



Deb Moriarty
RII Regional Director
Report for the July 2014 Board of Directors Meeting
June 20, 2014

NASPA Mission

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

Leadership

ADVISORY BOARD

- Held monthly conference calls with the advisory board
- On-going work to keep all positions on the Advisory Board filled – max 3 vacancies (See roster Attachment I)
- Held a retreat June 7 & 8 prior to the regional conference. The agenda included review of mission and vision, setting goals, engaging in team building, providing feedback to the RGTF. (see Attachment II)
- Scheduled all monthly conference calls for 014-15
- Scheduled December Retreat

TREASURER'S REPORT

- 2014-15 Region Budget will be completed by the end of June
- 2013-14 Budget will be reconciled and completed by June 23 (except for MMI)
- 2013-14 Budget will be fully reconciled (including MMI) by July 3
- Completed training on Interacct and TD Online in March and April
- Will complete Nexonia training in July for NASPA Credit Card approvals
- Financially the Region is in good shape but not as strong as the start of 2013-14
- Will be working with the Sponsorship Coordinator on regional support rather than program
- Financially I support rotation plan for our conferences and annual events
- Supported the Region II Latino/a KC Drive-In at John Jay College in New York City
- Support the New York City Higher Ed Happy Hour CSPA New York and NASPA joint event
- Advocate for the creation of a carry forward account to better track budget

REGIONAL DIRECTOR ELECT

- Leading a small ad-hoc group of Region II professionals in setting up protocols for business and administrative practices within the region. That work will begin shortly and is expected to conclude by March.

MEMBER ENGAGEMENT

- Finalized job descriptions for all Regional Advisory Board Positions
- Created a data base of interested volunteers
- Started recruiting members to work on the 2015 conference. As the 2014 conference comes to a close, we will have assigned key leadership roles for the 2015 conference including: volunteer coordinator, registration

COMMUNITY INVOLVEMENT

- Working to establish contacts within all of the Washington, D.C. institutions to identify a rep for the Advisory Board.
- In process of collecting information from schools within the DC region to host the regional 2015 conference

AWARD RECOGNITION

- Held the regional awards program at the Regional Conference in June.
- Goal to increase number of nominations during the award nomination process. The campaign started at NASPA 2014 in Baltimore and is ongoing throughout the nomination process.
- Goal to have award nomination process and award information and criteria updated and on the NASPA Region II website during the end of July. Once information is uploaded to the site we will begin communicating and soliciting nomination from members from the region.
- Moving forward with the addition of 1 new category: Equity and Inclusion Award.

NASPA UNDERGRADUATE FELLOWS PROGRAM

- NASPA Fellows (and Mentors) recognized at Regional Conference.
- NUFP spring program application promoted through Regional Listserv (will know if this caused an increase in participation once applications are reviewed)
- Recognized NUFP's 25th Anniversary with an insert (NASPA Board of Directors Resolution) in the Region II Conference Book in Atlantic City

PROFESSIONAL STANDARDS

- Participation in Region II Advisory Board Meeting , June 7 and 8, 2014
- Engaged in goal setting session for Professional Standards position on board

- Helped plan and took major responsibility for conducting workshop on the Professional Competencies during Region II conference on Monday, June 9, 2014

KNOWLEDGE COMMUNITIES

- International Education: KC Rep is member of International Education "Hot Topics" Sub-committee on the KC, Corresponded with several members of the Region II International Education KC about various topics
- S & CIHE: Sent out email to Region II to promote KC to regional members. Contributed to Region II KC blog.
- Student-Athlete: Attended the NASPA National Conference in March and presented on "Athletics is a Student Affair: Team Up to Manage Crisis" along with two colleagues from other IHEs and a representative from the NCAA
- Student Leadership Programs: Assisted with the new KC rep training at the national conference, part of the SLPKC Pre-Conference Planning Team for the national conference.
- Parent and Family Relations: Engaged the KC during this period through email and encouraged participation the Regional Conference and reflection on the 10 years of the KC's history in conjunction with the National KC Chairs.
- Indigenous People Knowledge Community: Serve as Social Media Representative to the Indigenous Peoples Knowledge Community. Chair of IPKC Annual Preconference at NASPA. Serve on IPKC awards committee. Looked at active opportunities with other KC's to connect IPKC with Co-chair of Region 2 NPGS precon in AC.
- AER KC: Volunteered to assist with ""Getting Involved"" reception at NASPA Baltimore. Served on AER KC Communications group and tweeted live from AER sessions at NASPA Baltimore. Served on Conference Planning Team for Region II Conference in New Jersey (Entertainment Co-Coordinator); attended site visit for planning. Volunteered at Assessment & Persistence Conference in Texas.
- GLBT KC: Seeking out volunteers to brainstorm a structure for member engagement and community involvement. Initial outreach has solicited about 10 volunteers throughout Region 2. The goal is the divide the volunteers into various areas/projects, including but not limited to social events in each of the cities/areas of Region 2, a Facebook page, conference calls, encouraging blog posts, encouraging mentorship involvement, etc.
- African American KC: Developed AAKC Region II Leadership Team consisting of state liasions and one social media coordinator. Members engaged through Philadelphia KC Meet and Greet planned by myself and other Philadelphia KC Reps.
- Veterans: Received the Veterans Knowledge Community "Supra et Extra" Award at the 2014 NASPA Annual Conference. Presented at Slippery Rock University in Slippery Rock, PA about the Veterans Knowledge Community and getting involved with NASPA. Presented at Bloomsburg University in Bloomsburg, PA about the Veterans Knowledge Community and getting involved in NASPA.
- NPGS: NASPA Region II NPGS Pre-Conference Co-Chair. Fall 2014 Careers in Student Affairs Conference Committee.
- WISA: Recruited for new members to join WISA during NASPA Region 2 Conference.
- Presented on women's leadership education in college settings at NASPA Region 2 conference. Hosted a mentoring table for young women in student affairs at NASPA Region 2 conference. Received Region 2 award for Outstanding Contribution to Student Leadership Programs.
- Technology: Helping to draft new national award in technology for the whole KC. Expect to be submitted in next two months.

