



**Michael N. Christakis, Ph.D.**  
**Region II Director**  
**Report for the December Board of Directors Meeting**  
**November 2017**

**NASPA Board Action Items**

None at this time

**Leadership & Member Engagement**

**Regional Director's Report**

**Winter '17 Regional Advisory Board Meeting** – The NASPA2 Advisory Board is scheduled to meet Sunday, December 10 – Monday, December 11 in New York City. The Board's agenda includes discussion on regional conference sites for 2019, 2020 and 2021; identifying strategies to grow membership across the Region; developing a comprehensive assessment plan for regional programs and services; learning more about NASPA's divisions and how their objectives can inform the Region's work; and facilitating a preliminary discussion (with our Faculty Council rep) about student affairs graduate program curricula and the gap between theory and practice.

**Strategies to Grow Membership** – This past summer, I asked the Advisory Board's new membership committee to identify strategies to grow membership across all professional levels throughout Region II. Especially given that a Region II city (Philadelphia, PA) will be the host city for NASPA's annual conference, there are opportunities to build on members enthusiasm and interest in getting engaged in the associations work (especially regionally!).

**Gathering Data to Inform Decisions** – I have asked our Region II Assessment Coordinator to develop a comprehensive assessment plan that assesses our various regional programs (Regional Conference, MMI, Career in Student Affairs, etc.) and other services (communications, etc.) so as to establish baseline data, gather data in a more efficient and thoughtful manner, and provide data to regional leaders in order to improve members' experiences.

**NASPA2 RD-elect Nominations** – Under Past-RD Kathy Woughter’s leadership, we identified a four-person committee to assist in reviewing all nominations, as well as our general process. We anticipate having a three-person slate ready to go by NASPA’s deadline.

## **(1) REGIONAL EVENTS**

### **Region II 2018 Conference**

- No Report

### **Conference Chair 2017**

- No report

### **Careers in Student Affairs**

- No Report

### **Mid-Managers Institute**

- No Report

## **(2) NASPA DIVISIONS**

### **Community College Division Representative**

- Outreach to CUNY colleagues about expiring memberships
- Coordinating SUNY & CUNY CSAO meeting during NASPA Region II Conference
  - Received commitment from CUNY Vice Chancellor of Student Affairs
  - Tentative commitment from SUNY Community Colleges
  - Will further discuss with Conference Committee

### **Public Policy**

- Participated in monthly Region II Board conference calls
- Participated in monthly PPD conference calls
- Convened monthly Region II Public Policy Advisory Board calls
- Published monthly Region II Public Policy newsletters tracking state-level policy
- Attended Region II Careers in Student Affairs Conference at University of Albany, October 6, 2017

### **Professional Standards**

- Active participation in Professional Standards Division Monthly meetings
- Co-leadership in spring/summer/fall 2017 project to rewrite and redesign the “About Student Affairs” section of the NASPA website “Who are We” – focusing on updating and reorganizing the foundational and philosophical documents section

### **Foundation Ambassador**

- Donor Goal: 16% (22/140)
- Donation Goal: 23% (\$4,520/\$20,000)

### **Assessment Coordinator**

- No report

### **Small Colleges and Universities**

- Meg Nowak will be stepping down as the Region II Small College and University Representative. Working to identify a suitable replacement.

#### **VPSA**

- VPSA Institute will be conducted as part of the regional conference. SUNY VPSA's have committed to being a collaborating group. Working on VPSA Council, to broaden participation in VPSA initiatives and enhance communication with/engagement of VPSA's.

#### **Awards Chair**

- Award Criteria- There are a few awards that currently do not have criteria listed. This group will work on creating those criteria.
- Award Rubrics- None of our awards have a rubric written so that the awards reviewers are able to clearly define which attributes should gain more points. This group will create rubrics for each award.
- Spread the word team- We need a team of people to create a plan to reach those institutions who do not normally nominate for awards. This could include reaching out to our current state reps, etc. This group would both create the plan as well as execute it this coming award season.
- Award Reviewers- A team of people to review awards, utilizing the rubrics from the team above, and determine a recipient.

