



Becky Spurlock, Ph.D.
NASPA Region III Director

Report for the December 2015 Board of Directors Meeting
November 13, 2015

NASPA Board Action Items

None

Leadership & Member Engagement

Advisory Board

The Region III Advisory Board met on October 31, 2015 in Greenville, South Carolina, in conjunction with the annual SACSA with NASPA Region III conference. Accomplishments of the Board were:

- Revised the 2015-2016 budget based on revenue actuals
- Provided location feedback to Danny Armitage, Professional Programs Chair, in seeking a location for the 2017 Summer Symposium.
- Discussed the Case Study Proposal
- Reviewed the DRAFT Region III Strategic Plan and discussed next steps
- Considered a significant proposal to expand the Awards program for Region III
- Discussed plans for ancillary events at the Annual Conference
- Reviewed the RFP announcement for the Mid-Manager's Institute

Board/Volunteer Management

- Rachawan Wongtriat has accepted a new position and has resigned from the International Education KC Representative. Chee Ia Yang from the University of Georgia will serve the remainder of the term.
- Lanell Smith has resigned from his position as the Administrators in Graduate and Professional Student Services KC, Matt Imboden from Wake Forest University will serve the remainder of term.
- Natasha Smith, Veteran's KC Rep has resigned her position and Denny Powers from Coastal Carolina University will serve the remainder of the term.
- The North Carolina State Director is now Jim Settle from the University of North Carolina at Greensboro.

Member Engagement

Hawken Brackett, Communications

Grad Student Spotlights have not been continuing after previous Grad Representative transitioned out of position. I would suggest that these continue in the future through this position, as well as possibly expand the spotlights to other positions as well (i.e. new professionals, mid-managers, etc.).

The Region III social media audience has drastically increased over the past 20 months, and with this the amount of content being shared through social media has increased. However, there still exists more room for improvement in this arena that can continue to drive and increase engagement. I would suggest that sustainable areas of content delivery (such as the Grad Student Spotlights) could possibly meet this need to engage ongoing traffic and interest that is driven by a predictable pattern of content production.

- Served as IT/Social Media Chair for NASPA Region III Summer Symposium 2015. Live tweeted various sessions and speakers during the Summer Symposium.
- Twitter:
 - 1,819 total followers
 - +553 followers since 3/17/2014
 - 44% increase in followers since 3/17/2014
- Facebook:
 - 1,038 total page likes
 - +751 page likes since 3/17/2014
 - 262% increase in page likes since 3/17/2014
 - As stated as a previous goal, NASPA Region III's Facebook page likes have increased to the point where the Region's page likes have surpassed NASPA-FL's (n=895), NASPA Region II's (n=831), and NASPA Region I's (n=629) page likes
 - 12 administrator generated Facebook page posts since Summer 2015 Board Meeting
- E-mail tool and communication guide shared with incoming KC Representatives.

Adam Peck, State Director - Texas

- Appointed a board of advisors for NASPA Texas. Our stated objective will be to engage NASPA members in Texas and to encourage participation in Region III events. The group will have its first meeting later this month. Here is the committee.
 - John Kaulfus, UT Health Science, San Antonio
 - Dr. Hope Garcia, University of North Texas
 - Dr. Kristy Vienne, Sam Houston State University
 - Mark Mungia, UT San Antonio
 - Dr. Charles Hueber, Schreiner University

Jemilia S. Davis, Student Affairs Partnering with Academic Affairs KC

Co-hosted a meet & greet social with Christina Wan, Co-Chair for MultiRacial Knowledge Community for SACS members interested in learning more about knowledge communities at The Green Room on Sunday, November 11, 2015. 6 people were in attendance

Justin Jeffrey and Cord McLean, Foundation Ambassadors

Region III met both the dollar and donor goal for the previous fiscal year and as a result, will receive a \$1,000 grant from the Foundation. The two year progress toward our goals is noted below. The fundraising process for this fiscal year has begun.

2013-2014	Progress to Donor Goal	Donors	Donor Goal	Progress to Dollar Goal	Dollars	Dollar Goal
NASPA Region III	70%	136	195	119%	\$38,201.51	\$32,000.00

2014-2015	Progress to Donor Goal	Donors	Donor Goal	Progress to Dollar Goal	Dollars	Dollar Goal
NASPA Region III	101%	138	136	102%	\$38,897	\$38,202

Community Involvement

None at this time.

Award Recognition

Jody Conway and Lorie Kittendorf, Awards Co-Chairs

- Meetings were held with National to update awards portal, criteria and establish this year's timeline.
- Notification was sent to all nominators to assure that they were aware that the nomination process was open, so nominators could update their letters of support prior to the National review (for those awards that are included at the National level).
- Meeting with the National office was conducted to establish what rules/regulations apply to the Regional award process.
- Marketing for 2015-2016 cycle will be launched to all regional members just prior to Halloween and will conclude shortly after Valentine's Day.
- Notice to identify retirees in the field went out on October 28, 2015 and all retiree's names will be due December 4, 2015.

New Awards proposal for Region III Awards was sent to all members on October 27, 2015. This proposal will be presented to the board for review and consideration at the meeting scheduled for October 31, 2015

During the June board meeting, the board opted to table the request until additional criteria/rationale/budgets were gathered. Research was also conducted on what other regions are doing related to awards. The proposal includes:

- Adding an undergraduate student award for each state, province and country
- Modifying the graduate student award to include a recipient from each state, province and country.
- Creation of an award to recognize innovative programs/publications/technology within the region. Up to five recipients from throughout the region may be selected.
- Establish a collaborator award (up to five may be selected) that support our partners (i.e. vendors, departments and administrative personnel, etc.)
- Budget was developed and costs are outlined. Total outlay for the region if all new awards were approved would be \$4934.00

Professional Development & Events

NASPA Florida State Drive-In

October 16-18

University of South Florida – Tampa

Drive-In Attendance – 290

Undergraduate Symposium Attendance – 65 and 8 Florida schools had Higher Ed faculty/representatives at grad fair

Case study teams – 10

We provided a special hazing prevention track

ASCA President Dr. Jennifer Waller provided us with a lunch and learn presentation

USF VPSA Dr. Thomas Miller was keynote for both Drive-In and Undergraduate Symposium

2nd Annual Graduate Student lunch was big success with approximately 80 students participating

During the SACSA Conference, NASPA Region III has five programming slots. The following programs were presented by Region III:

NASPA Public Policy Update: Region III

Sunday, November 1, 9:00 a.m.–10:00 a.m., Teal Ballroom

Dr. Heidi Leming, Assistant Vice Chancellor for Student Affairs, *Tennessee Board of Regents*

How to Make the Most of your NASPA Membership: Connections, Volunteering, and Resources

Sunday, November 1, 1:00 p.m.–2:00 p.m., Regency F

Dr. Becky Spurlock, Ph.D., Region III Director

Establishing Your Career Path

Sunday, November 1, 3:15 p.m.–4:15 p.m., Teal Ballroom

Kimberly Turner, Vice President and Dean of Students

Northern Kentucky University

Making Professional Standards Matter

Monday, November 2, 2:00p.m.–3:00 p.m., Teal Ballroom

Dr. Alicia Caudill, Executive Vice President for Student Affairs, *College of Charleston*

Utilizing Core Competencies To Implement A Comprehensive Student Assistant Training and Assessment Cycle.

Monday, November 2, 3:15–4:15 p.m. Regency G

Dr. Anthony DeSantis, Associate Dean of Students

University of Florida