- APIKC: KC Representative recognized as the Region II Outstanding Graduate Student. At the NASPA National Conference in Baltimore, rep assisted with the API New Member Orientation/Mixer and represented the APIKC at the NASPA Community Fair where we outreached to existing and potential members about the current status of the KC.

FOUNDATION AMBASSADOR

- Recruited volunteer for the position in November 2013
- Participated in conference calls with other regional ambassadors
- Provided feedback to the first ever foundation development officer as she manages the 2013-14 annual giving campaign for NASPA.
- Worked to accomplish regional goals (set by the National):
 1. Regional donor goal = 84
 - a. As of 6.16.14, current donor number = 90 (107% of goal)
 2. Regional giving goal = \$21,000
 - a. As of 6.16.14, current giving = \$19,089.90 (91% of goal)
 3. 100% participation by regional advisory board in 2013-14 Annual Campaign.
 - a. Regional Advisory membership = 37
 - b. As of 6.16.14, 28 members are participating (76% of goal)
 4. Outreach efforts will continue through the end of June in an attempt to meet the regional giving goal of \$21,000.

Scholarship

NUFP

- Created a survey of Region II SSAOs regarding their familiarity and interest in NUFP (summer/fall 2014).

PROFESSIONAL STANDARDS

- Conducted workshop at Region II conference on the Professional Competencies
- Working with Region II Faculty Rep to establish a more current list of graduate preparation programs and faculty in order to do an outreach to them around the use of the Professional Competencies in their programs

KNOWLEDGE COMMUNITIES

- International Education: Wrote a blog post on Sexual Assault and Study Abroad
- Indigenous People Knowledge Community: Tweeted IPKC knowledge and related news and research out, had an IPKC region 2 member write a blog.
- AER KC: Supported AER selection of Assessment Award and Grant submissions"
- Spirituality & Religion in Higher Education: Organized and hosted a symposium on "Religion and Ethics". Campus ministers, chaplains, administrators, faculty and students were in attendance at the day-long event.

- Veterans: Attended and participated in the American Council on Education Service Member and Veteran Advising Summit in Washington, DC to discuss recommendations to better serve this student population. Submitted Aurora Foundation grant to provide faculty/staff training on working with student veterans in Northeastern Pennsylvania.
- Disability: Shared updates from the national disability KC about the most recent publication: Beyond the ADA as well as announcing a 1-day national disability KC conference hosted at Harvard.

BUDGET

- Explore grants and/or research awards for regional members

Professional Development

New York City Higher Ed Happy Hour

May 1, 2014 – American Whiskey Bar and Grill: New York City

- 100 Participants
- Networking for New York City Area Student Affairs Professionals
- CSPA New York and NASPA joint event
- Very Successful and more to come!