#### **Faculty Council Representative**

- NASPA is accepting applications for the 2018-2019 Emerging Faculty Leader Academy (EFLA) cohort. The application deadline is November 1, 2017 and applications can be completed online at [http://apps.naspa.org/cfp/evt\\_frm\\_user.cfm?event\\_id=729](http://apps.naspa.org/cfp/evt_frm_user.cfm?event_id=729). Once applications have been submitted, Nathan Victoria will share the application materials and I will create a sub-committee to review them and vote for one Region II EFLA representative to participate in the cohort.
- October 23, 2017 Faculty Council Chair, Tracy Tambascia, Region II Chair, Michael Christakis, Region II Faculty Council Representative, Sherry Early, and Region II Faculty Conference Coordinator, Vivienne Felix will speak to talk about training and requirements for faculty teaching social justice/diversity courses in Higher Education and Student Affairs graduate preparation programs; our hope is to launch a regional assessment.
- At the Region II Advisory Board December Meeting, Drs. Sherry Early and Vivienne Felix will present on updates related to Faculty Council for 10 minutes per Michael Christakis' request.

#### **Volunteer Coordinator**

- No report

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

#### **New Jersey**

- No report

#### **NYC/Metro**

- No report

#### **New York Member at Large**

- No report

#### **Maryland**

- No report

#### **Pennsylvania**

- Working on following up with those PA institutions whose memberships have lapsed/were in danger of lapsing.

## **Washington D.C.**

- Reaching out to via email to encourage DC professionals to renew memberships, register for National and Regional conferences.

## **West Virginia**

- No report

## **(4) KNOWLEDGE COMMUNITIES**

### **Co-Coordinator for Knowledge Communities**

We have been communicating with some of the KC Chairs about their needs for KC Reps. We are ironing out all questions regarding the changes in process. We attended the webinar on how the process for filling regional rep positions is changing.

New KC Reps include:

1. Multiracial: Eileen Rodriguez from Georgetown. She replaces Saskia Augstin
2. Technology: David Eng from St. Thomas Aquinas College
3. Campus Safety and Violence Prevention: Ross Iosefson from Georgetown
4. We are working with KC Chairs for the African American KC, and the AER Community to post and fill positions.

### **Student Leadership Programs (Knowledge Community)**

- Given that Region II has not had much of a foundation for this position, Summer 2017 focused on formulating some structure and a committee of people to support SLP KC regional activities, a group of interested committee members was collected at the June regional conference and three goals were identified for the 2017-2018 academic year (see below).
- Goal: Collaborate with other Regional KCs (Intersectionality Conference)
- Goal: Collaborate and start blog series with SLPKC and/or Digital Leadership Network
- Goal: Strengthen and grow regional Advisory Board support/relationship between KCs of Region II and specifically between Advisory Board and SLPKC.

### **Technology (Knowledge Community)**

- Last held a conference call on Tuesday August 29, 2017
- Newly Appointed as KC Rep Dave Eng (Director of Student Activities, Saint Thomas Aquinas College)

### **Parent and Family Relations (Knowledge Community)**

- Developed & hosting (with coordination of national KC leadership) 3 #ParentsAsPartners twitter chats this semester highlighting the work of campuses' across the country as they engage parents/family members and promote greater involvement. First chat highlighted the work of John Jay College's engagement of Latinx parents through interpretations services. The second will highlight parent programs @ University of Albany.

Created promotional material for social media member recruitment

### **Men and Masculinities (Knowledge Community)**

- I serve on the MMKC as the Region II rep, but was also asked to help to solicit candidates to become KC chairs-elect. We currently have 3 candidates to put forward to the Executive Board for approval before the elections in a few months.

## **(5) ALL OTHER**

### **Treasurer**

- Budget Report Provided

### **External communications**

- No report

### **Strategic Initiatives**

- No report

### **Corporate Relations**

- No Report

### **NUFP Coordinator**

- Updated Region II NUFP Coordinator welcome message on the National NASPA NUFP site
  - <https://www.naspa.org/constituent-groups/posts/welcome-from-region-ii-coordinator-gabrielle-st.-leger>
- Participating in NUFP national calls lead by National Chair Dr. Tiffany Davis and Jasmine Scott
  - Attended Regional Coordinator Conference Call Meeting-August 22<sup>nd</sup>--Highlights:
    - Discussed topics for national board blogs and regional coordinator contributions to blog
    - Discussed regional challenges and goals
    - Discussed central monthly emails to mentors and current NUFPs from Headquarters and message submission process (in attempts to reduce the average 50-60 emails/month from NASPA to members)
  - Anticipate participation in Full NUFP National Board Meeting-Tentatively scheduled for December 2017 (Note: September meeting was cancelled)

