



**Kathy Woughter, Region II Director**  
**Report for the December Board of Directors Meeting**  
**November 2016**

**Leadership & Member Engagement**

**Regional Director's Report**

- Held monthly conference calls with the advisory board
- Kept all positions on the Advisory Board filled. Added the position of Assessment Coordinator in conjunction with RD-Elect Amy Hecht
- Advisory Board Retreat Scheduled for December 2016 in Pittsburgh (the site for the Region II Conference in June 2017)

**(1) REGIONAL EVENTS**

***2016 CAREERS IN STUDENT AFFAIRS CONFERENCE***

*October 21 (New York Institute of Technology & Towson University) and 22 (Buffalo NY, CSPA-NYS)*

**Attendance:** There were approximately 360 registered attendees among the three sites.

**Keynote Speakers:**

NYIT: Dr. Amy Hecht from The College Of New Jersey

Towson University: Traevena Byrd of Towson University General Counsel

Buffalo/CSPA-NYS: Patrick Love, New York Institute of Technology

**Revenue:** Approximately \$3,035.00 from Towson and \$6,435.00 from NYIT, totaling \$9470.00. No info available yet for CSPA-NYS.

**Assessment:** Each site had their own evaluation. Some overall thoughts are highlighted below:

Towson:

*Highlights include:*

Roundtable discussions were personal, engaging, thought-provoking, and informative  
Workshops, including "From Applicant to Admitted," "Personal Branding," "Creative Team Building,"  
"#SAPro," "Women Leaders in SA" were rated highly

Keynote address was a highlight

Really enjoyed connecting with students and professionals from other schools about similar passion areas

Very helpful to learning more about the field, graduate school process (programs, assistantships, practicum experiences, etc.), and hearing other professionals talk about their experiences

*Suggestions for improvement include:*

Registration process – the website didn't list the Union address

Nothing to do while waiting for the conference to start

Roundtable discussions – the table was too small for the number of people present, which made it difficult to hear

Wanted to attend multiple roundtable discussions – there were multiple areas of interest

Some session titles weren't clear

Some workshops didn't make use of the entire time

There were no built-in breaks and the day was a little long

Breakfast was not served and there was not enough food at lunch

It was difficult to be a mid-level/seasoned professional at this conference

The rooms were too cold (temperature control)

NYIT:

*Highlights include:*

Attendees appreciate having free headshots taken on-site

Truly enjoyed my time at the conference. Great sessions and keynote.

Well-organized registration process

*Suggestions for improvement include:*

Marketing was not great.

The rain made it challenging to go in between buildings for sessions

Would have loved to have had access to summaries or abstracts of each session so that I could have better selected which ones to attend!

**Future location suggestions:**

- Fashion Institute of Technology
- John Jay College
- The College of New Jersey
- Barnard College

**Overall thoughts:**

The conferences were a great success, resulting in more revenue than projected and with excellent evaluations.

It was a good decision to move from one live-streamed keynote (2015) to three (2016).

We were very challenged by having the NASPA registration system down for a full week during prime registration time which I believe impacted our number slightly. In general, there are many issues with how NASPA can and cannot register groups of people. Those have been shared with Nathan Victoria.

I do not recommend the CSPA collaboration again unless it is on the same day as the other two locations, we have a combined registration process, and we are able to have a CSAM Co-Chair attend onsite.

## **(2) NASPA DIVISIONS**

### **Community Colleges Division Representative**

- Community Colleges Summit – October, 2016
- Meeting of Long Island Senior Student Affairs Officers/Deans – October, 2016
- Outreached CC reps to submit proposals for Regional Conference – March 2016
- Proposed Regional Conference Program Hold for Community College Roundtable and other National/Regional representatives (Small College/University, Public Policy, etc.) – September, 2016
- Recommended two CC members for Knowledge Communities (Dr. Brian Kerr, Associate Dean of Student Development – Queensborough CC; Ms. Jessica Perez, Director of Career Services – LaGuardia CC)
- Engaged State Reps to identify CC's members for Region II CC Advisory Committee – September 2016
- Developing communication plan for CC membership in Region II for upcoming academic year – on-going
- Met with Interim Vice Chancellor of Student Affairs of CUNY to discuss CUNY/SUNY SSAO meeting; charged with outreach and collaboration of meeting/event – on-going

