



## **Region II Advisory Board Report**

**Submitted by: Deb Moriarty**

**Region II Director**

**November 2014**

### **NASPA Mission**

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

### **Leadership**

#### ***Board/Volunteer Management***

- The Regional Advisory Board has held 4 Monthly conference calls since the last report and will be meeting in person December 7 & 8, 2014 in Washington, D.C.
- As always, maintaining a full roster of volunteers is the on-going work. Early in the year, we lost our Corporate Relations Coordinator (Chris Holland) due to relocation. We have also been working to replace Michelle Grab, KC co-coordinator, who also left the region. Mid-year, Ray Health retired leaving our PA state rep vacant and more recently, Matthey Brink had to resign as the DE rep due to professional commitments. For the most part, we have a full and active group of volunteers that make up the Region II Advisory Board. A complete roster of the current board is attached\*.
- Vacancies for the Pennsylvania and Delaware Representatives are currently being searched. Knowledge Community co-coordinator search, will be finalized soon. Knowledge Community Representatives positions for Adult Learners, African America, Corporate and External Relations and Student Affairs Fundraising will be searched once the Knowledge Community co-coordinator position has been finalized.
- We have a full committee for the 2015 conference planning committee and are taking on new leaders to help fill gaps each week. We have been able to also partner George Washington University staff on each sub-committee in order to help us know the campus in a personal way.

#### ***Treasurer's Report***

- 2014-15 Approved Region Budget spreadsheet showing expenses, revenue, and cash in bank
- 2013-14 Budget was reconciled and completed by August 1
- Completed training on Nexonia in July for NASPA Credit Card approvals
- Financially the Region is in great shape with a high cash balance and approved 2014-15 budget
- Financially I continue to support rotation plan for our conferences and annual events
- Supported two networking events in Buffalo and New York City in September
- Will have the Regional Careers Conference reconciled by the end of November

- Still believe NASPA should create of a carry forward account to better track budget
- Working with Regional Conference planning team on budget and financial needs

### ***Member Engagement***

- Kathy Woughter (RD Elect) chaired a five-person ad-hoc committee to develop standard administrative and business protocols for the region. The members of committee included Terry Martinez, Will Simpkins, Mike Christakis, and Jodi Bailey. Draft has been completed and shared with the region. Feedback was solicited and incorporated, and we now have a final draft to be discussed and hopefully approved in December.
- RD Elect Woughter Served as keynote speaker for the Careers in Student Affairs conference
- Tim Maggio has created a grad advisory board with 5 members:
  - Cody Rapp - Canisius College's CSPA program
  - Benjamin McMullen - Canisius College's CSPA program
  - Karyn Dyer - Syracuse University's Higher Ed Admin program
  - Andrew Price - Shepherd University's CSDA program
  - Tim Maggio - Shepherd University's CSDA program

The group will meet monthly via conference call and working on creating a vision and mission for the group.

- 65 attendees volunteered in some function throughout the June 2014 conference
- Jeffrey Putman, Historian, has collected information on the history of Region II including all past RVP's and the history of the regional conference (locations, dates, themes, etc.). This material will be available on the Region II NASPA web pages.
- State reps and other Advisory Board members are helping with institutional renewal campaign: Felicia McGinty, Lynette Cook-Francis, Meg Nowak, Kelvin Harris, Zauyah Waite, Susan Gardner & Kirk Manning.
- Region II has 52 NASPA Undergraduate Fellows for the 2014-15 year.
- NASPA Fellows (and Mentors) recognized at National & Regional Conference.
- NUFPP spring program application promoted through Regional Listserv (will know if this caused an increase in participation once applications are reviewed)
- Recognized NUFPP's 25<sup>th</sup> Anniversary with an insert (NASPA Board of Directors Resolution) in the Region II Conference Book in Atlantic City
- Establish Region II NUFPP (Alumni) Advisory Group (summer 2014/on-going).

