



Dr. Becky Spurlock, Region III Director
Report for the March 2015 Board of Directors Meeting
February 28, 2015

NASPA Board Action Items

None at this time

NASPA Mission

To be the principal source for leadership, scholarship, professional development, and advocacy for student affairs.

Leadership

The Region III Advisory Board is in planning mode preparing for the events at the Annual Meeting as well as our Annual Summer Symposium, which will follow in June. Pending projects include:

- Executing a Strategic Planning Retreat for Region III
- Planning the VP/Graduate Breakfast at the Annual Conference
- Preparing for NPI and MMI to take place in June 2015
- Executing focused receptions for the Annual Conference including a Board night, reunion for NPI and MMI participants and an open night.
- Hawken is developing an email guide that includes visual instructions so that this can be shared with new members of the Advisory Board and will empower members to communicate more effectively and efficiently (within the guidelines of NASPA and the Advisory Board).
- Beginning the orientation and transition for newly elected Region III Director for 2016-2018, Anthony DeSantis.
- Supporting KC representatives through a monthly FB and/or Linked In posts that Reps could write during the summer to create a library to select from over the course of an academic year for posting, led by Cara Appel Silbaugh.

The biggest event of the last three months has been the formal creation of MENASA (Middle East, North Africa, South Asia) and our formal transition that occurred at the 9th annual NASPA MENASA Conference in Doha, Qatar on February 3-5, 2015. Regional Director Becky Spurlock traveled to Doha to offer the keynote speech for the conference on the theme of Bridging the Gap: Paving the Way to Student Success. While there, Becky also offered the history between Region III and the Gulf Region, following an official announcement from NASPA about MENASA being a new area within NASPA. Region III has been a stronger region for this important relationship with our colleagues working in the Middle East. We are excited for their area to develop with its own Board but will miss the rich exchange and connections began more than 10 years ago and have persisted through 5 Regional Directors.

Treasurer's Report

We have spent \$32,230 of the \$37,791 budget that was approved in addition to the \$35,000 surplus we have based on exceeding revenue estimates for this fiscal year. We are in good financial shape. We continue to plan for ramping up MMI and NPI with new directors for this cycle. Florida is hosting an event at the national meeting with some of the funds that they have in reserve. We are looking forward to another great attendance on behalf of Region III given this year's NASPA location.

Board/Volunteer Management

Engagement by Board members has been high. Attendance at meetings, ongoing contact and goal completion by Board members has been strong. Several members have left the Board since their original appointment, primarily due to job relocation outside of the region or appointments to roles on the NASPA Advisory Board. We offer our sincerest congratulations to newly elected Board Chair Lori White, we are proud of you!

New Board Members include:

Shannon Dean, Faculty Representative
Regina Hyatt, Alabama Representative
Beau Seagraves, SACSA-Elect
CJ Woods is moving to the SACSA Representative role from Texas Representative
Brittany Hunt, Multi-Racial Knowledge Community Representative
Rachawan Wongtrirat, International Education Knowledge Community Representative

Member Engagement

James Hunt, Membership Coordinator

As of February 1, 2015, NASPA is at its largest membership size ever – 14,895, and NASPA may top 15,000 members by the annual conference. As an association, we are over 2,600 members ahead of where we were this time last year (with a 32% increase in the number of graduate student members and overall 21% membership growth from last year). January was a productive month for membership, probably because of conference rate deadlines. As expected with the annual conference in the region this year, Region III's membership increased noticeably; we picked up 287 new members (133 graduate students) in January alone. Region III continues to be NASPA's largest region with 3,823 total members. In total, approximately 26% of NASPA's entire membership is from Region III. The region has 113 NUFP students, just 1 student less than Region VI. Region III also has 278 institutional members, the largest in NASPA.

I will be attending the NASPA Membership Coordinators meeting in New Orleans just prior to our Board meeting. In this meeting I hope to get some additional updates from NASPA headquarters on where we stand in terms of some data reporting tools for us to use in being more strategic in our recruiting efforts (i.e. membership by institutional type).

Beyond that, we have worked hard to enhance our social media presence, in part to create a place to engage online. From Hawken Brackett, Communications Director:

Since 11/2/2015 our Facebook likes have increased by **92**, which is a **+13.9%** increase to 2/11/2015. We now have **752** Facebook page likes. This is only in the span of roughly three months, and the rate at which we gain new likes is not likely to increase at the rate reported in the previously submitted board

report. We should eventually see a plateau point on our social media engagement that closely mirrors the number of members within Region III.

From 11/2/2015 until 2/11/2015 we had **24** total Facebook posts. This equates to roughly **8** posts a month (from Region III Board members), which is an increase from the roughly **5.9** posts a month from the time described in the previously submitted board report (3/17/2014 – 11/2/204). However, the rate of posts will likely fluctuate throughout the time of year.

Since 10/14/2014 our Twitter followers have increased by **100** which is a **+6.8%** increase to 2/11/2015. We now have **1,564** Twitter followers. Twitter analytics are being used to analyze individual tweets.

While the impact that this social media activity has had on Region III's membership engagement is difficult to measure, there are likely direct impacts related to awareness, knowledge sharing, and engagement. I am trying to utilize social media as a means to direct traffic to our webpage, blog, or a NASPA webpage if new information is hosted on one of those mediums. This way we aren't reproducing the same information across three simultaneous platforms, but we are still engaging our audience in different ways.