### **Marketing**

- No report

### **Communications**

- No report

## **Professional Development & Events**

### **(1) REGIONAL EVENTS**

#### **Region II 2018 Conference**

- Updates on Conference Committee
  - Conference planning is going well. We have officially selected our committee and are in full planning for the 2018 conference. Our first focus areas for the fall semester are securing our timelines (programs, registration), finalizing our schedule and entertainment, and securing our featured speakers.
- Updates on timeline (ie. ED Program Call out, website launch, etc)
- We are launching our timeline (registration and educational programs) and websites during the month of November.
  - Brief overview on Dec Meeting
- We are hosting a 5 hour meeting with our committee on Sunday, December 10th. We are planning to go in depth in the planning and finalizing schedules, timelines, etc.

- Poll on Job Placement dates
  - One new addition to the Regional Conference this year is a Job Placement program. We have selected 3 members of our committee to spearhead this initiative and they are currently researching other conferences that have similar programs. The goal is to provide the region with a light-TPE experience for institutions that have later openings on staff or folks that can't afford the national TPE experience.

## MMI

- Since the last board report, we have solidified the date for the Mid-Manger's Institute (MMI) for Region II. It will occur on the Daemen College campus from June 25-29, 2017.

## Careers in Student Affairs Conference (*Friday, October 6<sup>th</sup>, 2017: University at Albany, The College of New Jersey, Morgan State University*)

- Number of Attendees/Participants – The 2017 conference resulted in 211 attendees:
  - University at Albany: 60
  - The College of New Jersey: 121
  - Morgan State University: 30

This was a slight increase from the 205 attendees at the 2016 conference.

- Description of Program
  - This conference is designed for undergraduate and graduate students who are considering Student Affairs as a career as well as entry-level professionals with less than five years of experience in the field.
  - Breakout sessions included:
    - “Innovative, Evidence-based and Fun: Delivering Effective Programs to Undergraduate Students” (Albany)
    - Achieving a Vision for Innovative Engagement: NASPA Region II Initiatives (TCNJ)
    - Panel discussion with Dr. Kevin Banks, Michael Freeman, Dr. A Bonnie Candia-Baily, Dr. J.M. Harpe and Michael Patterson (Morgan State)
- Number of sessions
  - 4 workshop sessions and a keynote address (TCNJ and Albany)
  - 3 workshop sessions and a keynote address (Morgan State)
- Names and Titles of Keynote Speaker(s)
  - Albany: Dr. James R. Stellar, Provost and Senior Vice President for Academic Affairs, University at Albany
  - TCNJ: Dr. Felicia McGinty, Vice Chancellor for Student Affairs, Rutgers University
  - Morgan State: Dr. Deb Moriarty, Vice President of Student Affairs, Towson University & NASPA Board Chair
- Successes of the event/changes that one would make next year.
 

Successes:

  - Attendees appreciated networking with professionals in the field.
  - Presenters and keynote speakers gave great perspectives and insight.

- Registration was viewed as affordable.
- Check-in at conference was smooth.
- Having on-site registration was helpful.
- Collaborating with numerous departments helped with conference planning.
- Recommend having co-chairs for each location (1 for facility management and 1 for attendee recruitment).
- Johns Hopkins University and Montclair State University are interested in possibly hosting the 2018 conference.

Challenges:

- Host locations would like registration numbers earlier in order to provide information to caterers.
- Recommendations to provide the following information to attendees a week in advance:
  - Program
  - Workshop descriptions
  - Parking (availability and possible costs)
  - Reminders to bring business cards
- A location host checklist should be developed and provided to colleges interested in hosting the conference.

## **(2) NASPA Divisions**

### **Community College Division**

- CUNY Title IX Training – October 12, 2017

### **Faculty Council Representative**

- As an adjunct responsibility I am engaged in with Faculty Council is co-coordinating NASPA's 2018 Doctoral Seminar. My role is to secure panelists for the first session "A Good Dissertation is a Done Dissertation". Five panelists have been secured.

