



**Dr. Becky Spurlock**  
**NASPA Region III Director**

**Report for the March 2016 Board of Directors Meeting**  
**February 8, 2016**

**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 & Member Engagement**

As the last Board report of my two year term, I'd like to provide an update on the activities and progress of the Board and Region. During my term as Regional Director, I had several goals that have been realized:

1. Grow Region III Social Media to create more venues for communication about Region 3 events, programs and needs of members.
2. Bring transparency to the selection process for all Board and volunteer positions by posting all positions on Volunteer Central and advertise the openings via Region III social media accounts.
3. Create a new format for the Board that would allow the Board to operate more effectively and to have Board members have deeper relationships and connections with other Board members.
4. Move from the previously used accrual system to a cash system of accounting. Right-size the budget in the process to better understand how we are deploying our resources in the service of the Region.
5. Lead a strategic planning process for Region 3, building on our unique strengths to move us forward as a Region.

I'm proud of these accomplishments and grateful for the support and leadership of the Region 3 Board of Directors in accomplishing these goals. As time passes, I believe that history will show my term was characterized by a significant transition in the leadership of NASPA as more services were offered by the national office. During this two year period, NASPA added a significant number of staff and professionalized programs for conference planning, finances, reporting and underwent a strategic plan update as well. As my time as Regional Director is coming to an end, I feel that Region 3 is in excellent shape and ready for Anthony DeSantis to build on what we have accomplished so far.

**Communications, Hawken Brackett**

The potential to create a new volunteer position that strictly focuses on engagement through social media (Facebook and Twitter, as well as potential new forms). That position could focus on driving content production and sharing so that the social media outlets are not static. The IT Coordinator could focus on communication through email, the blog, and the website. Have someone designated (who will be physically present) at Region III conferences/events to live-tweet and boost engagement and awareness of members who are present and not present.

As Advisory Board positions are finalized for the new term, I would suggest that part of this position’s responsibilities involve conducting an inventory of content across the webpages hosted by the region, as well as the social media sites to determine if information needs to be updated.

- Grad Student Spotlights have not been continuing after previous Grad Representative transitioned out of position. I would again 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.).
- Point of Suggestion: The Region III social media audience has drastically increased during my time in this position, 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.
- Content being delivered through the Region Blog, Twitter, and Facebook page has drastically increased, as highlighted in the data included below.
- Twitter (@NASPAReg3):
  - 1,824 total followers
  - +558 followers since 3/17/2014
  - 44.1% increase in followers since 3/17/2014
  - Since 9/2014 have averaged 1.5 tweets per month (\*excludes June 2015/Summer Symposium’s live tweeting)

Period of Time	Tweets	Tweet Impressions	Profile Visits	New Followers	Mentions
9/2014 – 12/2015 (*Excluding 6/2015)	Average: 1.5 Range: 0-5	Average: 2,191.7	Average: 113.3	Average: 20.9	Average: 17.3
6/2015	Total: 150	32,400	995	54	190

- Twitter Analytics (Began recording in 9/2014):  
<https://analytics.twitter.com/user/NASPAReg3/home>

- Facebook (**NASPA Region III**)
  - 1,089 total page likes
  - +802 page likes since 3/17/2014
  - 279.44% increase in page likes since 3/17/2014

<b>Page Administrator Posts: Rate Over Time</b>		
Date Range	Total Page Administrator Posts	Average Posts/Month
10/4/2010 – 3/16/2014 (roughly 41 months)	17	2.41
3/17/2014 – 1/27/2016 (roughly 22 months)	126	5.73

<b>Reach &amp; Engagement Rates of Page Administrator Posts (Recorded from Facebook Page Insights on 1/27/2016)</b>			
Type	Average Reach	Average Engagement: <i>Post Clicks</i>	Average Engagement: <i>Likes, Comments &amp; Shares</i>
Photo	298	7	3
Link	152	7	2
Status	69	1	1

- 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=905), NASPA Region II’s (n=885), and NASPA Region I’s (n=666) page likes (as of 1/27/2015)
- Further data can be downloaded from the Insights section of the Region’s Facebook page.
- E-mail tool instructions and communication tips guide shared with incoming KC Coordinator and KC Representatives. This guide was created and saved to Board Effect.
- Edited Texas State Page to include updated volunteers.
- Developed event page for Alabama Drive-in Conference.
- Developed NASPA Region III Summer Symposium 2016 event page, further edits to come.