### **Public Policy**

- Published monthly Region II Public Policy newsletters tracking state-level policy for August, September, and October disseminated to regional membership
- Participated in monthly Region II Board conference calls
- Participated in monthly PPD conference calls
- Convened monthly Region II Public Policy Advisory Board calls

### **Professional Standards**

- Kept Region updated on the development of the Professional Competencies Rubrics
- Currently convening a NASPA Region II Professional Standards Task Group of SSAO's, Practitioners, Faculty, New Professionals, and Graduate Students to assist with the promotion, dissemination, and utilization of the Professional Competencies across the Region . This Task Group would assist with the promotion of the Region and the Professional Competencies region-wide through a variety of activities

### **Foundation Ambassador**

- 15/16 NASPA Region II Goals
  - Final Donor #: 96 members (87 was goal)
  - Final Dollar \$: \$18,800 (\$17,805 was goal)

- Board Members: 18/33 board members: 55% (100% was goal)
- 16/17 NASPA Region II Goals
  - Donor #: Not confirmed (87 is the goal)
  - Dollar: Not confirmed (\$17,805 is goal)
  - Board Members: 3/40 board members
- Foundation Engagement
  - In planning stages for National & Regional Conferences with Tricia Debertolis, foundation ambassador-elect and current foundation events coordinator
    - Social Event: Open for everyone
    - Smaller Event: Thank you to donors

#### **Faculty Council Representative**

- *NASPA Emerging Faculty Leader Academy*-Accepting applications through November 18, 2016. Seven participants (one per region) will participate in online and in-person professional development and educational sessions. See <http://www.naspa.org/efla> for more information.

### **(3) STATE INITIATIVES**

#### **Pennsylvania**

- Continued outreach to contacts in PA for sponsorship and support of the upcoming regional conference in June 2017

#### **New Jersey**

- Approached by organizers of an annual Student Affairs Conference at Rutgers to consider sponsorship in December. For years, the activity was open to all Student Affairs members at Rutgers and in recent years they have opened up to other NJ schools. The plan for this year is to expand further. We may want to consider this not solely as a sponsoring event, but also a **recruitment activity** for newer members to NASPA. ---- NOTE: NASPA and ACPA sponsored at some level last year. More to follow.

#### **Washington D.C.**

##### Student Affairs Meet & Greet

- To engage DC area NASPA members in a social environment
- To engage and reengage members ( and former) in NASPA Region II activities and to explore other opportunities to engage in DC.

### **(4) KNOWLEDGE COMMUNITIES –**

#### **Disability**

- KD Representative, Anyelina Diaz, is working on establishing a leadership team.
  - Representative conducted conference calls with new interested members.
  - Representative will inquire about member interest and how to get involved.

#### **Gender & Sexuality**

- Shifted Social Media Presence for KC on regional level from Facebook Page, which limited ability to interact and engage with SA pros in the region to a Group, making it more easily accessible. Have increased information sharing and community engagement on NASPA events and programs in general, NASPA Reg. II information, and LGBTQ+ issues over all.
- Working on a Region II “Pre-Conference Symposium” with a few other Identity Based KC Representatives.

### **International Education**

- Participated in all Region II Conference Calls
- Participated in International Education Conference Calls
- Attended a few coffee meetings with NASPA members interested in IEKC around DC Metro area
- Submitted my candidacy, along with Matt Rader (fellow IEKC member) to run as co-chairs of the IEKC for the next term. Elections are forthcoming. Term is three years (one year of shadowing current chairs, one year as leader, one year as leader plus trainer for new chairs).