### **Professional Standards**

- Named a 2018 "Pillar of the Profession" by the NASPA Foundation.

### **Public Policy**

Presented session at regional Careers in Student Affairs Conference.

### **Region II Careers in Student Affairs Conference**

*October 6, 2017 – University of Albany*

- Public Policy: Bringing Student Affairs to the Table
- Presenters: Krista Saleet and Christopher Kuretich, AVP at SUNY Cortland

### **Awards Chair**

- No report

### **Small Colleges and Universities**

- SCU will be offering a pre-conference Small Colleges and Universities: “Opportunities and Challenges for Vice Presidents for Student Affairs” and members from Region II have agreed to assist with coordination and presentations.

**VPSA**

- No report

**Foundation Ambassador**

- No report

**Assessment Coordinator**

- No report

**Volunteer Coordinator**

- No Report

**(3) STATE INITIATIVES**

**New Jersey**

- No report

**NYC/Metro**

- No report

**New York Member at Large**

- No report

**Maryland**

- No report

**Pennsylvania**

- NACAC Conference – Enrollment Management in Boston, MA
- September 13-16, 2017
- Attended various sessions on recruitment and enrollment management

**Washington DC**

- Gauging interest for a networking social for Student Affairs professionals in the DC region.

**West Virginia**

- No Report

**(4) KNOWLEDGE COMMUNITIES**

**Co-Coordination for Knowledge Communities**

We would like to host a more formal meeting with all the KC Reps at the conference in Philadelphia. This would be in addition to hosting a social. Typically the KC Co-Coordination have hosted a dinner. We’d like to reserve a room at a bar for everyone to meet up at. We’d like to have the budget cover some snack items, and one drink for KC Reps who come (and any Region II Leadership who would like to attend!).

We are encouraging our KC reps to announce their events they have to the rest of the KC reps. We are also looking at ways to do some regional meetups within the region.

### **Student Leadership Programs (Knowledge Community)**

- Monthly meetings with regional KC committee will start again in October, plan will be to identify community building opportunities for leadership educators around Region II and strategize for how to have a presence at the NASPA Annual and Regional Conferences
- Currently, Regional KC Rep is working with NASPA Members at-large to host and participate in “NASPA2 After-Hours: Current (Student) Affairs” monthly roundtables around leadership in student affairs

### **Technology**

- Online Annual Publications Articles due to NASPA September 18, 2017 (Coordinated by Ed Cabellon) 15 Minute Interviews with other KC Representatives to determine TKC’s direction

### **Parent and Family Relations (Knowledge Community)**

- *Working with PFRKC re: potential coordination of spring 2018 drive-ins on both west and east coast.*

### **Men and Masculinities (Knowledge Community)**

- The 2017 Region II Conference was hosted in Pittsburgh, PA on June 4<sup>th</sup>-6<sup>th</sup>. I served as the Logistics Chair, taking care of space needs, technology, catering, hotel liaisons, and adherence to our contract.
- [NASPAacts](#) at the Annual Conference will be hosting a rally to empower students of marginalized populations. As the coordinator of NASPAacts, I will be reaching out to speakers, KC chairs, and NASPA leadership for participation and support.

### **(5) All other**

#### **Treasurer**

- Budget Report Attached

#### **Corporate Relations**

- Presented for PaperClip Communications including “Managing Liability for Off-Campus Trips” (27 Sept 2017); “Dealing with Difficult Students in Residence Halls” (10 Oct 2017); “Incorporating Technology into RA Training” (17 Oct 2017); and “Minors on Campus” (19 Oct 2017).

#### **Awards**

- No report

#### **Strategic Initiatives**

- No report

#### **NUFP Coordinator**

- The latest number of NUFP Fellows in Region II is 52 (down by 18 NUFPs since May 2017 graduations).