**Awards, Jody Conway and Lorie Kittendorf**

After careful review of the feedback by the Region III Board members at the SACS conference held on October 31-November 2, 2015. The Chairs of the Nominations and Awards committee have suspended further action on the expansion of awards at this time. At the meeting the necessary support for award expansion or budget allocation was not realized. The Chairs will reconvene and consider all feedback

and suggestions related to award expansion. No further action or time is requested on this topic for the Region III NASPA meeting in March.

Time is requested at the Region III business meeting to announce and recognize the winners of the 2015 Awards for Region III (5-7 min.)

- Notification was sent to Region III members to provide retiree names for the National Convention program. Names of retirees were submitted to National in January.
- A request to serve as a member of the evaluation team for Nominations and Awards was sent to Region III members. At the time of this report, 15 applications were received and 6 states are represented.
- 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).
- Marketing for 2015-2016 cycle launched to all regional members just prior to Halloween and will conclude shortly after Valentine's Day. The last reminder will go out during the second week of February.
- Conference calls were initiated by the SS16 Chairs and Nomination and Awards were represented on the call. The SS16 and Nominations and Awards have been discussing options for announcing the winners, as the location provides some limitations to how the awards have been conducted in the past. We are open to new ideas and approaches and will discuss this further at NASPA in March.

#### **Professional Standards, Alicia Caudill**

- Participated in monthly division calls and/or listened to recordings of calls
- In the past two year, standards have been revised in collaboration with ACPA
- Currently have a task force working on updating the rubrics with opportunity for feedback and national conferences
- Looking for NASPA Region III members to write in the monthly blog regarding use and implementation of the standards
- Also opportunities for members to submit best practices for publication on the division website
- Attended NAPSA Region III Board meeting at SACSA annual conference (October 31, 2015)
- Becky Spurlock shared update that revisions to the Professional Competency Areas document had been ratified by NASPA in August 2015

#### **Community Colleges Division, Kimberly Lowry**

- Awarded the Region III Community College Professional Award
- Awarded the NASPA Community Colleges Professional Award
- Currently serving on the 2016 Annual Conference leadership committee and participated in conference session approvals in October, 2015

- Worked on and implemented the launch of the new Community College Division Research and Scholarship Award

#### **Faculty Division, Shannon Dean**

NASPA Region III awarded \$4,000 in research assessment grants for Region III members. Region III remains committed to funding research and assessment in student affairs that furthers our understanding of student development and student learning. This year 13 quality applications were received and reviewed by members of Region III. Thanks to the members who helped review applicants: Dave Merriss, Jamie Thompson, Stephanie Jones, Stephen Berg, Edwanna Andrews, Todd Clark, Candice Lott, Corina Kaul. The following individuals and teams were awarded money to conduct research and assessment around student development and learning:

- Melissa Hernandez
- Dr. Ryan Miller, Tracie Lowe, Brandelyn Franks Flunder, Kristen Hogan, Veronica Jones, Richard J. Reddick, and Ixchel Rosal
- Dr. Amber Fallucca and Dr. Ashley Tull
- Blake Silver
- Dr. Kiersten Ferguson, Rebecca Goldstein, and Diego Santiago