"Graduate Student Spotlights" have been posted on the Region III Blog, and they were announced over Facebook and Twitter when they were posted. These continue to serve as one of the most engaging (by interacting with our social media outlets) forms of postings. We generally see a spike in Facebook likes and Twitter followers after a Graduate Student Spotlight is posted. I highly suggest that this remains a part of the Graduate Student Representative's position in the future due to the way it raises awareness of graduate students of NASPA Region III and their fellow graduate students.

Community Involvement

N/A

Award Recognition

Lorie Kittendorf and Jody Conway, Awards Co-Chairs

Award Recognition/Retirees update: An email was sent to all Region III members through the NASPA administration web portal soliciting information about regional retirees from March 2014 – March 2015. Names of 13 retirees were submitted to the Regional III Director for submission to the national NASPA office on February 11, 2015. These retirees will be recognized which at the Awards Luncheon at the Annual Conference in 2015.

National Awards: NASPA 2014/2015 national awards were announced recently and the winners from Region III. Region III recipients of these awards will be recognized during the Region III Board Meeting in New Orleans.

Awards Submissions and Timeline: Region III Awards nominations are due on February 20, 2015. Several notifications were sent out to the Region requesting submissions. Selection of the award recipients will take place at the National Conference on Sunday, March 22 from 9-noon. The selection committee will be recognized for their service during the Region III Board meeting. The Region III Award winners will be announced at the Awards Luncheon during the 2015 Summer Symposium.

Pillars of the Profession

We are delighted to have four Pillars come from Region III. Congratulations to Kevin Bailey, University of West Florida, Enrique Ramos, Tecnologico de Monterrey, Rosie Bingham, University of Memphis, and Jeanine Ward-Roof, Ferris State University (former Region III Director!).

Scholarship

Creation of Knowledge

Alicia Cantón, Universidad de Monterrey

- Currently working on a chapter of the publication “Enhancing Student Learning and Development in Cross-Border Higher Education” of New Directions in Higher Education series (NDHE) with Jossey Bass to be published in 2016.
- Currently working in a research study in collaboration with Wray Irwin from Northhampton University in the UK regarding two experiential education programs in Kenya.

Regional KC leaders are very involved in what is happening within their respective KC's, namely webinars, chapters and resource manuals in development. Rather than report the regional KC contributions to these national efforts, I will leave those to the Constituent Board Reports.

Faculty/Research/Scholarship Involvement

Nothing to report at this time.

Grants/Research

Nothing to report at this time.

Professional Development

NASPA-Alabama

January 22-23, 2015 on the campus of Auburn University-Montgomery

- 27 entry level/rising professionals joined to learn at the New Student Affairs Educators Institute on Thursday
- 110 NASPA members participated in the Drive-In Conference that Friday
- Over 25 separate ed sessions on various topics were instructed throughout the conference
- The drive in had a 96% transition rate of people registering and subsequently participating in the event proper
- The Executive Leadership for the Alabama Department of Education provided the keynote address for this year and shared their expertise throughout the day
- Capitalizing on technology, the conference utilized guidebook in order to share relatively new information. The downloads, almost, tripled the number of conference participants
- Additional campus guests, and presenters, included the Campus Consortium, a DOJ funded grant program that was on-site to discuss Title IX, Campus Violence issues, and other similar items.

SACSA and NASPA Region III Webinar

Ready Set Go: Where to Start on your Assessment Journey - Part Two

November 21, 2015

- 65 Attendees/Participants

- Description of Program: Participants will identify resources and tools for developing competencies in student affairs assessment and will develop professional goals that will enhance and actualize knowledge of assessment practices. The webinar was open to both SACSA/NASPA members and non-members.
- Panel of speakers:
Erin M. Bentrim, Ph.D.
Director, Assessment and Planning
Division of Student Engagement and Enrollment Services
Old Dominion University

Dametraus Jaggers
Associate Director for Retention and Student Engagement
Office of Multicultural Student Life
University of Tennessee, Knoxville

Becky Spurlock, Ph.D.
Associate Dean of Students
Sewanee: The University of the South

Sophie Tullier
Research and Assessment Analyst
University of Maryland

Successes of the event/changes – The event was very successful considering the quick turnaround to put the webinar together. More lead time for marketing and promotion would help the event be more successful in the future. Continuing to building on the topic of assessment and opportunities for collaboration with SACSA, would definitely lead to more participation in future webinars.

Ladanya Ramirez Surmeier, Latino/a Knowledge Community

- The Region III Latino/a Knowledge Community Leadership Team will be hosting a session “The State of Latinos in the Region III” during the NASPA 2015 Annual Conference on Monday, March 23rd. During the session we will discuss the trends we noticed after a year of preparing quarterly Snapshots regarding the Latino community in our region.
- The Region III Latino/a Knowledge Community Leadership Team is in the early planning stages for our pre-conference session during the 2015 Region III Summer Symposium. We have recruited Dr. Rosa Cintrón, past NASPA Faculty Fellow Chair and current Associate Professor at the University of Central Florida to be our primary speaker/facilitator.

Advocacy

Nothing to report.