NASPA 2014 Region II Conference: DO SA

June 8-10, Stockton Seaview Resort

- 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
- Faculty member, Denise Davidson, independently conducted focus groups on site for research on student affairs professionals.
- 65 attendees volunteered in some function throughout the conference
- Small Colleges & Universities facilitated the Small College and University Roundtable.
- Professional Standard presented: *What Do All the Icons Mean? Professional Competencies for Student Affairs Professionals*

Region II Mid-Managers Institute

June 23-27, 2014 – University at Albany, NY

- 42 participants enrolled
- Faculty led by Warren Kelly and Helen Matasow-Ayres and includes Kirk Manning, Kathy Woughter, Kathy Humphrey and Anthony Jenkins with support from Michael Cristakis.
- Created a Facebook page for MMI

Region II Latino/a KC Drive-In: Stand Out Above the Crowd

June 24, 2014 (scheduled at time of writing) – John Jay College of Criminal Justice, New York City

- ??? Participants
- Drive-In promoting Diversity and Career Path in Higher Education
- Keynote: Dr. Sanchez, CUNY Vice Chancellor for Student Affairs
- Region II is supporting the reception

Knowledge Communities

- International Education: Attended the Intercultural Management Institute Conference in March and engaged in topics concerning cross cultural communication, utilizing social media to promote International Educational programs, and trends in the field.
- Student Leadership Programs: Presented at National Conference about Leadership Development Program as part of Excellence Awards Recipients, presented at Western NY Assessment Consortium (sponsored by NASPA Region II) on the topic of using assessment to guide the development of leadership programs, presented at SLPKC Pre-Conference at national conference.
- Indigenous People Knowledge Community: Attended and coordinated IPKC Precon at NASPA
- GLBT KC: Connected with folks in Region 2 during GLBT KC events and sponsored programs at the NASPA Conference.
- African American KC Philadelphia: Sponsored KC Meet and Greet Happy Hour
- Spirituality & Religion in Higher Education: Presented a KC sponsored program at the annual NASPA conference in Baltimore on "The Inherent Challenges of Religious Student Organizations on a Public Campus"

- Veterans: Presented "I Want to Start Veteran's Services on My Campus? Now What?" at the 2014 NASPA Annual Conference. Presented at Slippery Rock University in Slippery Rock, PA about the Veterans Knowledge Community and getting involved with NASPA. Presented at Bloomsburg University in Bloomsburg, PA about the Veterans Knowledge Community and getting involved in NASPA.
- NPGS: Hosted NPGS Happy Hour at the Regional Conference
- WISA: NASPA Region 2 conference presenter and attendee.
- APIKC: Attended the NASPA National Conference in Baltimore and assisted with various planning activities for the APIKC including the annual APPEX: Asian American Pacific Islanders Promoting Educational Excellence Preconference Workshop, API New Member Orientation/Mixer, API KC Awards Reception and the Mixer with the Multiracial KC.

Advocacy

KNOWLEDGE COMMUNITIES

- Veterans: Attended and participated in the American Council on Education Service Member and Veteran Advising Summit in Washington, DC to discuss recommendations to better serve this student population

NASPA Strategic Plan

Goal 1

1. Build the capacity to create knowledge and use data to provide evidence that will support excellence in practice.
 - a. Professional Standards
 - 1.3.1 Tighten and align the connections among theory, research, and practice.
 - 1.4 Enhance skills and provide tools to conduct student affairs program reviews in support of best practice and institutional effectiveness.

These goals will be met by the following:

- Survey of practitioners through CSAO's in the Region to determine awareness and use of the Professional Competencies
- Collaborate with other Regions and other organizations (state ACPA assoc.) to provide professional development opportunities for practitioners, faculty and students on the potential use of the Professional Competencies

Goal 2

2. Lead advocacy efforts that shape the changing landscape of higher education.

Goal 3

3. Launch an initiative to collaborate with student affairs worldwide.

Goal 4

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

Objectives

4.5 Strengthen NASPA's contributions to student affairs graduate preparation programs.

Professional Standards will work to meet this by: Working with the Region Faculty Representative to compile a more accurate list of graduate preparation programs in order to do outreach to them on their awareness and use of the Professional Competencies

**ATTACHMENT I
ADVISORY BOARD ROSTER**

REGION II DIRECTOR

Deb Moriarty (2015)*
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REGION II DIRECTOR ELECT

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TREASURER

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SECRETARY

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HISTORIAN

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COMMUNICATION TEAM

LEADER

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MARKETING COORDINATOR

Heather Black (2016)
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MEMBERSHIP SERVICES

Terry Martinez (2016)
Associate Vice Provost, Student Affairs
Johns Hopkins University
(effective July 2014)

VOLUNTEER COORDINATOR

VACANT

SSAO COORDINATOR

Kirk Manning (2015)
Vice President & Dean of Student
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REGIONAL AWARDS

COORDINATOR

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**COMMUNITY AND TWO-YEAR
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CORPORATE RELATIONS

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SPECIAL PROJECTS

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REGIONAL PROGRAMS

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CONFERENCE CHAIR 2015

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**SA CAREERS AND NEW
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REGIONAL/NATIONAL PROGRAMS & INITIATIVES