#### **Graduate Student Representative, Fred Tugas**

- Graduate Leadership Team: Partnered with Tava Bingham, Region III New Professionals and Graduate Students Knowledge Community Representative, to bring together a group of graduate students across the region. The purpose was to serve as a sounding board on issues that affected graduate students in Region III. Furthermore, it was a way to broaden the pipeline by continuing to engage graduate students in NASPA Region III. There were a total of three calls in the Fall 2015 semester. Members included: Brandi Arnold (Florida), Megan Downey (Florida State), Lexi Hinson (South Carolina), Darron Jenkins (LSU), Nyaa Jones (Georgia), Bianca Lambert (Clemson), Jameson Nogowski (Texas Tech), Christine Pajewski (Clemson), Raphael Parra (Central Florida), Jasmine Price (South Florida), Ali Raza (Florida State), Christian Williams (Florida State).
- NASPA Region III SSAO and Graduate Student Breakfast: Fred Tugas (Clemson) and Regina Young-Hyatt (Mississippi State) have partnered to serve as co-chairs for this annual event at the NASPA Annual Conference. Several planning conversations have already begun. Invitations to graduate students and senior student affairs officers are being sent in mid-February. The event's theme is "Sharing Common Purpose", in line with the annual conference theme. The target goals for this year's event are conversation, networking, and continued engagement. New features to this event include a common read and social media photo area.
- Transition conversation with 2016-2017 new Graduate Student Representative: Fred Tugas provided an overview of the 2015-2016 year in the graduate student representative role with Sara Kaner (Texas), Graduate Student Representative-elect. During our conversation, we discussed the importance of continuing to build upon the work of the predecessor, as this role has transitioned every year due to the nature of master's students.

### **Foundation Ambassador, Anthony DeSantis**

- Channing Briggs Small Grant awarded to Blake Silver, Doctoral Student, University of Virginia "*Navigating the Senior Year Transition: A Qualitative Study of the Experiences of First-Generation American Students*"
- Region III Foundation Ambassadors introduced a comprehensive marketing plan for regional and national use by the NASPA Foundation Ambassador program to encourage increased giving rates amongst members. This plan included a robust social media tool-kit including pre-developed twitter posts focusing on specific awards or milestones related to the NASPA Foundation timeline. Additionally, this marketing plan included pre-recorded videos from current/past donors to be used for future emails and promotional campaigns. Feedback about this marketing plan from NASPA Foundation central office was positive, and the Region saw great success related to its Foundation goals, which we attribute to the marketing plan.
- Region III achieved 101% of its donor goal for 2014-2015 (goal: 136 | actual: 138)
- Region III achieved 102% of its dollar goal for 2014-2015 (goal: \$38,202 | actual: \$38,897)

### **Knowledge Community Coordinator, Cara Appel-Silbaugh**

Recently, the incoming chair, myself, and the volunteer coordinator designed the recruitment timeline and process for new KC Regional Reps. I am currently in the process of interviewing all the applicants for placement by the national conference.

### **Texas State Director, Adam Peck**

- Advisory Board – The NASPA Texas Advisory board has been meeting regularly. The members are listed below. We have updated the NASPA Region III website to include an accurate listing of our membership. We are looking to name one more member to represent community colleges. We'll be doing this at a forthcoming meeting.
- Meetings at Noon once per month: January 19, February 16, March 15 (meet at NASPA conference for those who are able, time TBD, April 19, May 17, August 16, September 20, October (meet at TACUSPA for those who are able), November, December.

### **Goals**

- To study schools not participating in NASPA or ACPA to learn more about what they need.
- To engage schools not participating in NASPA or ACPA.
- To encourage NASPA member schools to get full benefit of their membership (webinars, awards, conferences, etc).
- Get as many new institutions to attend the conference in SA. Engage them at the conference. Follow up with new conference attendees and engage them in NASPA.

### **Objectives**

- Sponsorship a table to signal a change in philosophy and to promote NASPA membership.
- Promote Region III award nominations.

Here are the current members of our advisory board:

Position	Person	Title and Institution	Email
State Director	Dr. Adam Peck	Assistant Vice President and Dean of Student Affairs, Stephen F. Austin State University	<a href="mailto:peckae@sfasu.edu">peckae@sfasu.edu</a>
Advisory Board Member	John Kaulfus	Senior Director, Student Success & Title IX Director, University of Texas Health Science Center	<a href="mailto:Kaulfus@uthscsa.edu">Kaulfus@uthscsa.edu</a>
Advisory Board Member	Dr. Hope Garcia	Executive Director of Student Affairs Administration, University of North Texas	<a href="mailto:Hope.Garcia@unt.edu">Hope.Garcia@unt.edu</a>
Advisory Board Member	Dr. Kristy Vienne	Assistant Vice President and Director of OneCard Services, Sam Houston State University	<a href="mailto:klv002@shsu.edu">klv002@shsu.edu</a>
Advisory Board Member	Mark Munguia	Sr. Associate Director of Campus Recreation, The University of Texas at San Antonio	<a href="mailto:Mark.munguia@utsa.edu">Mark.munguia@utsa.edu</a>
Advisory Board Member/Small Schools Representative for NASPA Region III	Dr. Charles Hueber	Dean of Students, Schreiner University	<a href="mailto:cmhueber@schreiner.edu">cmhueber@schreiner.edu</a>