- Review of Round 2 (September applications) completed October 2017. A total of 141 applications were received by National Headquarters for new NUFPs Fellows
  - Total of 24 new applications were reviewed (17% of total applications were for Region II)
  - 24 new NUFPs were accepted into the program
- Review of Careers in Student Affairs Month (CSAM) applications (the final push for 2017 applicants) completed November 2017. A total of 62 applications were received by National Headquarters for new NUFPs.
  - Total of 4 applications were reviewed for Region II (6% of total CSAM applications were for Region II)
  - 4 new NUFPs accepted into the program
  - A total of 32 institutions in the region are participating in NUFPs with the largest contingent of current Fellows at Pennsylvania State with 6 fellows (soon to be tied with SUNY Cortland at 6 as well)
- Still attempting to coordinate a dual-regional meet-up event for Fellows and Mentors with neighboring Regions (1 or 3)

#### **Marketing**

- No report

## Advocacy & Scholarship

#### **Co-Coordinator for Knowledge Communities**

We have asked the KC Reps to consider their needs for 2018, as we start considering budgetary needs. Our goal is to look at the needs of the KC Reps, and how we help them to be successful.

There is interest in doing a KC preconference at our Region II annual conference.

**Appendix A** (attached) includes the minutes from our recent KC rep meeting.

## **APPENDIX A – Knowledge Community Minutes**

Knowledge Community Rep Meeting

October 12, 2017

Meeting Minutes

**Attendance:** Nelson Rodriguez, Val Randall-Lee, Anyelina Diaz, Dana Trimboli, Tara Leigh Sands, Dave Eng, Eileen Rodriguez, Delmy Lindoff, Christine Ferrari, Shawn Crisler, Yvette Lerma Jones, Dane Foust (absent), Chad Freeman (absent), Sara Kupferer (absent), Cory Shay (absent), Brian Medina (absent), Tiffany Bermudez (absent), Jennifer Johnson Kebea (absent), Tiffany Ciprian (absent).

### **Agenda Items:**

1. Review of changes to process for KC Representative selection
  - a. Val reviewed the KC Task Force recommendations for programmatic changes. These were reviewed and approved by the Board of Directors in July. The following are the most pertinent changes. The rest can be found in the documents provided with the agenda for the meeting:
    - i. Regional KC Coordinators will serve on the Regional Advisory Board. The recommendation is that Regional Directors will decide if KC Regional Representatives will serve on the Regional Board or serve in an extension role (In Region II it has already been determined that the KC Reps will serve in an extension role).
    - ii. It is strongly recommended that each region have at least 2 KC Coordinators. Regional KC will be the primary regional contact for KC Regional Rep appointment.
    - iii. KC Regional Reps will report through the Regional KC Coordinators to the Regional Advisory Board.
    - iv. Regional KC Coordinators will focus on specific needs and interests of KC Regional Reps.
    - v. Regional Rep Appointment Process: National KC Chairs lead the process in consultation with KC Coord. KC Chairs post positions on Volunteer Central and interview applicants. They vet the applicants through the KC Coordinator, and the KC Chair sends out the appointment letter. KC Coordinators share announcements, solicit applicants, and vet applicants.
2. Submission of region rep reports
  - a. Val asked that the KC Chairs use the template mailed out on 10/11/17 to provide a report of the activity for their KC. Please send in your report to Val or Nelson by 10/27. We will collate the information and turn it in as our report.
3. Region II news and updates
  - a. Val reviewed the minutes from the last Regional Advisory Board meeting.
4. Discussion on what you need from Nelson and Val –
  - a. Need sponsored programs from Region II, push for preconference at the regional. We want a meetup at the annual conference. Look for programming in other parts of region II, where we can continue to recruit more people and get them involved. Feel free to

email them. Shaun talked about a session Val and he had attended at the national conference that had information on a membership management system. Val will check and see if she can find information on it and send it out to everyone.

5. Discussion on attendance at local sponsored socials- There was general agreement that we use localized social meeting to recruit more involvement. We also liked the idea of planning for a KC social at a bard at the annual conference to encourage locals to attend, even if they can't be at the conference. Do we want to support regional socials for the KCs? Can we do meetups at the conferences that are already planned?