### ***Community Involvement***

- Region 2 KC Coordinators: Michele Grab moved away from Region 2 and resigned as co-coordinator. We are currently seeking two individuals who will take over for the March 2015 term so that they can "shadow" the process until that time. We are in discussion with several individuals interested at this time.
- Student Leadership: Region 2 representative served on the nominating committee to select candidates for the National Chair position. Also working with Volunteer Coordinator to create a regional KC Leadership Team.
- Indigenous People: Region 2 representative is also serving as the NASPA 2 Regional Conference Pre-Conference Coordinator for 2015.

### **Leadership roles within associations:**

- Alternate Delegate, American Association of Colleges of Pharmacy
- Communications Chair, NASPA AGAPSS Knowledge Community (graduate student affairs)
- Historian & Past President, WV Association of Student Personnel Administrators

### **Award Recognition**

- At the NASPA Region II Retreat prior to the annual conference in June, David (Awards Chair) recommended we add a new award, Distinguished Diversity Award. This award was approved by the board and part of the 2015 award process.
- Presented 2014 regional awards at the NASPA Region II Conference in June 2014 in Stockton, New Jersey
- David Jones (CUNY) convened a regional committee to review the 2015 awards nominees: Jon Conway (Barnard College), Kirk Manning (St. Thomas Aquinas College), Debra Bright Harris (Montgomery College), Danielle Holmes (McDaniel College) and Michael Schneider (New York Institute of Technology).
- At the regional conference and national conference started soliciting for award nominations for the 2015 award process
- In July and August 2014, worked to update the Awards section of the regional website and have materials and deadlines ready to begin marketing for the 2015 awards process.
- Utilized the regional website, social media (facebook and twitter) and email listserv to advertise, solicit and market for 2015 award nominations. The deadline to submit nominations was initially October 17, 2014, but was extended to October 24, 2014.
- The committee met on October 27, 2014 to begin the awards selection process. The review and selection was completed by November 10, 2014.
- On November 10, 2014, David Jones sent the award winner names to NASPA (Nathan Victoria) and Regional Director (Deb Moriarty). There were a total of 9 awards given out for the 2015 regional awards.
- Award recipients will be recognized at the Region II business meeting at the national conference and formally at the NASPA Region II annual conference in June 2015 in Washington DC.
- The goal for the 2016 award process is to strengthen the level of participation and increase the number of award nomination submissions that the awards chair receives. For the 2015 award process, we received a grand total of 30 nominations for 9 awards.
- For the 2016 award process we will keep the same criteria, however we will make website adjustments to make sure each award criteria is articulated clearly and is comprehensive and up to date, aligning with NASPA vision and core values.

## Scholarship

- Gardner, S.M. (Spring 2014). Op Ed: *Childhood hunger in America—One possible approach*. **Living Education Magazine**, p. 54. Forest of the Rain Productions: Baltimore, MD.
- Hemphill, B.O., Tucker, M.V., Jones, J.R., & Gardner, S.M. (2014). *Cultural challenges: Keys to thriving in transition*. In **Executive Transitions in Student Affairs: Getting Started as the Vice President**. NASPA: Washington, DC.

- Beasley, S., Gardner, S.M, & Johnston, T. (2014). *The West Virginia Story: A Case Study in Improving Access and Success for Adult Learners*. In **Increasing Adult Learner Persistence and Completion Rates**. NASPA: Washington, DC.
- Prepared and posted blogs on Public Policy issues (especially NASPA Public Policy Agenda items) on the Region-II Website.
- We are looking to become even more inclusive of outside ways of thinking within the program proposals for the 2015 conference. The programming committee is assessing what it is that other regional conferences are doing, what has worked well, what needs tweaking and will put together a proposal for how they would like to see programming go for this upcoming conference.
- Exploring grants and/or research awards for regional members.
- Student Leadership KC: Wrote an article for an upcoming SLPKC newsletter.
- *Conducted Survey of Region II SSAOs regarding their familiarity and interest in NUFP (summer/fall 2014).*

## Professional Development

### **NASPA 2014 Region II Conference**

June 8-10, Stockton Seaview Resort (Atlantic City, N.J.)