**Alabama State Director, Ben Newhouse**

AL-NASPA Board Pre-Conference Meeting – The leadership meeting the afternoon prior to the annual Drive-In Conference to slate new officers, finalize award recipients, and set the agenda for the coming year.

Award Recognition – Six (6) professionals were recognized for their contributions to their campuses during the annual Drive-In Conference. Recipients include:

- Erica Lewis, UAB – Future Leader Award
- Jennifer Griffin, UAB – Outstanding Contribution to Student Programs
- Janise McKenzie, Auburn – Outstanding Contribution to Student Programs

- Jon-Michael Roehm, Auburn – Rising Star
- Anika Strand, Samford – Rising Star
- Quang Do, UAB – Spirit of Diversity

#### **Louisiana State Director, Bill Mattera**

I have really struggled in getting a state board together here in Louisiana. I posted all of the positions when in August and only received five people who were interested, three of them were individuals who were graduate students graduating in May, and none of whom intended to stay in Louisiana. In addition, I have scheduled six phone calls with the President of the state wide organization since June, all of which they have missed. This is the third President in the time that I have been in my role, so would really like to find a way to potentially do some outreach with the new leadership of the region to figure out what might work best here in Louisiana.

#### **Spirituality and Religion in Higher Education KC, Ben Lion**

- The Spirituality and Religion in Higher Education Knowledge Community has been conducting a series of three conference calls for feedback on the strategic plan. The calls have allowed members to share their thoughts on the future direction of the knowledge community.

#### **College Safety and Violence Prevention KC, Christina Wan**

- Oversaw CSVP KC Sponsored Programs process for 2016 annual conference
- Co-Coordinated NASPA 2016 CSVP KC Pre-Conference
- Will receive NASPA CSVP KC Hero Award at NASPA 2016
- Produced content for CSVP KC social media outlets
- Running for Co-Chair Elect of CSVP KC in current NASPA Elections

#### **Health and Wellness KC, Evan Saperstein**

Improvements: Develop leadership and member engagement opportunities. Coordinate with the region to get articles released regularly in the regions newsletter.

#### **Student Affairs Partnering with Academic Affairs KC, Jemilia Davis**

Leadership Engagement: NASPA 2016 team meetings in Indianapolis include SAPAA leadership team planning at 8-9 a.m., March 14, in JW Marriott (Indianapolis Room 308), and SAPAA open Business Meeting at 4-5 p.m. (followed by individual committee and working groups 5-5:30 p.m.), March 14, in JW Marriott (Indianapolis Room 314).

Awards Recognition: Co-chaired the Promising Practices Award (PPA) Committee in reviewing 13 submissions. Final recommended PPA recipient, Mitchell Levy at Atlantic Cape Community College for a Career Development Project, and final recommended PPA Honorable Mention, Denise Hopkins at St. John's University for the ESCAPE Mock Crisis Program, were approved by NASPA Board of Directors and congratulated in December. Recipients will receive awards at the SAPAA Business meeting (Indianapolis).



Member Engagement: Distributed a call for article submissions highlighting Region III for the Synergy Newsletter issue to be distributed in April.

#### **Men and Masculinities KC, Steven Moran**

- Published Spring 14 MMKC Newsletter “Only Yes Means Yes: Male Perspectives on a Consent Campaign.”
- Presented 2014 SACSA Conference: “Only Yes Means Yes: Male Perspectives on a Consent Campaign.”
- Published Winter 14-15 MMKC Newsletter “Changing the Conversation: Working to Implement Holistic Conversations around Consent with Male Community Members.”