KNOWLEDGE COMMUNITIES

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NASPA UNDERGRADUATE FELLOWS PROGRAM

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“ENOUGH IS ENOUGH” PROGRAM LIAISON (VACANT)

SMALL COLLEGES AND UNIVERSITIES DIVISION

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PROFESSIONAL STANDARDS

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PROFESSIONAL STANDARDS

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STATE REPS

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MARYLAND

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NEW JERSEY

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NYC/CUNY

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NEW YORK STATE

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WEST VIRGINIA

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WASHINGTON D.C. (VACANT)

NASPA REGION II
Goals/Tasks by AB Position
As of June 8, 2014

Advisory Board members were asked to review their job descriptions and then were put in small groups to identify 2-5 things they plan to accomplish this year as part of the role on the board.

- **Regional Director**
 - ensure the board is really operating at the highest level of our potential by coordinating advisory board functions—conference calls, meetings, annual reports, etc.
 - work to maintain good communication with AB members regarding expectations
 - Engage the RD elect in critical decisions throughout the year including filling board positions
 - Encourage all volunteers to engage in succession planning

- **Region Director elect**
 - Contacting each board member by December to determine renewal/transition/succession.
 - Communicate expectation that each board member should also be looking around about who might succeed you in your position.
 - Assist RD and conference chair on regional conference site selection.
 - Coordinate Ad Hoc group reviewing and developing regional guidelines for business practices

- **Treasurer**
 - Develop and manage the region’s annual budget
 - Serve on the Ad Hoc committee developing regional guidelines
 - Assist Sponsorship Coordinator to develop sponsorship categories/tiers
 - Review requests for programming sponsorships and recommend action

- **Corporate Sponsorship**
 - Focus on fundraising. Determine a way to streamline the process and connection between conference, regional and national initiatives.
 - Help companies understand what they get out of sponsorship.
 - Review annual regional events and develop a comprehensive fundraising plan.

- **Special Events Coordinator**
 - Coordinate logistics for the December Advisory Board meeting
 - Confirm regional activities for the National conference and coordinate rooms and food.
 - Identify ways for the Advisory Board to network with the conference committee and the KC folks at regional and national conferences.

- **Awards Coordinator**
 - Increase nominations. Emphasize the need for board members to nominate a few people for these awards.
 - Connect regional awards to our core values

- **Membership Coordinator**
 - work with the National to better understand the email limitations/expectations
 - work with the graduate student rep to reach out to graduate students
 - Coordinate with the state reps to contact expiring members
 -

- **Community College Liaison**
 - Using structures in place, reach out to community college members (e.g. using formalized structure to reach out to CCs in DC area to get more conference proposals for the regional conference).
 - Increase number of CCs bringing more cohorts to the NCWSSL conference.

- **Communications Coordinator**
 - Determine a method for sharing information from meetings and conference back to the membership. Suggest a process for board members to communicate with region II members. (suggestion -- a newsletter two or three times a year as a means to communicate and highlight great things that are happening in the region)
 - Identify ways to communicate with constituent groups effectively that does not interfere with what NASPA is doing at a national level.

- **State Representatives**
 - Be proactive in contacting others on the Advisory board to determine how we can help encourage participation from individual states.
 - Suggest potential sponsors.
 - Assist with outreach to expired memberships
 - Reach out to welcome new institutions to the state/area
 - Contacting members to learn about upcoming programs and look for potential co-sponsorship opportunities

- **Foundation Ambassador**
 - specific goals from the foundation
 - Create a regular email schedule/timeline for communication and giving goals

- **Secretary**
 - responsible for meeting minutes
 - continue to distribute minutes in a timely manner

- submit approved minutes to Historian for archiving
- **Historian**
 - Research social media to capture, collect and archive important milestones.
 - Getting all of our minutes (Advisory Board and Conference Committee) up on the portal.
 - Document the history of regional awards, conferences, leadership and advisory board members
- **Professional Standards & Faculty Rep**
 - Survey practitioners through CSAO's in the Region to determine awareness and use of the Professional Competencies
 - Work with Region Faculty Representative to compile a more accurate list of graduate preparation programs in order to begin doing outreach to them on their awareness and use of the Professional Competencies
 - Collaborate with other Regions and other organizations (state ACPA assoc.) to discuss providing professional development opportunities for practitioners, faculty and students on the potential use of the Professional Competencies
- **Faculty Rep**
 - Develop a complete list of student affairs and higher education programs and faculty in the region.
- **Careers in Student Affairs Coordinators**
 - Select a date and locations for the October 2014 program
 - Ensure diversity presenters (not all need to come from host institution/presenters).
- **Graduate Student Rep**
 - Identify graduate students within our region
 - Connect with the GAP (program)
 - Determine a model for a graduate student advisory group