- 251 attendees
- 31 participants in the New Professionals and Graduate Students Pre-Conference
- Sponsorships:
  - USA Today - \$2000.00
  - Campus Labs - \$2500.00
  - Chartwells - \$1500.00
  - Noel-Levitz - \$750.00
  - Apogee - \$750.00
  - The National Society of Leadership and Success - \$1050.00
  - Innovative Educators - \$250.00
  - High Impact Training (In Kind)
  - L. A. M. Enterprises (In Kind)
  - PaperClip Communications (In Kind)
- Featured Speakers included:
  - Brian Sponsler, Vice President for Research and Policy for NASPA
  - Title IX Panel featuring Dr. Barbara lee and Dr. Daniel Swinton
  - A. Paul Pyrz, President of LeaderShape, Inc.
- 51 educational sessions including
  - 5 “DO IT” sessions that provided instruction on how to use a piece of technology
  - 1 “Ignite” session that included 5 mini-presentations within one time-block
  - 1 Community College Conversation – open format session to discuss hot topics
  - 4 CSAO discussions

## 2014 Conference Evaluation

- This report provides an analysis and evaluation of the NASPA Region 2 - DO S.A. Conference in summer 2014. According to the attendance list, we had over 240 participants join us in Atlantic City for the conference.
- The first survey administered was entitled - "First Thought's." This survey was designed to pose a series of "quick" open-ended questions at the conclusion of each session with the goal of measuring why the participant attended that specific session; what they hoped to gain from participating in the session and what skills they hoped to walk away with after attending the session. The survey was available via the Guidebook as well as hard copy. The average rate of response was 192 or 88% (the high being 209 and the low being 184). Over 85% of the respondents utilized the Guidebook application to complete the survey, which is a solid response given the fact that we did not heavily promote the Guidebook as the primary means to take the survey.
- The secondary survey – DO SA: The SMART Way, was designed to take a deeper look into evaluating whether or not our SMART goals were met. A SMART goal is a goal that is defined as being: specific, measurable, attainable, relevant and time-framed. Forty-seven (47) participants responded and provided feedback on the quality and practicality of the individual presentations and the conference as a whole. Methods of included asking a series of open and close ended questions in regards to the quality of the speakers and their material presented, personal professional goals, and lessons learned to take with them following the conclusion of the conference.
- Overall, the findings show that the conference was a success. A review of the data showed that an overwhelming majority of respondents (92%) who attended this conference found the programs to be useful. In fact, 75% found the programs to be either very helpful or extremely helpful. The majority of attendees arrived at the conference expecting to network with colleagues and receive information to enable further professional development. Comments indicate that this expectation was overwhelmingly met. Few participants commented that they wished they had more time to continue networking and hoped for more programs to focus on special needs topics such as mental health. In order to fully grasp the quality of the conferences, attendees were specifically asked about their new goals and expectations, application of learned material, and changes to existing procedures that they hope to implement upon return to their respective universities.
- **Goals:** Attendees were asked what goals they have set based on what they learned at the conference. Some echoing responses were to create a social media friendly presence to keep up to date with evolving technological advancements, to revise current practices used in their respective institutions in order to abide by new laws and procedures as well as incorporate best and most useful practices, and to set personal goals to enable career advancement.
- **Expectations:** Most expected to carry out these goals through being more assertive and confident in their abilities to guide themselves, their colleagues, and the university as a whole in order to enable staff cohesiveness, strategic planning, and maximize networking resources.
- **Application:** In respect to application, overall, attendees sought to apply their new skills through sharing of information to both colleagues and supervisors to develop steps towards a better campus community. This included substantive training and developmental ideas, as well as, quality presentations in both formal and informal settings.
- **New Practices:** The responses to new practices that attendees intend on administering were more broad. Answers varied based on the department in which the respondent worked. However, survey results collectively yielded answers in accordance with thinking outside the box to provide the best services based on limited resources such as creating a social media presence to connect with students, and using different techniques to battle recurring obstacles.
- **Assistance:** Surprisingly, when asked what specific assistance would be helpful in the implementation of new practices presented at the conference, almost half the respondents