#### **African American Concerns KC, Mel C. Norwood II**

- The Region III AAKC was able to recruit and select State/Commonwealth Liaisons for TX, LA, NC, FL, SC, VA, GA, KY, TN, MS, AL.
- Stephen J. Smith of Meharry Medical College joined the Region III AAKC Leadership team as Social Media and Communications Coordinator.
- An AAKC twitter chat was hosted on Monday, January 25, 2016 and led by Dr. Edna Jones Miller who serves as the Florida State Liaison for the Region III AAKC. The special guest was Dr. Corey King, Vice President for Student Affairs at Florida Atlantic University. Dr. King shared insights for new professionals and aspiring Chief Student Affairs Officers, trends and best practices in higher education relative to the success of African American students, and FAU’s Urban Male Initiative that focuses on the development and retention of minority men. There were 120 participants in the Chat.
- The Region III AAKC joined BLKSAP (The Black Student Affairs Professional Facebook Group) for a meetup on Friday, February 10 for a networking social. This initiative was led by Loren Bass who serves at the Georgia State Liaison for the Region III AAKC

### **Professional Development & Events**

#### **Alicia Caudill, NPI Director**

- Forthcoming – application process for faculty (February) and for participants (March)
- Verified attendance of Anthony DeSantis and Beau Seagraves at Institute (Wednesday and ½ day Thursday)
- Beginning Process to reach out to other institutions in San Antonio for Site Visits
- Timeline established for the Institute.
- Applications for participants will be open prior to the NASPA National Conference.
- Site Visit complete at Trinity University on Monday, February 1.
- Draft schedule proposed to hosts at Trinity
- Draft budget submitted to SACSA in February along with goals as they connect to SACSA strategic plan.
- Awaiting proposed costs from Trinity to finalize schedule and propose cost for registration (should have by early week of February 8)

## **Ben Newhouse**

### **AL-NASPA Drive-In Conference**

*January 21, 2016-January 22, 2016 ◊ Auburn University-Montgomery, Montgomery, AL*

- 84 participants (plus a few walk-ins that I'm still awaiting details on)
- New Educators Institute on Thursday, January 21, 2016
- Full Conference on Friday, January 22, 2016
- 16 break-out sessions
- Keynote Speaker, Dr. Simran Singh, Assistant Professor of Religion, Trinity University

Successes:

- Strong attendance despite pending inclement weather
- Successful and engaging web-based keynote
- Strong participation by new professionals and master's level students
- Changes for the Future:
- Conference planning committee must begin promotion much earlier
- Tentative online schedule on website prior to opening of registration
- Find ways to engage mid and senior-level administrators more effectively
- Explore alternative conference formats
- Improve communication to conference registrants in weeks and days leading up to conference

## **Co-Chairs, Marc Ebelhar and Vince Miller**

### **NASPA Region III Summer Symposium**

*June 12 – 15, 2016 at Dollywood's DreamMore Resort in Pigeon Forge, TN*

- Anticipating 150 – 200 participants
- Themeless conference
- 20 educational programs over 5 session times
- Confirmed Keynotes include: Lori S. White, Fred Rhodes and Kim Novak
- Registration – in process of getting information online
  - Member Registration rates: Early - \$230, Regular - \$305, Late - \$375
  - Student Member rates: Early - \$85, Regular - \$115, Late - \$135

## **MMI Director, Frank Cuevas**

### **NASPA Region III/SACSA Mid-Manager's Institute**

*May 31, 2015 – June 5, 2015 ◊ University of Tennessee, Knoxville, Knoxville, TN*

- 48 Participants; 9 Faculty
- Description of Program:
  - Mid-Manager's Institute (MMI) offers the opportunity for mid-level professionals to enhance and develop the skills, relationships, and dispositions that distinguish them in the profession and enables them to make more meaningful contributions to the people and programs they serve.

