013
- 3) Invite rep from Assessment, Evaluation, and Research Knowledge Community to assist with evaluating proposals this year
- 4) Work with Co-program chairs of the 2013 WRC to secure space for 2012 award recipients to present their research efforts and outcomes
- 5) Develop a partnership with new faculty fellows to determine a key role within the Region VI grant research process

#### **Professional Standards Division Report, Dr. John Hoffman**

##### 2012 - 2013 Successes

- 1) Worked with the conference committee and Julie Nguyen to conduct a competency-based assessment of learning sessions at the Huluhia WRC
- 2) Competency-based assessment of learning sessions at Huluhia WRC was presented at the national standards meeting at the Orlando conference as a best practice in NASPA

##### 2013 – 2014 Goals

- 1) Collaborate with the Region VI Advisory Board to further embed the competencies as a learning/assessment framework for ongoing professional development offerings. Goal: Identify two competencies for each professional development drive-in (or sessions within the drive-in) to be used to inform outcomes and assessment for the event
- 2) Work with the 2014 WRC planning committee to proactively plan for the use of professional competencies in the assessment and evaluation of that conference. Goal: Draft an outcomes and assessment plan for the 2014 WRC with the chair and/or committee member assigned to assessment and evaluation
- 3) Maintain involvement with the national professional standards committee. Goal: Participate in each of the national professional standards meetings and report relevant information at Regional Advisory Board meetings

#### **2014 Western Regional Conference Committee, Andi Sims**

##### 2013 Successes

- 1) Conference location selected; negotiations with site completed
- 2) Committee member positions 92% filled; 3 members from Region V

##### 2013 – 2014 Goals

- 1) 100% committee by August - speakers chair plus assessment intern;
- 2) Finalize theme, budget & timeline
- 3) Obtain advisory board approval for budget
- 4) Finalize theme & launch at SLC
- 5) Generate promotional items, launch by SLC

#### **Nominations and Awards Chair Report, Sarah Nicole Wibe-Norris**

##### 2012 - 2013 Successes

- 1) Region VI received 19 nominations for the 2012 awards

- 2) Several Region VI professionals were recognized for their contributions and achievements at the Western Regional Conference Awards Luncheon in Hawaii
- 3) Region VI continues to partner with Region V on Awards Luncheon, great collaboration
- 4) Region VI has adapted our awards timeline to better meet the needs of our members. This new timeline has been advertised in the Regional website, newsletter, and in an email

#### 2013 – 2014 Goals

- 1) Form a nomination and Award Committee that is: representative of all the sub-regions in Region VI, representative of a variety of institutions (including community colleges), and a variety of midlevel/SSAOs.
- 2) Utilize the regional newsletter, regional website, and facebook to advertise the nominations and awards deadlines
- 3) Receive nominations for every award category
- 4) Recognize award recipients in the conference booklet, website, facebook, newsletter, and awards luncheon. Recognize award recipients in a way that is meaningful, appreciative and inspiring
- 5) Work with WRC Conference Committee and Region V to hold an engaging, and cohesive awards recognition luncheon
- 6) Adapt the nomination and awards process timeline and address submission system to assure ease of use for all members

#### **Knowledge Community Report, Dr. Faith Kazmi and Steve Lerer**

##### 2012 - 2013 Successes

- 1) Filled every representative position for KCs
- 2) Coordinated a successful showcase of KCs at the Western Regional Conference
- 3) Met our goal of having the KCs contribute to the region by generating 1 piece of new knowledge

##### 2013 – 2014 Goals

- 1) Set up each KC with goals for succession planning
- 2) Assist KC reps by creating a 'how to' guide for planning a drive in conference or webinar
- 3) Identify one or two potential KC Coordinators for next term to recommend to the incoming Regional Director

#### **Social Media Coordinator Report, Grace Bagunu**

##### 2012 - 2013 Successes

- 1) Started Twitter, LinkedIn, and Facebook groups for NASPA Region VI and established the [nasparegion6@gmail.com](mailto:nasparegion6@gmail.com) account for a central collection of information
- 2) Met/exceeded the goal set for Twitter followers (429 followers as of 5/17/13), LinkedIn (396 as of 5/17/13), and Facebook (321 members as of 5/17/13)
- 3) Drafted the Social Media Protocol for the Region