### **Parent and Family Relations**

- Bi-weekly tweets for the KC

## **(5) ALL OTHER**

### **Strategic Initiatives**

- Co-Chairs have been meeting with Regional Director-Elect to determine best approaches to accomplish the four regional strategic initiatives
- Co-Chairs reviewed proposal for graduate and new professional incentives and agreed to provide \$750 to the regional award recipient for the undergraduate rising star award and the graduate student of the year award. Additionally, we agreed that we would fund 2-3 NUFPs to attend the regional conference, \$750 for each NUFP. The NUFP Coordinators can determine an application process for the NUFP scholarship process.
- Co-Chairs emailed the strategic initiatives volunteer group that was established at the 2016 regional conference to solicit a volunteer chair for each strategic initiative. Four volunteer chairs were identified for each strategic initiative. A conference call occurred with the four volunteer chairs that was facilitated by the Strategic Initiatives Co-Chairs. The next conference call is scheduled for Monday, November 21<sup>st</sup> where the volunteer chairs of each strategic initiative will have goals and proposed action steps to accomplish each strategic initiative. These goals and action items will be shared at the Region II board meeting, December 4<sup>th</sup> in Pittsburgh, PA.
- The Regional Director-Elect is tentatively planning a retreat for the Strategic Initiatives Co-Chairs and the volunteer Chairs to be held in January to discuss next steps and ensure action steps are in place to accomplish strategic initiatives for the region.

### **Treasurer**

- Conducted a November review of expenditures to encourage all board members to be proactive in reviewing and using the budgets they requested.

## Awards

We received 42 nominations for 12 award categories. The awards committee comprised of 4 regional members (awards coordinator included) are currently reviewing the nominations and identifying recipients for each award. The awards recipients will be notified no later than November 21st and the recipient information will be submitted to the NASPA office. The awards committee members are: Jacinta Avery- The New School, Sherry Early- Marshall University South Charleston, Sara Ousby- University of Baltimore, and Ashley Lemmons- Lehigh University.

Listed below is a chart of award categories and number of nominations for each category:

<b>Nomination Award Categories</b>	<b>Number of Nominations</b>
<b>Outstanding Performance as a Dean</b>	4
<b>Rising Star</b>	5
<b>Outstanding Service to NASPA</b>	1
<b>Outstanding Graduate Student</b>	5
<b>Mid-Level Professional</b>	13
<b>Outstanding Contribution to Higher Ed</b>	0
<b>New Professional Award</b>	7
<b>Community College Professional Award</b>	1
<b>Outstanding Contribution to Student Leadership Programs</b>	4
<b>Diversity Award</b>	2
<b>President's Award</b>	0
<b>Academic Excellence Award</b>	0
<b>Total Number of Nominations</b>	42

## External communications

- Regional newsletters were released in March, June, September and the last one will be released the first week of December.
- Format and coordinate the distribution of the monthly Region II Public Policy newsletter produced by the Region II Public Policy representative.
- Creation of Region II Careers in Student Affairs website and emails.

**Strategic Initiatives:** Report pending.

**Awards:** Report pending

**Corporate Relations:** Have about \$20,000 committed so far for regional events.

Webinars/Publications/Consulting

*May 2016*

- Assessed Behavioral Assessment and Intervention Team (BAIT) for Babson College in Massachusetts

*June 2016*

- Assessed student affairs operation at Randolph-Macon College in Ashland, VA

*November 2016*

- Assessed the security operation at Illinois Wesleyan College in Bloomington, IL

*PaperClip Communications*

- Presented for various webinars on various topics including minors on campus November 9<sup>th</sup>.

**NUFP Coordinator**

- Reviewed Region II NUFP applications due at the end of October.

**Marketing**

- Designed the NASPA Region II Strategic Planning Booklet in collaboration with Kathy Woughter and Amy Hecht
- Provided each of the CSAM Conference locations with promotional materials for NASPA Region II - note pads, pens, pins, etc.