- Participants learn from faculty mentors, guest presenters and other mid-level colleagues.
- Number sessions: 12 plus several mentor groups
- Names and Titles Speaker(s):
  - Dr. Frank Cuevas, Assistant Vice Chancellor for Student Life & Executive Director of University Housing, University of Tennessee-Knoxville
  - Dr. Corey A. King, Vice President of Student Affairs, Florida Atlantic University
  - Dr. Ellen Neufeldt, Vice President of Student Affairs, Old Dominion University
  - Dr. Helen-Grace Ryan, Vice President of Student Affairs, Bellarmine University
  - Ms. Cynthia Polk-Johnson, Associate Dean of College of Undergraduate Studies
  - *Dr. Vincent Carilli, Vice-Chancellor for Student Life, The University of Tennessee-Knoxville*
  - *Teri Bump, Vice President for University Relations/Student Development, ACC*
  - *Dr. Dorian McCoy, Assistant Professor, University of Tennessee-Knoxville*
  - *Dr. Becky Spurlock, Associate Dean of Students, The University of the South Sewanee Tennessee*
- 48 participants attended MMI 2015 representing 11 different states.
- Thanks for sponsor support, the Institute ended with a healthy surplus (\$16k)

**Knowledge Community Coordinator, Cara Appel-Silbaugh**

In conjunction with the national office and other KC Coordinators, I am going to be designing and presenting at the KC Rep Training session at the national conference. As a KC Coordinator group, we have discussed this training for the last year and decided this year to revise the training given new needs. We are also gathering as a KC Coordinator group to meet and discuss roles/needs/etc.

I take part in all the national conference calls for KC leaders and forward training opportunities and relevant information to the KC Reps.

**Optional Other Reports - Advocacy & Scholarship *(not required)***

**NASPA Strategic Plan**

At the 2015 Summer Symposium, the Region III Board of Directors met for an extended session to begin the process of creating a Region III Strategic Plan. After a four hour workshop, we developed initial themes for exploration related to the development of a plan. At the Fall SACSA Conference, the Board again revisited this work and shaped it into a more definitive plan with several goal areas. The DRAFT plan was shared with the entire Region and feedback was collected on the plan, both through email as well as through two open conference call opportunities. The feedback was incorporated into the plan, which is being finalized at the March 2016 Board Meeting. The current DRAFT Plan is included below.

## **Region III Strategic Plan DRAFT 2015-2018**

### **Mission**

Region III is dedicated to serving the needs of NASPA members in what would broadly be described as the Southeastern United States. Our regional challenge is to fulfill the national mission by offering professionally relevant and personally meaningful activities to NASPA members in our geographic area.

The Region III Board of Directors strives to ensure that national initiatives inform our regional activities and find expression in our ongoing growth, development, and contributions as student affairs professionals. We carry out our regional activities through conferences, institutes, publications, technology, networks and other opportunities that promote personal and professional learning and collegiality. All are designed to help us work efficiently so we engage in state-of-the-art practices that promote organizational effectiveness and student learning and development.

- Charge a group to take a comprehensive look at our Professional Development offerings and make recommendations regarding their future as well as where we need to consider new offerings. Who are we serving? Who isn't being served?
  - Goal 1.2, 1.4, 1.6, 3.3, Goal 4
- Demonstrate leadership in inclusion, social justice and diversity initiatives. Honor the history of the Region and serve as a national leader in serving Community College and Historically Black Colleges and Universities professionals. Establish a standard for our programs (i.e. close captioning)
  - Goal 1.3
- Given the strength of our graduate preparation programs, consider how we might best serve the needs of graduate students and the faculty in Regional activities. How do we convert graduate students to involved members?
  - Goal 1.5
- Harness the State Directors structure to assist with membership and response to state-wide issues (this has impact for crisis, public policy, and membership). Appoint the Membership Director to coordinate State Directors. Ask State Directors to connect to graduate programs to facilitate connection and service.
  - Goal 3.1, 3.2
- Create a stronger brand for Region III in terms of connection, networking and loyalty. How do we help people make the most of their membership?
- Develop a pipeline for leadership and new and richer ways to engage volunteers. Recognize the work of others. Create innovation grants to pair with scholarship grants to recognize programmatic excellence and best practices. Advance our social media platforms as a way to engage our regional community.
  - Goal 1.1, 2.6
- Consider how we want to develop deeper relationships with international partners.
  - Goal 5