##### 2013 – 2014 Goals

- 1) Create a subcommittee/team of professionals interested in developing their skills utilizing social media
- 2) Finalize Social Media Protocol for the Region
- 3) Increase educational efforts around using Social Media in NASPA/student affairs

### **Newsletter Editor Report, Ashlea L. Wilson**

#### 2012 - 2013 Successes

- 1) Completed revamping of the website, streamlining it and making it more clear and concise
- 2) Added social media component to the website, working closely and consistently with the Social Media Coordinator to keep the region informed on upcoming events
- 3) Quick turn around on all information, getting it out to the region every Thursday and a 24 hour (mostly 1 to 2 hour turn around on updating the website)
- 4) Assisted and responded to Region VI members the same day and helped answer questions, solved their problems, and connected them to the appropriate advisory board member
- 5) Transition to the gmail account was successful

#### 2013 – 2014 Goals

- 1) A seamless transition from the old NASPA website to the new NASPA website
- 2) Redefining the role of what the newsletter serves to the region with the introduction of the new blog
- 3) Engaging more members to get involved by contributing to the blog/newsletter
- 4) Revamp articles, their purpose, and their intention

### **Volunteer Coordinator Report, Josie Ahlquist**

#### 2012 - 2013 Successes

- 1) Provided support to KC coordinators, as they promoted and posted Knowledge Community Representative positions
- 2) Provided support to 2012 Western Regional Conference in volunteer position posting needs
- 3) Attended retreat last year, being able to connect with other members of the board

#### 2013 – 2014 Goals

- 1) Board to consider how this position can be used more strategically (since NASPA national still figuring out volunteer central and 'what do' with volunteer coordinators).
  - a. Can they provide more support to the western regional conference volunteer efforts?
  - b. Should they serve in a support role to the KC Chairs, who manage a great deal of volunteer representatives?
- 2) Work successfully with the 2013 Western Regional Conference Volunteer Coordinator in ensuring volunteer needs at the Salt Lake Conference.
- 3) Actively promote volunteer central through Region VI newsletters, social media, blogs and word of mouth. Have at least two positions posted on Volunteer Central at a time.
- 4) Host a “How to Get involved in NASPA, Region VI” Google + Chat or other video conference medium. Targeted to graduate students and new professionals.

## **Scholarship**

Research Division established an online submission process for Research Grant competition. Two awards were given for a total of \$2,000. Five grant proposals submitted in the new online format. Past award recipients will be invited to an upcoming webinar on “Understanding the Region VI Research Application Process” (July/ August 2013).

## Professional Development

Public Policy Committee Chair, Kandy Mink-Salas assisted the Public Policy Division in presenting sessions at the 2013 NASPA National Conference including:

### **Public Policy Breakfast Briefing**

*March 19, 2012 ◊ 2013 NASPA National Conference, Orlando, FL*

Recruited Dr. Berenecea Johnson Eanes, Ph.D. Vice President for Student Affairs, California State University, Fullerton for the panel

### **Public Policy Town Hall**

Co- facilitated session that summarized NASPA's accomplishments toward the priorities set for the current year in the Public Policy Agenda and lead the audience in discussion to determine what the organization's priorities should be for the upcoming year. The 3 focus areas for NASPA's 2012 – 2013 public policy agenda are:

- Student Success and College Completion
- Issues Related to Undocumented Students
- Cost of and Funding for Higher Education (including accountability efforts)

### **Public Policy Issues: Impact on the Student Affairs Practitioner**

Served on this panel presentation that provided student affairs practitioners at all levels with an overview of public policy issues and the implications for our profession. Members of NASPA's Public Policy Division offered a framework for understanding contemporary policy issues, legal issues, and/or pending legislation.

## Advocacy

Public Policy Committee has received a proposal from Indigenous network regarding mascots and Native-American usage. Immigration reform continues to be a pressing issue. A Webinar on the federal policy regarding undocumented students is being planned. The Higher Ed re-Authorization act coming up again.