**Professional Development & Events**

**(1) REGIONAL EVENTS**

**2017 Region II Conference**

*June 4-6, 2017*

[Renaissance Pittsburgh Hotel](#), Pittsburgh

- Monthly calls in September, October, & November
- Planning for 350 attendees
- Secured Renaissance Pittsburgh Hotel in the downtown area
- Secured two faculty judges (Slippery Rock University) for the case study competition
- Planning to launch conference website mid-November
- Secured Monday evening sponsorship

- Secured one potential featured speaker: [Vijay Pendakur](#)
- In negotiation with CMU and UPitt for sponsorships (housing, keynote speakers, etc.)
- Onsite meeting planned for December 3, 2016

## **(2) NASPA Divisions**

### **Community College Division**

*11th Annual CUNY Black Male Initiative Conference*

October 8, 2016 ◊ Bronx Community College, Bronx, NY

- 700 Participants

*Child Welfare and Racial Equity Workshop & Talk*

October 18, 2016 ◊ Rockefeller Center, New York, NY

- 100 Participants

*CUNY Relief Efforts Planned for Hurricane Matthew*

October 19, 2016 ◊ CUNY Central, New York, NY

- 50 Participants

### **Professional Standards**

- Preparation of a conference proposal on the Student Affairs Professional Competency Areas to be submitted for the 2017 Pennsylvania Student Affairs Conference (a collaboration between the PA State System of Higher Education Student Affairs Divisions and the Pennsylvania College Personnel Association). This conference is scheduled for May 23-25, 2017 at East Stroudsburg University in East Stroudsburg, PA
- Arrange for Region II to be a sponsor and exhibitor for the above conference

### **Public Policy**

#### **NASPA National Conference**

March 12-15, 2017 ◊ San Antonio, TX

- Proposal accepted
- Public Policy and Student Affairs: Building partnerships for influence
  - Presenters: Krista Saleet and Dr. Amy Hecht, VPSA at The College of New Jersey and Region II Director-Elect

#### **Student Affairs Staff In-Service**

October 25, 2016 ◊ Williamsport, PA

- More than 50 attendees from Division of Student Affairs at Penn College of Technology and Lycoming College
- Session titled *Public Policy and the Practitioner*
- Followed by lunch with selected senior staff in the Division



## **Small Colleges and Universities**

- No Report

## **Faculty Council Representative**

### NASPA Faculty Resource Library Launch

*November 1, 2016 – Present, Online*

- This signature initiative is open to both NASPA and non-NASPA members
- The Library has graduate student handbooks
- They are collecting information on culminating experiences
- The dates/times/locations for program spring visitations is available

Also have been quite proactive in promoting the Early Faculty Development program.

## **(3) State Initiatives**

### **New Jersey**

- NASPA Region II was a proud sponsor of the 14<sup>th</sup> Annual LGBTQA Conference held at New Jersey City University on Friday, October 28. The following schools were represented by students primarily, but some had faculty and staff accompany the students and in some cases present session.

Drew University

#### **Fairleigh Dickinson University**

Hudson County Community College

John Jay College

Kean University

#### **Montclair State University**

#### **New Jersey City University**

New Jersey Institute of Technology

New York University

Passaic County Community College

Pratt Institute

#### **Ramapo College**

Rutgers University - Camden

Rutgers University – Newark

Science Park High School

SUNY Fashion Institute of Technology

SUNY Purchase

The College of New Jersey

The New School

#### **William Paterson University**

- Those bolded are the Partnering Schools who helped coordinate the annual event.
- In addition to the varied schedule of topics, the conference has begun to attract more community partners to attend and display annually. Those agencies, programs and services have expanded the opportunities and included social service agencies and a clinic that also provided HIV testing. A major highlight this year was the Plenary Session Panel after lunch that focused on activism. The panel included **Michael Billy**, film and television personality, producer, musician, and community activist; **Louis Farmer**, openly gay HIV positive writer, health professional, HIV/AIDS activist; **Joelle Eliza Lingatt**, active CUNY Law student involved with the National Lawyers Guild, Labor Coalition for Worker Rights and Economic Justice, Students for Justice in Palestine, and the Black Student Law Students Association among others; **Sheika Thomas**, lyrically known as Purple Haze or Purple who challenges audiences with natural ease and a voice that inspires movement and positive thoughts with words and **Yasmine Tadross** an exchange student from California who has been actively involved with Gender Bender, a deconstructing Gender Talent Show and Trans Remembrance March among other events.
- NASPA Region II was recognized in a looping power point throughout both meal periods (Breakfast and Lunch) and specifically thanked and recognized by the Host Chairperson during the Opening Session.
- Total registrants were **204** (including students, some vendors and staff from local schools)
- The next event will be October 27, 2017 and being held at William Paterson University where the conference started and was held consecutively for 10 years until it began rotating through the partner schools for the last few years.