6. Any other questions/concerns to share

In order to provide better support to the KC reps, Val and Nelson divided up the KCs for responsibilities. Please know you can come to EITHER Val or Nelson on anything, but we wanted to be sure you knew who may be your primary touchpoint. Here are the assignments. They are highlighted if the position is filled. If you know of someone who may be good for a position, or interested, please let one of us know and we will follow-up:

- Administrators in Graduate and Professional Student Services Knowledge – Val
- Adult Learners and Students with Children – Val
- African American – Nelson
- Alcohol and Other Drug – Val
- Asian and Pacific Islander – Nelson
- Assessment, Evaluation, and Research – Val
- Campus Safety and Violence Prevention – Val
- Civic Learning and Democratic Engagement – Nelson
- Disability – Nelson
- Enrollment Management – Val
- Fraternity and Sorority – Nelson
- Gay, Lesbian, Bisexual, and Transgender – Val
- Indigenous Peoples - Nelson
- Men and Masculinities – Nelson
- Latino - Nelson
- MultiRacial – Nelson
- New Professionals and Graduate Students – Nelson
- Parent and Family Relations – Nelson
- Socioeconomic and Class Issues in Higher Education – Nelson
- Spirituality and Religion – Nelson
- Student Affairs Fundraising and External Relations – Val
- Student Affairs partnering with Academic Affairs – Val
- Student Athletes – Nelson
- Student Career Development – Nelson
- Student Leadership Programs – Val
- Sustainability – Val
- Technology – Val
- Undocumented Immigrants – Nelson
- Veterans – Val

- **Wellness and Health Promotion – Nelson**

- Women in student Affairs - Val

7. Updates from the KC reps (please share what's happening in your KC)

- a. Shaun Crisler – New Professionals and Graduate Students. They are working at their presence, and updates
- b. Tara Leigh –Indigenous Peoples KC. Expressed some concern about ability to attend conferences and network, to help the KC. She is working with how to explain to people what NASPA is or could be. Serves on local arrangements for the national conference. Trying to find an elder with indigenous tribes in Philly to have them help with welcome.
- c. Dave Eng – Technology. Last conference call was 8/29. Ed Cabellon talked about online annual publications for NASPA. How can they best utilize knowledge base and help other reps.
- d. Christina Ferrari – Student Leadership Programs. Is looking at digital leadership and how to collaborate. Having conversations around intersectionality and leadership and who is considered a leader and who is not. How do they explore leadership? Thinking of pre-con for identity and leadership, with reps from the different leaderships in KC. Other updates, forming committee and strategizing how to program for members in KC. They have thought of hosting happy hours and meetups.
- e. Tiffany Bermudez – Socioeconomic and Class Issues in Higher Education KC. Still trying to figure out role and collaborate roles. Loved to host a meetup. Email or work on setting up a chat.
- f. Angie Diaz– Disability. Working on a survey with national KC to see where they are with the membership and what they want. Looking at conference opportunities to see what is out there and they would like to see. Working on publications for region II, working on identity with students of disability with color. It is a publication in review.
- g. Dana Trimboli – Parent and Family relations. Working with social media rep and hosting twitter chats, with #partnersasparents. Doing one on 10/19, on Holly Barker with SU Albany on what they are doing to engage parents. Looking for someone for the November date. Way to get KC more presence on media and highlight the program. KC is also working on looking at a drive-in on the east coast and west coast and how to use technology to have a common open and closing session.

### **National Conference Reminders**

A few important items for folks to be reminded of regarding the NASPA Annual Conference:

- We will have a social get together for all Region II KC reps attending the conference. Date, location and time TBA (typically this is on the Monday evening of the conference)
- KC Region II Rep Meeting. Date, location and time TBA
- Graduate Prep and Communities Fair on Monday, March 5 from 7:00 p.m. to 9:00 p.m.
  - All national KCs should be represented.
- Knowledge Community Regional Representative Training on Tuesday, March 6 from 8:00 a.m. to 10:00 a.m.
  - Open to newly appointed and returning KC Regional Representatives.

- Register here: [https://docs.google.com/forms/d/e/1FAIpQLSfX-xMuT7QthoHjkVBjXTBvCOA1IVSTqlPnuTtnMzVy2I7OQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfX-xMuT7QthoHjkVBjXTBvCOA1IVSTqlPnuTtnMzVy2I7OQ/viewform?usp=sf_link)
- Knowledge Communities and the Professional Competencies Meeting on Wednesday, March 7 from 8:00 a.m. – 9:00 a.m.
  - Open to all Knowledge Community leaders.

### **Future Zoom Meeting Dates**

Nov 9, 2017 11:00 AM

Dec 14, 2017 11:00 AM

Jan 11, 2018 11:00 AM

Feb 8, 2018 11:00 AM

Apr 12, 2018 11:00 AM

May 10, 2018 11:00 AM

Jun 14, 2018 11:00 AM