believed that having a mentor or supervisor encouraging them from the sidelines is the most helpful form of support. Other answers including having more time, financial resources, and access to presentation material and list of resources.

- **Quality of Presenters:** Lastly, both the opening and closing presentations were surveyed in order to grasp the quality and motivational aspect of their speeches. They were met with 62-69% approval from the audience for being meaningful and enriching.

### **New York City Networking Event**

*September 18, 2014 – American Whiskey Bar and Grill*

- 150+ Participants
- Networking for New York City area Student Affairs Professionals
- CSPA New York and NASPA joint event

### **Buffalo Networking Event**

*September 25, 2014 – The Lodge*

- 75+ Participants
- Networking for Western New York & Buffalo area Student Affairs Professionals
- CSPA New York and NASPA joint event

### **Careers in Student Affairs Conference**

*October 3, 2014, at Pace University, Towson University and Rochester Institute of Technology*

- 310 participants registered for the 3 site one day conference. The campus coordinators were: Nicole Pepin (Residential Life Coordinator at Towson), David Bagley (Director of Residential Life at RIT), Marijo Russell O'Grady, (AVP/Dean for Students at Pace University).
- The three sites provided a series of sessions related to the topic of careers in student affairs with an focus on graduate and new professionals. This year we had a number of undergraduates attend as well.
- Kathy Woughter (VP at Alfred University and R-II Director Elect) was the keynote for the conference and a welcome was provided by Deb Moriarty, R-II Director. Each site offered a welcome address by site coordinator as well as lunch time HOT TOPICS roundtables, and a social off site for networking at the conclusion of the day. Towson offered 8 sessions, Pace offered 12 sessions and RIT offered 10 sessions. The specific programs are listed on the R-II web site.
- This year was a huge success in terms of participation and content of sessions. We worked with NASPA to streamline registrations and payments, as well as with the online evaluation. Suggestions may be to have the conference every other year (since it is a lot for the schools who do each year, have a Sr. level person assigned on the campus to assist the coordinator on the ground, host the conference later in October (too early after opening of school for us, and so many homecomings!). Erik K our treasurer can report on our revenues.

### **Board Member Professional Activities representing NASPA RII**

**Susan Gardner:**

- Attendee, AACP Annual Conference and Admissions Pre-Conference in July 2014 (Dallas, TX)
- Attendee, West Virginia Association of Student Personnel Administrators Annual Conference in October 2014 (Wheeling, WV)
  - Presented a WVASPA Speaks session on Developing Emotional Intelligence in our Students

- Presented a concurrent session with Dr. Sarah Beasley on Degree Now and Adult College Completion

**Kelley Kenney: Professional Standards and Competencies at the conference below**

- Pennsylvania College Personnel Association Annual Conference  
October 18, 2014 – October 20, 2014 – Park Inn by Radisson, Mechanicsburg, PA
  - Approximately 100 attendees/Participants
  - Annual Conference focused on connection and collaboration
  - # of sessions: 30/keynote speakers: Courtney O’Connell – Co-Founder of New Jersey Association of Higher Education Administrators and Dr. Joseph Bertolino, President of Lyndon State College, Vermont