## **Pennsylvania**

### Attending the NASPA Women's Leadership Conference in December 2016

*December 6 - 9, 2016 ♦ Ritz Carlton, Dana Point, CA*

- More than 250 will attend, more in the next board report

## **Washington DC**

Student Affairs Meet & Greet

*November 16, 2016 1831 M Street Washington DC*

- Number of Attendees Anticipated (40)
- Description of Program –
  - Provide a space where DC area colleagues can network
  - Engage members in NASPA region II and its activities
  - Engage members in conversations on future opportunities to engage and collaborate together.
- Projected Budget: \$500

## **West Virginia**

West Virginia Association of Student Personnel Administrators and WV TRIO Association Annual Conference

*November 1-2, 2016. Glade Springs Resort, Daniels, WV*

- Number of attendees/participants=64
- Description of program
  - Two day professional event for student service professionals and college access/success providers (program attached)
  - Included update on NASPA Region II with focus on annual conference that will be held in Pittsburgh, PA
- Number Sessions
  - 1 pre-conference
  - 20 break-out/concurrent sessions
  - 2 plenary/keynote sessions
  - 2 general sessions
  - 1 reception sponsored in party by NASPA Region II
- Names and Titles of Keynote Speaker(s)
  - Dr. Anthony L. Jenkins, President, West Virginia State University
  - Kelli Jo McNemar, Director, West Virginia Campus Compact
- Successes of the event/changes that one would make next year
  - Surveys are currently being collected/analyzed and appropriate changes/modifications will be made based upon feedback
  - Overall, very successful and plan to have conference again next year during the same week in Charleston, WV.

#### **(4) Knowledge Communities**

##### **Disability**

- Out of the networking opportunity from this year's Region II conference the DKC representative was able to establish a collaborative initiative with another Knowledge Community representative. As of fall 2016, the Disability Knowledge Community and the Parent Programs Knowledge Community have partnered with the national DKC to put together a webinar event for spring 2017. The logistics are still in the works but it has been approved by the KC regional chairs and the national DKC.
- DRC representative is working with Stephanie Reynolds to receive approval for a webinar program.

##### **Gender & Sexuality**

###### NASPA Region II 2017 Conference

*June 4, 2017 – June 6, 2017 ♦ Pittsburgh, PA*

- Number of Attendees/Participants
- Pre-Conference Identity Based KC Symposium
- Number sessions: 1
- Names and Titles of Keynote Speaker(s): Undecided
- Event being planned currently for upcoming program.

## **Latino/a**

The Latino/a KC representative (Delmy Lendorf) is leading the effort to develop an All-KC preconference

### NASPA Region II 2017 Conference

*June 4, 2017 – June 6, 2017 ♦ Pittsburgh, PA*

- Number of Attendees/Participants
- Pre-Conference Identity Based KC Symposium
- Number sessions: 1
- Names and Titles of Keynote Speaker(s): Stronger Together...KC United (*working title*)
- Event being planned currently for upcoming program.

## **Parent and Family Relations**

- NASPA National accepted presentation
  - Helping Low Income Students on the Path to Success: A Conversation about Assessment & Interventions, Program ID-36197
- Collaboration with Disability KC, Academic Affairs/Student Affairs

Spring webinar approved at national level to discuss transition of disabled students on campus (parental support, academic concerns)

(5) All others

## **NUFP Coordinator**

- Attended Region II Careers and Students Affairs Conference at NYIT with current NUFP fellows and assisted student applicants with application.

## **Marketing**

Managed marketing campaign for NASPA Region II Conference in *June 2016*

- Provided the advisory board and conference team with NASPA II “Want to get involved?” T-shirts
- Served as the Marketing lead for the Conference Team
  - Developed the selfie stick promotional items in collaboration with a sponsor
  - Created all signage and promotional materials concurrent with NASPA’s branding
  - Managed entire email campaign for the conference

## **Foundation Ambassador**

- Creating a Social Media Campaign (with other Foundation Ambassadors) to promote giving and highlighting Pillars of the Profession