**Tom Grace: Public Policy Activities:**

- June 2014 - NASPA Region-II Conference
  - Number of Attendees/Participants: 40
  - Description of Program: Described of Nature of Public Policy; Presented overview of Key public policy issues
  - Successes of the event/changes that one would make next year: Well attended. Invited to present at regional institutions after session.
- October 2014 - New York Institute of Technology
  - Staff Development Session for Faculty and Student Affairs Administrators on policy issues associated with management of disruptive/disturbing students in light of ADA/504
- October 2014 -NASPA Public Policy Division, Careers in Student Affairs Webinar
  - Participated as one of the panelists representing the NASPA Public Policy Division in a national Webinar on role of Public Policy in Student Affairs roles/positions during Careers in Student Affairs Month

**Jodi Bailey: 2015 Regional Conference Chair**

- Planning for the regional conference is well underway. We are discussing the theme for the conference as well as how we will be implementing program proposals for the group. We will be meeting at the advisory board meeting on December 6<sup>th</sup>. There we will take a tour of facilities, go to some of the locations that the entertainment committee might consider and understand what the layout of the conference will be.

**Kathy Woughter: RD Elect**

- Served as a panelists representing CASO’s at the Western New York Consortium: Sexual Assault Prevention Symposium, October 2014, Hilbert College

**Knowledge Communities**

- Student Leadership: partnering with national Knowledge Community to create a Graduate Student mentoring program to connect graduate students in the KC with professionals in the region.

- Spirituality & Religion in Higher Education: Currently working to assess interest in a regional drive-in for KC members.
- Asian Pacific Islander: Planning for an APIKC Social in New York City in January 2015.
- Veterans: Region 2 Representative on the planning team for the 2015 NASPA Veterans Knowledge Community Conference.
- New Professionals & Graduate Students: Region 2 Representative facilitated the Roundtable Lunch Discussions at the Careers in Student Affairs Conference. She also is on the planning team for the 2015 Annual Conference NPGS KC Symposium.

## Advocacy

- Recorded an educational view on promoting community college credit for professional school pre-reqs. <http://forestoftheraineducation.weebly.com/this-weeks-educational-view-dr-susan-gardner.html>
- For the conference, our featured speakers committee is looking at our location in DC and seeing what speakers might be available to us from groups like the Human Rights Campaign, LGBT Rights Campaign, the NASPA national office, political officers in higher education, etc. We would like to use our location as a way to introduce speakers that we might often have access to.

## NASPA Strategic Plan

### Goal 4

4. Strengthen NASPA by making it a more responsive, vital and sustainable organization.

#### *Objectives*

- 4.1 Diversify and strengthen the sources of NASPA's revenue.
- 4.2 Increase collaboration and partnerships with higher education and other organizations.
- 4.3 Review and redefine the roles and responsibilities of the NASPA President, Executive Director, Regional Vice Presidents, and Board structure and composition.
- 4.4 Increase opportunities for innovation through technology.
- 4.5 Strengthen NASPA's contributions to student affairs graduate preparation programs.  
Tim Maggio created a NASPA Region II facebook group to increase the impact NASPA has on NASPA Region II graduate students and their programs. My hope for this group is to enhance the communication between NASPA and graduate students so Region II grad programs can understand what NASPA can do for the program and its students.
- 4.6 Ensure the participation and inclusion of NASPA's members in leadership and governance.  
Tim Maggio created a NASPA Region II facebook group to increase the community of graduate students in Region II. Graduate students are in a short-term aspect of their life, but there is a need for a community amongst graduate students in NASPA. I think NASPA is doing a wonderful job with the GAP program, but I wanted to bring it down to the regional level as well. I have created a NASPA Region II grads facebook group page, so I can learn



about the issues my fellow graduate students are facing so that I can ensure their ideas, thoughts and experiences are heard by the leadership of Region II.

4.7 Examine resources and staffing to ensure alignment with strategic planning goals.

In consultation with the NASPA Foundation, the Region II fundraising goals were established for 2014-15 based on the actual giving and number of donors for 2013-14.

- \$19,525
- 97 donors

Additionally, Region II hopes to increase its advisory board giving to 100% participation.

\*Advisory Board and Knowledge Communities rosters separate attachments.